

The No. 1 name in golf course irrigation...



TORO[®]



4th hole at Pine Valley

The country's top golf courses use TORO irrigation systems. For a number of very good reasons:

REPEAT CYCLE WATERING—TORO makes it practical. So you automatically get just the right amount of water for your soil and terrain. At the right time. And for the right price.

CUSTOM TAILORING—TORO automatic sprinkling systems are tailored to your specific requirements. No two golf courses are alike...so no two TORO systems are the same.

THE STRONG, SILENT TYPE—TORO sprinkler heads are made of tough CYCOLAC. Gear driven so they're consistent and night-time quiet. Self-contained and sealed so a few grains of sand can't bring things to a grinding halt.

VALVE-IN-HEAD SPRINKLERS—This TORO exclusive eliminates line drain puddles and damaged turf.

VARIABLE SPEED GEAR DRIVES—Nobody but TORO lets your sprinkling patterns overlap without overwatering.

EASY EVERYTHING—Easy servicing...from top to bottom instead of vice versa. Easy installation. Easy conversion...with TORO's big, adaptable assortment of head sizes and variations.

MORE THAN 50 YEARS OF EXPERTISE—TORO's learned a lot about total turf care in 50 years. And all that experience is available to you whenever you need it through our distributor network.

If you've seen a totally TORO golf course lately, we'll let the results speak for themselves. If you haven't, let us tell you more. Write TORO Irrigation Division, Dept. W-474, P.O. Box 489, Riverside, CA 92502.

Don't settle
for less
than . . .



Warren's® A 20 KENTUCKY BLUEGRASS

Rated
first
in
disease
resistance!

Warren's® A 34 KENTUCKY BLUEGRASS

Rated
first
in
shade
tolerance!

Both grasses have been rated at or near the top in all categories tested by universities doing turfgrass research. These ratings and descriptive color literature are available on request.

A-20 and A-34 have been performance proven by many years of actual use from coast to coast. Write for a list of these locations.

Available as Sod and Sod Plugs!

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Warren's
TURF NURSERY

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Phone: 312/974-3000

Agr. Chemical Association Sells Education Kit

The National Agricultural Chemical Association (NACA) believes that pesticide safety starts at home.

The NACA has introduced a series of 25 color slides and a prerecorded tape cassette home pesticide safety program.

Green Industry firms can use this kit to help community groups, youth organizations and individuals in local safety programs to develop awareness of individuals' responsibility in home pesticide safety. The price of the kit is \$11.95.

For more information contact: Safety Division, National Agricultural Chemical Association, 1155 15th St., N.W., Washington, D.C. 20005.

Safety And Health Changes Proposed By OSHA

OSHA has proposed new rules that would set procedures for the submission and consideration of certain required changes in state job safety and health programs.

Under the Occupational Safety and Health Act of 1970 and OSHA rules, state plans must contain assurances that as changes are made in Federal standards or enforcement procedures, corresponding changes will be made in the state programs so they will continue to meet the test of being "at least as effective as" OSHA's program.

Under the proposed rules, states would submit change supplements to OSHA Assistant Regional Directors for review and approval:

— generally within 30 days, when OSHA has issued or modified a job safety or health standard covering an issue in the state's program;

— when enforcement policies or procedures are revised or when legislative or regulatory changes have been made in the OSHA program, including recordkeeping and reporting requirements.

