

industry people
on the move



LAWRENCE W. BAKER becomes manager of nitrogen products for Atlas Powder Company. He has responsibility for coordinating national marketing plans for ammonium nitrate, ammonia urea and nitric acid to the agricultural and chemical industries.

* * *

ROBERT L. GLIDDEN, elected president of the Farm and Industrial Equipment Institute (FIEI). He is also president of Kewanee Machinery & Conveyor Co., Kewanee, Ill.

* * *

RAY SASEEN, appointed a ProTurf Division technical representative for O. M. Scott & Sons. He leaves a position of golf course superintendent at LaVida Country Club, Savannah, to take the post.

* * *

DELBERT R. PETERSON, becomes area sales manager in the southwest region for the fertilizer and mining division of Stauffer Chemical Company.

* * *

RICHARD O. SCHADE, named technical consultant with Perma Rain. He was a project manager with the United Nations Food and Agriculture Organization.

* * *

JEFFREY SMALE, joins the Outdoor Power Equipment Division of FMC Corp. as advertising supervisor. He will work in the area of product promotion including advertising and public relations.

* * *

F. HARRY WHITE, appointed manager, market development for turf, lawn and garden seeds at Oseco Limited, Brampton, Ontario.

* * *

WARREN K. LERFALD, named district manager for the southeast U.S. for the consumer products group of The Toro Company.

* * *

JOHN McCAVITT, promoted to the newly-created position of vice president, landscape and turf irrigation division for L. R. Nelson Corporation. He was sales manager, turf division.

* * *

THOMAS CHRISTY, JR., appointed vice president of sales and marketing for R & G Sloane Mfg. Company, Inc. He will oversee the national sales and marketing activities.

* * *

GERALD (JERRY) ROHRER, becomes vice president and general manager of Fleco Chemical Products Co., Inc. He will be in charge of marketing and sales and will direct other operations of the company.

* * *

PAUL STEINBRECHER, to national marketing manager for the Hopkins Agricultural Chemical Co. He will be responsible for national sales of all Hopkins formulated products and will coordinate custom formulating.

* * *

FRED J. COSTELLO, named vice president of sales for Lockwood Corporation. He will be responsible for all domestic sales activities of the manufacturer of specialized farm and irrigation equipment.

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Loss Of Sight No Barrier To Minnesota Equipment Dealer

Edwin Riege sees nothing unusual about his decision to start his own business at the age of 46. "It has been a lifelong ambition and I made up my mind. There was no reason to delay any longer," he says simply.

But there are a few things that make his venture into private enterprise out of the ordinary. Riege is blind. And the type of business he is entering would seem to present inordinate challenges.

He is about to become a service dealer for The Toro Company. Riege's company will sell and service powered lawn mowers and snow removal equipment and sell miscellaneous tools and hardware.

Toro has no other service dealers who are blind and Riege may well be the first blind person in the nation to operate such a business.

His company, Ed's Engines, Parts & Supplies, Inc., occupies half of a single-story building on the main street of North St. Paul, one of the oldest suburbs of the Twin Cities.

Riege concedes that making a success of his business will not be easy. But he's optimistic. "Toro has a good reputation, especially in this region," he said. "I sold two machines, even before opening."

Indirectly, Riege has been preparing for a career as a sales-oriented, independent businessman since he lost his sight in 1966 from detached retinas, which resulted in the removal of one eye and total blindness in the other.

After losing his sight, he completed a seven-month training program operated by the Minnesota Society for the Blind, a course in political science from the University of Minnesota Extension Service and studied business administration for a year at Lakewood State Junior College. He also spent 3½ weeks in training with a guide dog with Seeing Eye, Inc. in Morristown, N. J., after which he returned to North St. Paul with his dog, Poppins, who has given him "expanded mobility."

Riege had planned to return to Lakewood but had difficulty obtaining needed text books and decided, instead, to seek employment, his first since losing his vision.

Since October, 1969, while working with the mortuary, he also completed a Dale Carnegie course and was elected vice president and program chairman of the North St. Paul Lions Club.

"When I decided that I was

ready to go into business for myself," Reige recalled, "I had a long talk with the manager of the local Chamber of Commerce.

"We considered a number of things, including a telephone answering service. Most of the ideas seemed mundane until we learned that the town needed a shop providing parts and repairs for small engines. That appealed to me. I had always been handy with tools and I had worked for 17 years with a wholesale hardware company where I learned a few things about inventory control and pricing."

After he decided hardware was the business for him, Riege called Minnesota Toro, Inc., the distributor for Toro products in this area.

Riege attended a recent meeting held by the distributor to introduce the 1974 line of Toro consumer products. "I've never seen anyone so enthusiastic," observed Charles Leonhart, distributor sales representative. "He climbed all over every piece of equipment and asked more questions than anyone."

Initially, Riege's company will have only two full-time employees, himself and Floyd Bailey. Bailey, who has operated an outdoor power equipment engine repair service and is known in the community as "the mower man," will be the service manager. There also will be two part-time employees.

Riege believes that with a minimal amount of special training he can handle engine repairs. "I've never had any trouble keeping my own power mower in good running order," he said, "but I think I'll leave that end of the business to Floyd. I expect I'll be kept pretty busy with other matters, especially selling."

His determination to make a success of his business, Riege said, stems in part from the generous help he has received from various public agencies. A state government agency which aids the blind has purchased for him a Braille calculator and cash register, an electric typewriter, office furniture and special security devices, including a burglar alarm system. The SBA has guaranteed a loan from the First State Bank of North St. Paul for the purchase of inventory.

"With that kind of help and a name like Toro backing me, I don't see how I can fail," he declared.

Color Coding Reduces Shop Accidents

"As a way to help avoid accidents, take time to color code your shop according to the American Standards Association recommendations," says Dorrell Larsen, University of Idaho extension agricultural engineer."

Color codes are:

—**Red** which marks the location of fire fighting equipment and identifies emergency stops on equipment.

—**Alert Orange** which is used on parts of machines that can cut, crush, shock or otherwise injure. Examples are guards on exposed gears, cutting devices and fuse box interiors.

—**High Visibility Yellow** which indicates caution and designates hazards from bumping, falling, tripping or collision as floor area around machinery, aisles and handrails.

—**Safety Green** which is used on first aid and safety equipment in the shop.

—**Precaution Blue** which is used on all equipment controls to remind yourself to be cautious.

In addition to color coding, Larsen urges that when working in the shop, "be alert to the causes of shop accidents and the tools or operations most apt to cause mishaps."

The arms and hands are parts of the body most often injured in shop accidents. They account for 36 percent of all injuries.

The percentage of injuries to other parts of the body in shop accidents include chest, stomach, and hips, 25 percent; feet, 12; legs, 12; head, 10; and other, 5 percent.

Kerb Herbicide Price Reduced Says Rohm And Haas

Rohm and Haas Company, Philadelphia, Pa., has announced a substantial price decrease for its Kerb 50-W herbicide. This price decrease is effective August 1, 1973.

Kerb 50-W has pre- and postemergence activity on many weed species and a high degree of turfgrass safety. It was initially marketed in southern states for control of *Poa annua* (annual bluegrass) in bermudagrass turf.

For additional information on Kerb 50-W herbicide, contact E. H. Boeckel, Agricultural and Sanitary Chemicals Department, Rohm and Haas Company, Independence Mall West, Philadelphia, Pa. 19105.

—insect report—

TURF INSECTS

FALL ARMYWORM

(*Spodoptera frugiperda*)

ALABAMA: Infested lawns in Dallas, Mobile, Houston, Lee, Jefferson, and Colbert Counties. Conditions favorable for population explosion during next one or two generations before frost. MISSISSIPPI: Still problem in lawns in southern area. Unusually heavy in Rankin County lawns. OKLAHOMA: Heavy in Bermudagrass lawns in Pushmataha, Pottawatomie, Cotton, and Noble Counties.

BLUEGRASS WEBWORM

(*Crambus Teterrellus*)

MARYLAND: Larvae heavily damaged 300 acres of bluegrass sod near Glenn Dale, Prince Georges County. Treatments needed.

SOUTHERN CINCH BUG

(*Blissus insularis*)

MISSISSIPPI: Heavily damaged untreated St. Augustine lawns in southern counties. Dead spots evident in lawns. CALIFORNIA: Severely damaged St. Augustine grass lawns at Sacramento, Sacramento County. If untreated, pest can destroy entire planting.

HAIRY CINCH BUG

(*Blissus leucopterus hirtus*)

NEW HAMPSHIRE: Heavy in lawns at Manchester, Hillsboro County.

CARABID BEETLE

(*Colliuris pennsylvanicus*)

WEST VIRGINIA: Adults heavy in lawn damaged by sod webworms and cinch bugs at St. Albans, Kanawha County. This is a new State record.

INSECTS OF ORNAMENTALS

PSYLLID

(*Calophya triozymima*)

MISSOURI: Collected from fragrant sumac at Columbia, Boone County. This is a new state record.

HOLLYHOCK WEEVIL

(*Apion longirostre*)

NEW JERSEY: Collected from hollyhock in home planting in Essex County. This is a new county record.

TREE INSECTS

GYPSY MOTH

(*Porthetria dispar*)

MICHIGAN: Survey produced startling results during August. Catches confirmed in 15 counties; 1,400 moths taken in 775 traps. Center of infestation appears to be Isabella and Gratiot Counties.

SPRUCE BUDWORM

(*Choristoneura fumiferana*)

PENNSYLVANIA: Defoliation of hemlock heavy over about 300 acres in Mifflin County during early summer; heavy over 200 acres in Snyder County. Defoliation noted over wider area this year, but percent defoliation less than in 1972. Very little tree mortality noted. Surveys showed some browning or dead needles on most all hemlocks in northern half of Clearfield County. However, hemlocks appear to have withstood damage very well.

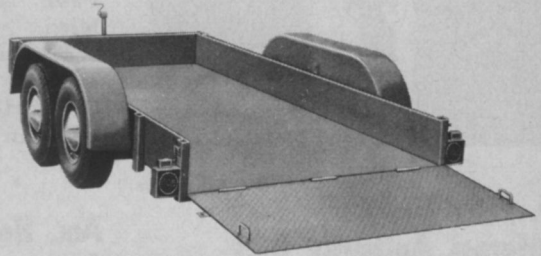
ELM LEAF BEETLE

(*Pyrrhalta luteola*)


KANSAS: Some second-generation adults aggregating at overwintering sites in Riley County. No third-generation eggs noted on Siberian elm leaves. UTAH: Injury to elm foliage common in parts of Salt Lake, Weber, Davis, Emery, and Washington Counties. Damage about normal.