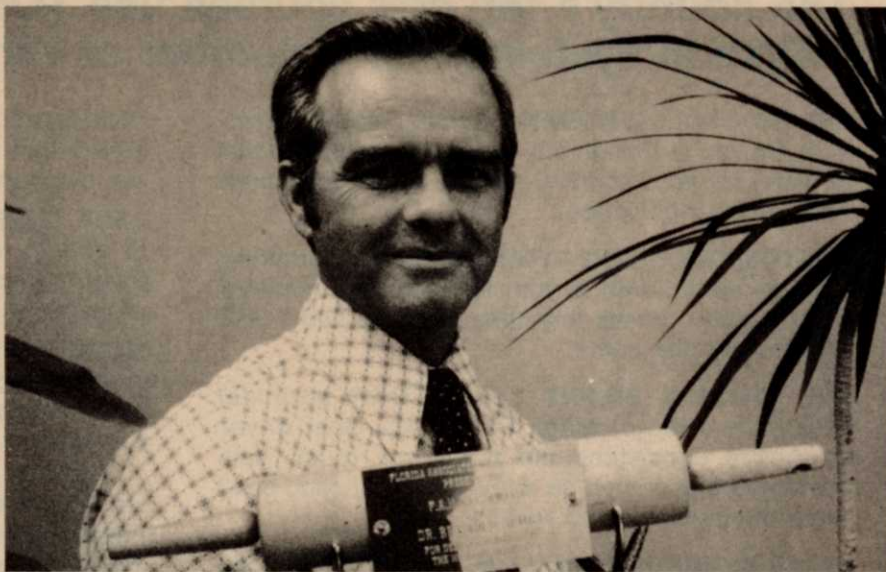
The rules also would require states to adopt emergency temporary standards within 30 days of OSHA issuance unless the state program does not cover that issue or unless the state shows there is no occupational exposure to the hazard within the state warranting an emergency standard.

Since state programs may include standards covering hazards for which there are no comparable Federal standards, revocation of an OSHA standard would not require revocation of a comparable state standard unless the state chose to do so.

1973 F.A.N.N.I.E. Award Presented To Bryson James

The 1973 F.A.N.N.I.E. "Man of the Year" Award for dedicated service to the nursery industry was presented by the Florida Associated Nurserymen to Dr. Bryson L. James.

James has served the nursery industry for many years and presently is professor and director of the University of Florida Agricultural Research Center in Ft. Lauderdale. He is leaving this position, however, in April to establish a private consulting service for nurserymen and plans to relocate in McMinnville, Tennessee.



1973 F.A.N.N.I.E. "Man of the Year", Bryson James, with award.

industry people
on the move



ALAN G. KIRK appointed assistant administrator for enforcement and general counsel of the US Environmental Protection Agency. He is charged with the planning and operations of the overall enforcement program and is also principal advisor to the administrator and the agency.

VICTOR A. SCHUR joins Abbott Laboratories as a microbiologist. He will be responsible for laboratory aspects of disease monitoring and diagnosis at the division's Avian Diagnostic Lab. Other appointments include **MARVIN H. ALPHIN** as district manager of agricultural chemicals and **ROLAND M. FORD** as director of international marketing and sales.

D.E. ANDERSON appointed general sales manager for the municipal and industrial service equipment division of FMC Corp. In other company moves **JAMES B. TYLER** promoted assistant director of manufacturing; **WALTER KAZMIERCZAK** appointed field service engineer.

EBEN D. "BUCKY" GODBOLD, HOWARD G. STAHR and **ALLEN A. HAYNER** join Thompson-Hayward Chemical Co. as agricultural sales representatives.

DR. ROGER N. COUTURE named to head herbicide and plant growth regulant research and development at CPI Biological Research Center, Durham, New Hampshire.

C.R. POWELL named president of Diamond Shamrock Chemical Co. He succeeds **WILLIAM H. BRICKER** who was appointed chief operating officer.

RICHARD V. CARR appointed development manager in agricultural business group of Velsicol Chemical Corp. **DANIEL W. HOLLINGSWORTH** named railroad vegetation control specialist for the corporation.

ROGER E. YOUNT II named assistant editor of *Weeds, Trees and Turf*. He was formerly a publicist with the Ohio Department of Natural Resources.

THOMAS F. MCGRAIL appointed national sales manager of the specialty chemicals division of ICI America, Inc., in Wilmington, Del.

JOHN CULBERTSON joins Nunes Turfgrass as sales representative in Southern Calif.

DAVID WOOLF promoted to manager of marketing services at Davis Manufacturing Div., of J. I. Case. He will be responsible for all company advertising, sales promotion and product education.