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Dr. Felix V. Juska Turfgrass Authority Dies

Dr. Felix V. Juska, 59, one of the country's leading authorities on lawn grass, died at Holy Cross Hospital Oct. 25 after a heart attack.

Dr. Juska, associated with the development of turfgrass retired from the Turfgrass Laboratory at the Beltsville Agricultural Research Center on June 31.

He was a native of Chicago and attended school in Hart, Mich. Subsequently, he taught vocational school in Fremont, Mich.

After serving in the European Theater during World War II, he entered Michigan State University where he earned his bachelor's, master's and doctoral degrees.

He took over leadership of the Turfgrass Laboratory at Beltsville, in 1953.

Dr. Juska was author or co-author of some 85 technical publications on turfgrass management, culture and improvement. He also was responsible for publishing a number of leaflets on the care of home lawns. He served as co-editor of "Turfgrass Science," a monograph published by the American Society of Agronomy in 1969.

He spoke at many turfgrass conferences and appeared at regional programs sponsored by the Golf Course Superintendents Association. He also organized as biennial field day at Beltsville to acquaint specialists with research progress.

Dr. Juska received an Outstanding Performance Award from the Department of Agriculture in 1959 and was named Man of the Year in Turfgrass Research for 1966 by the Mid-Atlantic Golf Course Superintendents Association. He took an ac-

*Reprinted in part from the Washington Star-News.

tive part in the affairs on the American Society of Agronomy, the Crop Science Society of America, and the Weed Science Society of American.

In 1966, he was named a fellow in the American Society of Agronomy for accomplishments in turfgrass research. He received the Borden Dairy and Phi Kappa Phi Awards at Michigan State University.

Dr. Juska leaves his wife Verna, and two brothers, Charles, of El Paso, Texas, and Tony, of Hart, Mich.

The family requests that expressions of sympathy be in the form of contributions to the Adelphi Presbyterian Church.

Am. Horticultural Society Announces 1973 Awards

The American Horticultural Society has announced the 1973 AHS Award Winners at the organization's 28th Annual Congress.

Dr. Louis C. Chadwick, Professor Emeritus, division of floriculture and ornamental horticulture at Ohio State University, was named winner of the Liberty Hyde Bailey Medal.

The Award is the highest honor that is given in the field of American Horticulture.

In making the announcement, Dr. David G. Leach AHS president, noted that "Dr. Chadwick has done more for the nursery and arboriculture industries than probably any other individual. He has cast such a great wholesome influence on the lives of so many teachers, students, nurserymen, and arborists, that it is impossible to measure. Dr. Chadwick has constantly strived for excellence and quality in ornamental woody plants, and his work has shown a marked effect on nursery plant materials and industry in general."

Chadwick ("Chad") played a lead role in bringing the International Shade Tree into its present world prominence. He also re-established the Plant Propagators Society in 1950, and was instrumental in bringing it into its present prominent position. An outstanding teacher, Chadwick has lectured to many horticultural groups throughout the United States and the world on plant material and arboriculture. He is recognized as world authority in these areas. He is considered the world's leading authority on taxus and helped to eliminate much of the confusion in this genus. The taxus collection at Wooster, Ohio is a par-

tial example of his work.

Other winners were: Mrs. Edith Rosenwald Stern, New Orleans, Amateur Citation; Professor Carl S. Gerlach, Michigan State University, posthumously awarded the Teaching Citation; Dr. Raymond C. Allen, director of Kingwood Center, Mansfield, Ohio, the Professional Citation; William Flemer, III, president of Princeton Nurseries, the Commercial Citation; and Dr. James A. Foret, department of plant industry and general agriculture, University of Southwestern Louisiana, the Scientific Citation.

Stretch Short Fertilizer Supply By Efficient Use

Indications point to short supplies of both nitrogen and phosphate fertilizers by the spring of 1974, says Hunter Follett, extension agronomist at Ohio State University.

Potash, the other major element in commercial fertilizers, should be available in ample supply if enough railroad cars are on hand to provide transportation, he says.

Some of the factors responsible for the tight supply-demand balance of nitrogen and phosphate fertilizers are:

—62 million acres of set-aside cropland were released by USDA in 1973, and about 25 million acres of this cropland was planted to crops with applications of fertilizers. Much of the remaining set-aside acreage will eventually be planted this year.

—A strong foreign demand and price differential for fertilizer has developed because of world demand and devaluation of the dollar, which discounts our fertilizer about 20 percent to many countries. Phase IV has kept the price of fertilizer in check but has allowed many tons of product to go on the export market at \$25 to \$40 a ton more than it would have brought on the domestic market.

—A curtailment of delivery of natural gas to ammonia producers will mean some reduction in nitrogen fertilizer production.

—Capacity to produce phosphoric acid, used to make ammonium phosphate and concentrated superphosphate, is below present demand. Additional capacity is scheduled to start producing in 1974 or 1975.

Order fertilizer early and make use of any storage you have. The idea is not to hoard fertilizer that you don't need in 1974 but to let your fertilizer suppliers know your needs and get delivery when transportation is available.



meeting dates

University of Georgia Turfgrass Short Course, 4th annual GGCSA, Center for Continuing Education, Univ. of Ga., Nov. 12-13.

American Society of Agronomy, Las Vegas, Nev., Nov. 12-15.

Colorado Crop Protection Institute, 3rd annual, Colorado State University, Fort Collins, Colo., Nov. 14-15.

New Jersey Federation of Shade Tree Commissions, annual meeting, Haddon Hall Hotel, Atlantic City, N.J., Nov. 17-19.

North Central Weed Control Conference, annual meeting, Sheraton-Jefferson Hotel, St. Louis, Mo., Dec. 4-6.

National Agricultural Aviation Association, 7th annual conference, Diplomat Hotel, Hollywood, Fla., Dec. 5-8.

Western Association of Nurserymen, trade show and 84th annual meeting, Plaza Inn, Kansas City, Mo., Jan. 6-8.

Tennessee Turfgrass Association, annual conference, Roger Millers King of the Road Motor Inn, Nashville, Tenn., Jan. 7-8.

Mid-Atlantic Golf Course Superintendents Association, 45th annual conference, Sheraton-Lanham Beltway Convention Center, 8500 Annapolis Road, New Carrollton, Md., Jan. 7-8.

Northeast Weed Science Society, annual meeting, Holiday Inn, 18th & Market St., Philadelphia, Pa., Jan. 8-10.

Kansas State Shade Tree Conference and Kansas Arborist's Association, annual meeting, Student Union, Kansas State University, Manhattan, Kans., Jan. 8-9.

Michigan State University-Michigan Pesticide Association, weed workshop, MSU campus, East Lansing, Mich., Jan. 9-10.

New York State Arborist Association, annual convention, Raleigh Hotel, So. Fallsburg, N.Y., Jan. 13-16.

Michigan Turfgrass Conference, 44th annual, Kellogg

Center, Michigan State University, East Lansing, Mich., Jan. 15-16.

New Hampshire Turf Seminar, Sheraton Wayfarer Motor Inn, Bedford, N.H., Jan. 17-18.

California Weed Conference, Woodlake Inn, Sacramento, Calif., Jan. 21-23.

University of Tennessee, Winter Short Course in Turf Management, University of Tennessee Plant Sciences Building, Knoxville, Tenn., Jan. 21-25.

Southern Weed Science Society, Sheraton Biltmore Hotel, Atlanta, Ga., Jan. 22-24.

Rocky Mountain Regional Turfgrass Conference, 20th annual, Colorado State University, Fort Collins, Colo., Jan. 24-25.

Ohio Chapter, International Shade Tree Conference, annual meeting, Sheraton Columbus Hotel, Columbus, Ohio, Jan. 27-28.

Associated Landscape Contractors of America, 12th annual meeting, Hilton Palacio Del Rio, San Antonio, Tex., Jan. 28-Feb. 1.

Lawn and Utility Turf Management, Three-Day Turf Course, Rutgers University, New Brunswick, N.J., Jan. 28-30.

Penn State Turfgrass Conference, Keller Conference Center, Campus, University Park, Pa., Jan. 28-Feb. 1.

Illinois Commercial Arborists Association, winter seminar, Sheraton-O'Hare Motor Inn, Rosemont, Ill., Jan. 29.

Virginia Turfgrass Conference, Sheraton Motor Inn, Fredricksburg, Va., Jan. 29-30.

Northern California Turfgrass & Environmental Landscape Exposition, 10th annual, San Mateo County Fairgrounds, San Mateo, Calif., Jan. 30-31.

Golf and Fine Turf, Three-Day Turf Course, Rutgers University, New Brunswick, N.J., Jan. 30-Feb. 1.

Nebraska Aviation Trades Association, agricultural seminar, Norfolk, Nebr., Feb. 5-8.

Midwestern Chapter, International Shade Tree Conference, annual meeting, Stouffer's River Front Inn, St. Louis, Mo., Feb. 5-7.

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Senate Finance Committee Hears AAN Testimony

Sidney B. Hutton, Jr., The Concord-Pyle Co., West Grove, Pa., recently offered testimony before the Senate Finance Committee. On behalf of the American Association of Nurserymen and the Mailorder Association of Nurserymen, he supported a bill (S. 1245) proposed jointly by Senators Charles McC. Mathias (R-Md.) and Abraham A. Ribicoff (D-Conn.) designed "to regulate and foster commerce among the states by providing a system for the taxation of interstate commerce."

Currently, businesses are required to pay a number of state taxes in states where they do business, but do not own property or have a place of business. The Mathias-Ribicoff bill, if adopted, would increase uniformity in the rules concerning the major areas of taxing jurisdiction, taxability and tax accounting, and would greatly reduce the burden of tax compliance for both large and small business.

According to Hutton, the burden of keeping records and filing forms fall most heavily on the small business which cannot afford a staff of accountants and lawyers to cope with a multiplicity of differing state laws.

"The smaller a firm is, the more expensive it is to comply per dollar of sales," says Hutton, "because most mailorder nursery firms do business in a great many states. Thus, the small firm is penalized by the present multiplicity of different systems, and the large firm realizes an 'economy of scale' that has nothing to do with efficiency or quality of production or service to the consumer.

"Although the plants we sell are widely distributed in all states, and grow well and live for consumers all over the country," he continued, "they can be produced most efficiently only in certain areas of the country. Non-uniform and burdensome state taxation of interstate commerce can seriously restrict the free flow of these commodities in interstate commerce without any greater revenue to the states than could be achieved from a uniform, easy-to-comply-with system."