ROBERT MUIR GRAVES elected president of the American Society of Golf Course Architects. He succeeds **ELLIS MAPLES**.

JESSE J. CROOK named weed control supervisor for Maryland. He replaces **IAN WEDDERSPOON** who left MDA to take a position in private industry.

JOHN F. SCHROEDER has been appointed marketing manager and **MARIO DIBENEDICTIS** named sales manager of construction products division of W.R. Grace & Co.

ELLEN POWLEY promoted to marketing co-ordinator of Melnor Industries. Her responsibilities will include development of marketing programs, co-ordinating projects, working with sales agencies and assisting in all phase of sales and marketing operations.

NORMAN W. HARRIS III promoted to director of management information systems and long-range business planning for Toro Co.



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treatment of
iron chlorosis

★ TESTED BY LEADING UNIVERSITIES

Two years of evaluating MEDICAPS by leading university researchers have shown the effectiveness of IRON MEDICAPS in correcting chlorosis, and the lasting control that they provide.

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Leading arborists across the country have proven that Iron MEDICAPS are not only more effective than previous chlorosis remedies—BUT EQUALLY IMPORTANT, labor and application costs are sharply reduced. For example, a 5" DBH tree can be treated in less than ten minutes with only three STANDARD MEDICAPS (material cost is less than \$3.00 at retail value). NEW SUPER MEDICAPS provide even greater economy in treating trees above 12" DBH.



INJECT MEDICAPS NOW!

Even if you're in an area where trees are dormant, you can utilize "off season labor" to inject MEDICAPS now. The encapsulated MEDICAP "implants" will be ready to go to work when the tree sap moves upward.

Creative Sales, Inc.

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For More Details Circle (159) on Reply Card

HANNAY REELS KEEP
HOSE ON THE JOB



You can handle more hose, handle it faster, easier and with greater safety when you install Hannay reels on your spray equipment. Reel handling will keep your hose in service longer, too.

Choose your reels from the widest selection of sizes and rewind options for standard or high pressure service. They're all described in Catalog H-6612-ID. Send for your copy.



HANNAY REELS

CLIFFORD B. HANNAY & SON, INC.,
WESTERLO, NEW YORK 12183



The new officers and directors for the National Arborist Association, Inc. are: (from left) H.A. Morrison, arborist, Wilmette, Ill., Walter E. Money, Guardian Tree Experts, Inc., Rockville, Md., W. Roland Shannon, president, Shannon Tree Co., Milford, Pa., Kenneth Kirk, Shield Shade Tree Specialists, Clayton, Mo., John A. Shullenbarger, Gustin Gardens Trees Service, Inc., Caithersburg, Md., Larry Holkenborg, Holkenborg Nursery, Inc., Sandusky, O., Robert Felix, new executive sec., Wantagh, N.Y., Gerald Farrens, Farrens Tree Co., Eureka, Calif., Boyd Haney, B. Haney and Sons, Inc., Franklin Park, Ill. and Paul S. Walgren, Walgren Tree Experts, Inc., West Hartford, Conn.

Energy Conservation Tips Available From Toro Co.

While the energy shortage may be causing higher prices and upsetting turfgrass maintenance programs, it also represents an opportunity for improving management procedures and operational techniques.

A new energy conservation "tip sheet" by Toro Co. offers suggestions for evaluating and adjusting managerial and operational procedures under five headings: budget, facilities, equipment, turfgrass and people.

It points out that fuel costs represent only two to three percent of operating budgets for turfgrass maintenance but that labor costs average between 65 and 70 percent. Consequently, it suggests, doubling

or even tripling of fuel costs can be offset by more efficient management of the labor factor.

Capital expenditures for higher capacity, more efficient mowing and irrigation equipment are suggested as one step for reducing both labor and fuel costs.

Also suggested is a retraining program in mowing techniques and equipment operation and adjustment.