According to Hutton's testimony, this legislation is desirable from the standpoint of any business which operates or sells in more than one state, but especially from the standpoint of small business. At the same

time, the resulting increase in compliance will also be in the interests of the states — an increase which will surely take place because simplification and uniformity of our tax laws will make compliance more practicable.

Hutton also spoke in favor of the permanent retention of income tax rules that protect a business from income taxation in states where they have no place of business. "These provisions are especially important to the many nurserymen who sell primarily at wholesale for delivery across a state line in a state where they have no place of business," he explains. "We favor the retention and broadening of these rules so that a business can clearly determine its income tax obligations in advance for all states, based on a uniform apportionment formula such as the one proposed in the Mathias-Ribicoff bill."

The committee has not yet reported to the Senate on the bill, but is expected to do so in the near future.

Wage And Benefits Survey Completed By ALCA

The Associated Landscape Contractors of America have published the results of a Wage and Benefits Survey of the Landscape Construction Industry conducted this past summer.

Results were broken down according to geographic area and the presence or absence of unions. Typical wage statistics were gathered from ALCA members for supervisors, working foremen, skilled, semi-skilled, and unskilled employees, and highs, lows, and averages are reported.

Information on overtime rates paid shows that a clear trend in union bargaining is the demand for overtime scales above the statutory minimum of time-and-a-half over-forty. In some firms this took the form of overtime after eight hours in any single day; in others, double time over forty hours a week, and on weekends.

Information on paid holidays and paid vacations given employees was collected, showing differing trends for different categories of employees.

Pension and profit sharing plans were reviewed, and the trends in non-union and union firms have been identified. Accident and health insurance plans were found in a majority of all firms reporting, and

in every union firm.

Incentive and bonus plans reported varied widely from firm to firm, and typical provisions were noted.

Copies of the survey results, including the complete wage statistics breakdown by region, are available at \$10.00 per copy for non-members, \$3.00 for ALCA members. For more details circle (719) on the reply card.

National Disease Detection Program Urged By Scientists

Support for a national plant disease detection program has been urged by some of the nation's leading scientists.

In its ultimate form, the program would pool the knowledge and detection systems of the nation's plant pathologists and help them stop diseases before they get out of hand.

The program was outlined as an official effort of the American Phytopathological Society (APS). The APS committee for plant disease detection discussed the potential program at the 2nd International Congress of Plant Pathology.

Dr. Einar Palm, University of Missouri-Columbia plant pathologist, explained that part of the plan will be a disease monitoring system.

Palm, who is chairman of the APS section of detector plots," led the effort to establish monitoring systems for corn, soybeans and cotton in Missouri.

As part of the plant disease detection program, scientists hope to develop "integrated" controls — a combination of genetic, biological, cultural and chemical controls.

"By knowing more about a disease and sharing the information," said Palm, "it should be possible to economically minimize disease injury without hurting the environment."

Metro Equipment Company Named Ackley Distributor

Metro Equipment Company, West Conshohocken, has been named distributor for Ackley hydraulic tools for Pennsylvania and Southern New Jersey. The announcement was made by Bob Brandon of Metro Equipment Company and Harold DePue, Ackley's vice-president of marketing.

Product displays and descriptive information on the Ackley product line are available at Metro Equipment Company, 1000 New De Haven Street, West Conshohocken, Pennsylvania 19428.

Good public relations is an essential part of every business, especially service-related ones. Many tree service operators fail to take full advantage of the opportunities they have to get good public exposure and reap the sweet rewards.

When was the last time you read something complimentary about *your* organization in your own local newspaper? Is the general public in your community familiar with and aware of who you are? If not, here is how you can make them aware of you, and what to do so that the next time they think "Tree Service" they will think of you, automatically.

The "lecture circuit" is one of the best ways to establish the fact that you know what you're doing when it comes to trees. You prepare a couple of ten or fifteen minute talks on "Preserving Your Trees," "Trees and Ecology," or any other current tree topic and make it known to local clubs and organizations that you are available for free any evening to deliver the talks.

An effort? Yes, it is.

But it pays off handsomely in new jobs and you will be getting the kind of customers you want.

Besides you will most likely have little or no competition on the lecture circuit.

Another way to effect the same thing is to offer a Tree Expert Column to local newspapers for free with



ARBORIST SHOP TALK

By Hank Harvey Jr.

Liberty, South Carolina

the condition that you can use the closing line, "For more information about your trees you may call the Tree Expert at (your phone)."

This is an easy deal because all you do is write about 100 words each week about anything concerning trees . . . what is a girdling root, why trees need feeding, what is Dutch Elm Disease etc. Once again you establish yourself as the local tree expert in the eyes of hundreds, perhaps thousands, of potential customers.

One more way you can gain good will and status for your business in the eyes of the public is to take advantage of any and every newsworthy situation.

Rescuing a cat from a tree with your bucket truck? Call the newspaper and tell them what's going on and they'll probably send a photographer, because that's news!

Take pictures of anything interesting (black and white is best and even a good color picture will make it in most local newspapers) and make sure they show your equipment in use preferably with your company name showing somewhere.

Make them available to the local media immediately.

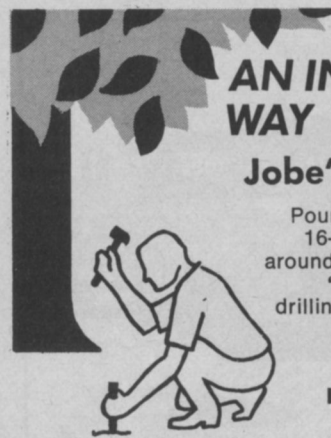
Whenever a new tree disease is rampant or even a to approach let the newspaper seasonal insect attack about pers and radio stations know about it. Be sure to tell them what they can do for prevention or treatment, es-

pecially if it is something you can do for them, professionally.

One clever tree man in a large Eastern city did his bit for ecology by "recycling" hundreds of Christmas Trees with his brush chipper and giving the mulch away free. Estimated cost to him (on a slow winter day) about \$40-\$50.00 at the most. But he got a big one-half page write-up in a two million circulation newspaper plus great good-will with all the local municipalities and no telling how many new private customers. All in the name of Good-Will.

EDITORIAL (from page 6)

vide controversy throughout the winter. EPA will certainly take considerable time to analyze data collected this year. The best course of action is continued pressure by the political heavies and strong support through organizations such as the International Pesticide Applicators Association. It could well be that the pine tussock moth may be the Achilles heel of EPA.



AN INCREDIBLE NEW WAY TO FEED TREES!

Jobe's Tree Food Spikes

Pound these spikes of high-analysis 16-8-8 fertilizer into the ground around trees, and rain does the rest.

"Nearly three times faster than drilling," states a leading university.

Write us for details plus the university report.

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For More Details Circle (108) on Reply Card

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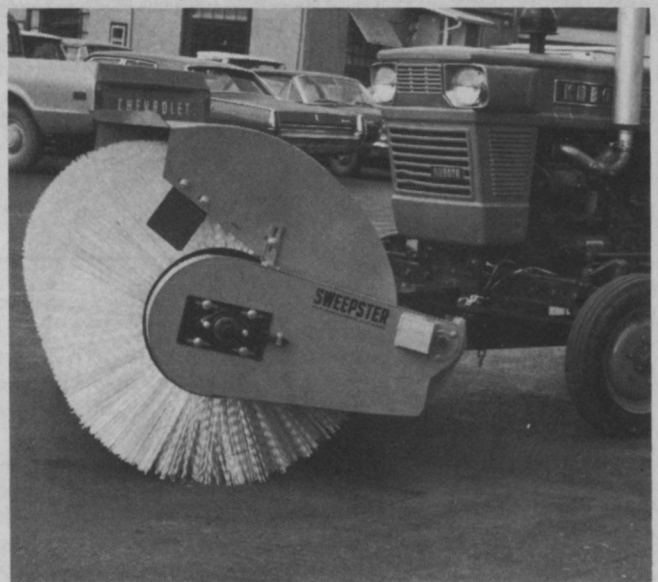


Dr. Richard C. Back (r) of Union Carbide Corporation is the recipient of the 10th annual L.S. Hitchner Service Award. Charles O. O'Brien (l) of the National Agricultural Chemicals Association (NACA) makes the award. Dr. Back is Washington representative on agricultural chemicals for Union Carbide. He is also chairman of the regulatory committee within NACA.



BIG MAC: Hydra-Mac of Texas, Arlington, Tex.

Compact, heavy duty skid steer, this loader eliminates all belts, chains and clutches in the drive system. It receives its power from full hydrastatic gear drive that controls bucket and boom with one lever. Speed and direction are handled with another lever. There are no foot controls required. Bucket and boom controls make possible the leveling of the bucket as it goes up or down. Operator has infinite direction control, including full pivot within the loader's 119 inch length with skid steering. Speed ranges from 0 to 7½ miles per hour. Weight is 5000 pounds. For more details, circle (701) on the reply card.



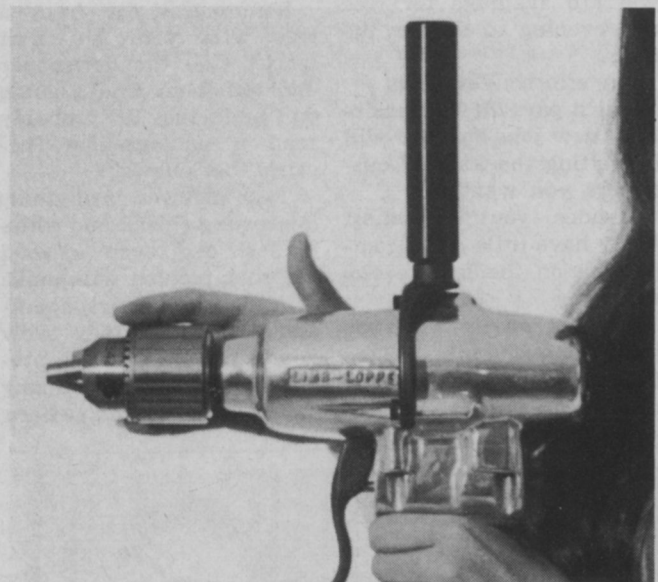
POWER BROOM FOR MEDIUM TRACTORS: Jenkins Equipment Co., Dexter, Mich.