Watson views the energy shortage as a positive force for improving efficiency in all aspects of turfgrass maintenance. "It introduces a new element of challenge that necessitates both the learning of new skills and procedures and a more disciplined utilization of skill levels and proven techniques," he said.

Lessons learned from meeting the

challenges caused by the energy problem, he said, will make a long-lasting beneficial contribution to the quality of life in America.

Copies of Energy Conservation Tips are available by writing: Dept. EC, The Toro Company, 8111 Lyndale Avenue South, Minneapolis, Minn. 55420.

Recent Herbicide Study Detect Minute Runoff

According to researchers R. L. Rogers, G. H. Willis, T. G. Hargroder and J. L. Kilmer of the Louisiana Agricultural Experiment Station, Baton Rouge, only minute quantities of linuron (Lorox) and diuron (Karmex) were found in a recent study of runoff waters.

The study was conducted on a series of test plots—24 feet by 200 feet and graded to a slope of 0.15 percent—all at one location in the lower Mississippi River alluvial flood plain. The soil type in the test plots varied from a commerce silt loam to a mhoon silty clay loam. Linuron 2.0 lb ai/A, and diuron 0.75 ai/A, were applied broadcast as pre-emergence surface treatments, and the linuron and diuron plots were planted to soybeans and cotton, respectively.

Results of the study, the authors reported, indicate that there is usually little surface drainage water from fields in this area in late spring and early summer.

Generally, the researchers noted, there was a progressive decrease with time in the amount of herbicides detected in runoff water. Exceptions to this occurred when heavy rainfalls followed light rainfalls. And approximately three months after application, the researchers concluded, the quantity of herbicides in surface drainage water had decreased below the point of detectability.

Midwest Toro bags it!

NITROFORM*
organic nitrogen

Applications can be programmed because of predictable performance.

Turf and Horticultural Products, Synthetics Dept.
Wilmington, Delaware 19899

* Registered trademark of Hercules Incorporated. STH74-15 B

Bandini bags it!

NITROFORM*
organic nitrogen

The odorless organic nitrogen. Has predictable performance. too. Try it.

Turf and Horticultural Products, Synthetics Dept.
Wilmington, Delaware 19899

* Registered trademark of Hercules Incorporated. STH74-25 B

Mass Nursery Marketer Has Place In Industry

"The mass marketer holds a legitimate and important place in the nursery industry, and, in the long run, will exert a healthy influence on that industry," said Robert F. Lederer, executive vice president of the American Association of Nurserymen.

"I have discovered that a great number of people look on mass marketing, multi-outlet retailers as some sort of mysterious threat. Some retailers seem to consider them a dangerous kind of competition; some wholesale growers consider them a complicated, demanding disturbance in their traditional distribution pattern. But as one grower said to me, 'It surely doesn't make sense to put your head in the sand and hope they'll go away.'

"The garden center operator can learn some good things the mass marketers are doing which he can add to his own kind of operation. And he can learn what the mass marketers can never offer their customers which will set him apart as a dominant influence in his own sales situation," Lederer said.

A survey, conducted by the association, of multi-outlet retailers and wholesale growers, showed that mass marketers prefer to deal in a limited variety of plant materials . . . most priced at \$10 and less. Garden center operators should not ignore that part of the market, cautions Lederer, but it is certainly not where the big action is. The major purchases, the landscaping advice and service, the planting instructions and materials to go with it all are the business of the traditional garden center. In that respect, there is just no competition between them and the multi-outlets.

This same survey produced some interesting facts for those wholesale growers who want to expand their sales into the mass marketing field. "If the grower does want to build that part of his business," points out Lederer "he has to listen to what the mass marketer wants. They want better record keeping of sales and demands, with information made available to them as they make their purchases. They want to have all materials they purchase labeled at the source. They want the industry to provide them with sales training and maintenance training materials. They want, probably more than anything else, an improvement in delivery arrangements and procedures."