Sweepster power brooms are now available for the Kubota line of tractors. All three tractors: L-175, L-210, L-260 have brooms available for front and rear mounting. Model B-60 broom features a 5 foot wide by 26 inch diameter brush driven from the rear PTO. It sweeps at a fixed angle of 30 degrees to the right. Model HF features 6 foot wide by 32 inch diameter brush that sweeps at a fixed angle of 30 degrees to the right. Polypropylene sectional type brush is standard with ½ poly — ½ wire available at no extra cost. For more details, circle (702) on the reply card.



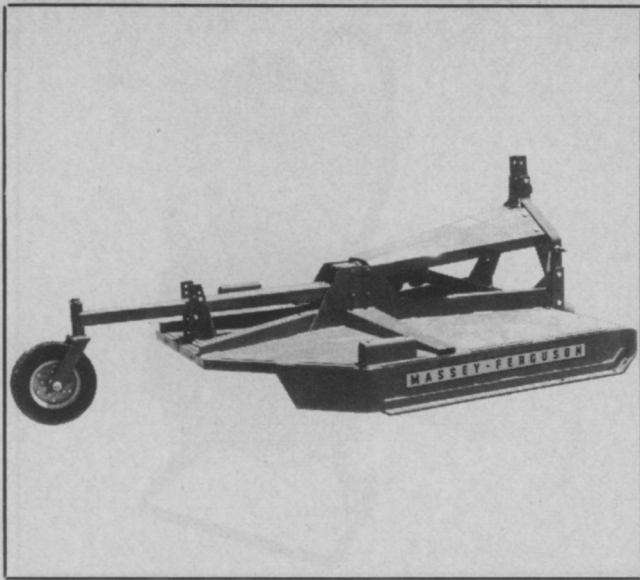
SELF DUMPING BOX: Mathews Company, Crystal Lake, Ill.

Quick, easy, low cost conversion of any domestic pickup truck to a self-unloading dump truck is now possible. The 16 gauge galvanized steel box unit is 48½ inches wide by 19½ inches deep. Two models are available. Model D-96 (96 inches long) is for ¾ ton trucks and D-72 (72 inches long) is for ½ ton short wheel base trucks. Box slides in and out of truck bed on ball bearing rollers which are mounted on two steel channels bolted to the floor of the truck. For more details, circle (703) on the reply card.



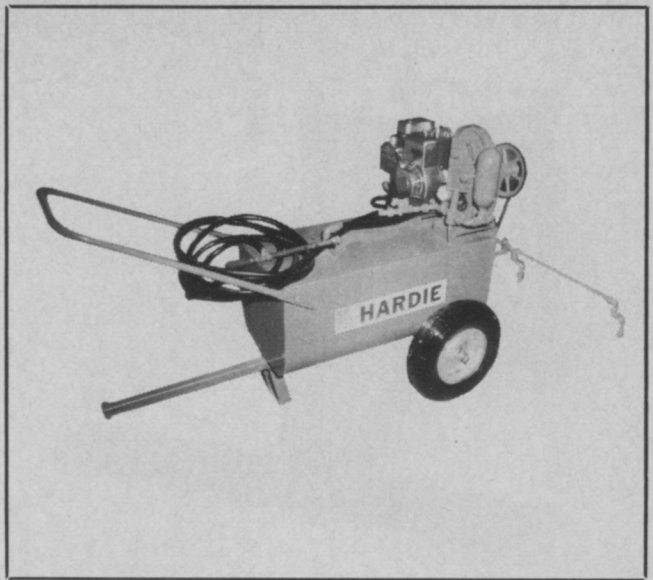
POWERBORE: Limb-Lopper Co., Santa Fe Springs, Calif.

Similar in design to the Powerench, this hydraulic drill features light weight and perfect balance for ease of handling, trigger speed control, easy to reach reversing valve that manufacturer says won't clog or leak, and smooth, quiet operation. Models are available for either open or closed systems. Chuck capacity is ½ inch and weight of drill is 7 pounds. The hydraulic operation requires 4 to 6 gpm at 1500 to 2000 psi; its output at 5 gpm is 1100 rpms. For more details, circle (704) on the reply card.



ROTARY CUTTER: Massey-Ferguson Inc., Des Moines, Ia.

Two new heavy rotary cutters are now available for heavy jobs such as brush clearing and other heavy residue cutting. The five and six foot models MF 61 and 71 are also desirable for highway and rental work. Safety chains are available as an accessory. For more details, circle (705) on the reply card.



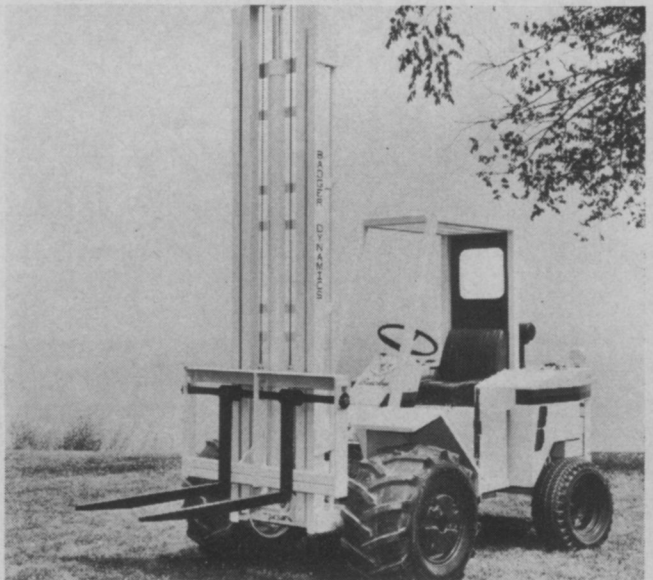
TOWN & COUNTRY SPRAYER: Lockwood Corporation, Gering, Nebr.

Standard equipment on this sprayer designed for small garden tractors or manual operation includes an air-cooled gas engine, positive displacement pump that generates pressures from 50-300 psi, and a mechanical agitator for thorough mixing of chemicals. Tank is available in 15 and 30 gallon capacities. It's galvanized. Optional equipment includes a four-nozzle weed boom, 25 feet of high pressure hose, universal tractor hitch and/or push-pull handle. For more details, circle (706) on the reply card.



ECONOMY TRACTOR: Engineering Products Co., Waukesha, Wisc.

A longer, wider hood shields the sealed beam headlights enclosed in the sturdy grill, a heavy wrap-around steel safety guard to protect the front PTO and a new 3-gallon gas tank characterize the new look for this tractor line. Three models are available. Options include hydraulic equipment life, rear hitch, and tandem transmission for a wide range of operating speeds. A full line of attachments is also available. For more details, circle (707) on the reply card.



COMPACT FORKLIFT: Badger Dynamics Inc., Port Washington, Wisc.

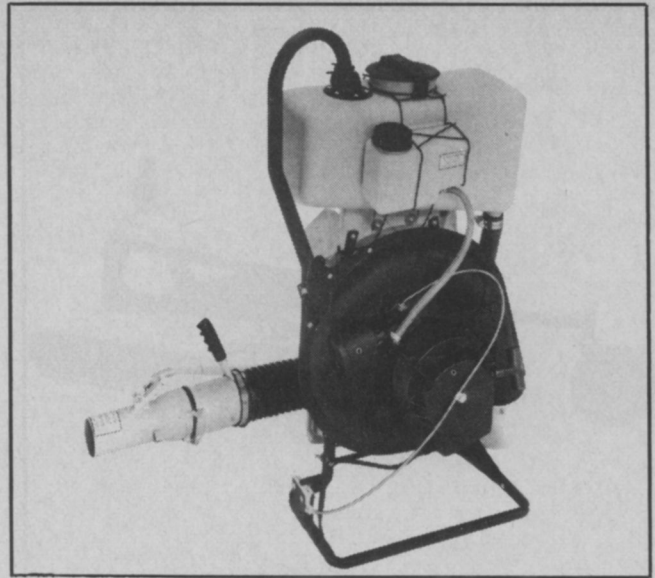
Designed for a variety of applications, this unit solves material handling problems in many areas of the Green Industry. Roller type mast reaches 14 feet in height. Also available with lo-profile mast. Forklift is powered by a 25 hp air-cooled engine and can handle loads up to 2500 pounds. Powertrain runs a three-speed hydrostatic drive, power steering and hydrostatic brakes. Overall dimensions are 8 feet 3 inches in length, 4 feet 10 inches in width and 6 feet 8 inches to the top of its overhead guard. For more details, circle (708) on the reply card.





MOUNTAIN GOAT: Kinco Manufacturing Co., St. Paul, Minn.

Model KMG-38 powered sickle bar features simple, sturdy, construction for ease of handling and safety. Wide-track pneumatic tires assure maximum stability on hills. Individual wheel clutches allow straight-on power. Sickle bar cuts over rocks and other objects without danger of throwing them. Unit is powered by a 3½ hp engine. For more details, circle (709) on the reply card.



BACKPACK APPLICATOR: Curtis Dyna-Products Corporation, Westfield, Ind.

The multi-purpose model BP-145 is the most powerful and versatile chemical dispensing applicator made, according to the manufacturer. It is capable of dispensing mist, dust or granules, without removing parts or installing other different parts. This 27 pound applicator easily applies a wet spray or a dry dust to trees, shrubs, yards, parks or golf courses. Maker says that both horizontal and vertical blowing distances far surpass anything else in use. For more details, circle (710) on the reply card.



THE BIG ONE: Vermeer Manufacturing Co., Pella, Ia.

This unit was designed and built for heavy-duty service and mainline trenching. Digs 6 feet deep (8 feet optional); 24 inches wide. Unique, all-hydraulic crumpler folds back for straight down starts. Unit moves on spring-loaded, heavy-duty, cross-country tracks mounted on 7 track rollers with 1½ inch sealed bearings. Big Ford industrial engine (GMC diesel optional) and smooth hydraulic system provide evenly applied lugging power under all trenching conditions. For more details, circle (711) on the reply card.



STUMP KING: Municipal & Industrial Service Equipment Div., FMC Corporation, Pomona, Calif.

This stump remover features compact dual cutting wheels. Reach is 64 inches through a unique swivel mounted articulating cutting head. Removes stumps to a depth of 27 inches below ground level. Lateral movement of the head on a semicircular traverser rail is 147 inches. This permits operator to get at clustered stumps without relocating. Unit is equipped with swing-out operator controls for maximum safety. Features an exclusive built-in water spray system, enabling the head to keep cool at all times and minimize chip dust. For more details, circle (712) on the reply card.