"What can the mass marketer

learn from all of this?" asks Lederer. "That he is a part of the nursery industry and shares its problems, and that it is about time he began to feel a part of it. He has much to gain by pitching in with others in the industry to help solve some of our problems. He has much to offer. He should serve on committees and join associations. The nursery part of the business can be the most profitable part if he will treat it properly, staff it adequately, and watch it carefully. After all, he has joined the industry that offers the public 'Nature's Gift' and 'Green Survival' and, in part, it does 'depend on him.' "

Wholesale growers in the nursery industry have an important, demanding, lucrative market for the sale of their products to the multi-outlet operations — without sacrificing any of the quality and service they provide to nursery garden centers. Nursery garden centers profit from the sales stimulation provided by the advertising and point-of-purchase availability of certain nursery products through mass marketers, and profit from some of the marketing techniques developed by the multi-outlets, without losing their competitive advantage.

"Multi-marketers do not represent a threat at all in the final analysis," says Lederer, "but a beneficial step in the progress of the total industry."

Chemical Weed Control Results In Cleaner Air

Use of chemical weed control is resulting in cleaner air and a better environment, reports Dr. Walter Gould, weed physiologist with New Mexico State University, Las Cruces.



Gould's research on brush control in New Mexico has shown a dramatic reduction in blowing sand where good brush control has been obtained. The amount of blowing soil collected in sand traps in unsprayed mesquite has been about 20-fold greater than the amount collected in continuous areas where the mesquite has been controlled.

Formerly good grassland has turned to mesquite sand dune sites with extensive areas of nearly barren ground between the dunes, Gould explained. These areas are a source of blowing dust whenever the wind velocity exceeds 20 miles per hour.

Controlling the mesquite with aerial applications of 2,4,5-T at low rates has permitted perennial grasses and annual forbs to grow between the sand dunes. This plant growth reduces the wind velocity at the soil surfaces and reduces the amount of blowing dust.

— classifieds —

When answering ads where box number only is given, please address as follows: Box number, c/o Weeds Trees and Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

Rates: All classifications 50¢ per word. Box number, \$1. All classified ads must be received by Publisher the 10th of the month preceding publication date and be accompanied by cash or money order covering full payment.

HELP WANTED

SUPERINTENDENT OF MEMORIAL PARK A leading midwest cemetery organization desires the services of a high calibre person with capabilities and standards that will justify earnings of \$15,000 to \$18,000 per year. The position requires the ability to hire, supervise and train personnel in handling the internment service, maintenance of turf, nursery, buildings and fleet equipment and in land development. Proven ability necessary in labor supervision and relations with the public. Close communication with management will provide the support necessary for success. Send hand-written resume', in detail, of the above mentioned subjects that would indicate your practical experience. Box 114, Weeds, Trees & Turf, 9800 Detroit Ave., Cleveland, Ohio 44102.

GREAT OPPORTUNITY FOR THE MAN WHO LIKES TO BE HIS OWN BOSS!

National leader in tree service, operating from Maine to Florida, offers excellent opportunity in sales and management. Ability to work with public and personnel is important. Must be experienced in tree work or horticulture. Excellent starting salary, expenses and fringe benefits. Intensive training course and outstanding growth potential. Send resume of experience or educational background to:

**WILLIAM ECKHARDT
BARTLETT TREE EXPERTS**

2770 Summer Street, Stamford, Conn. 06905

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LANDSCAPE FOREMAN—Aggressive, knowledgeable individual with college experience and at least 3 years practical experience after college. Skilled in sprinkler installation, seeding, sodding, planting, gravel, etc. Equipment operation of trenchers, backhoes, loaders. At least 25 years old, with desire to become key man in progressive company, Spanish speaking preferred. Weekly top salary, company truck, paid insurance, and other benefits. Send resume: Landkraft, Inc., P.O. Box 11442, Albuquerque, New Mexico 87112.

HORTICULTURE INSTRUCTOR. Able to teach Landscape Construction, Design, Turf Establishment, Landscape Maintenance and be familiar with operation and servicing of horticultural equipment. Full time position begins June 18, 1974. Prefer B.S. degree and minimum of 3 years field experience. Job description available upon request. Send resume before April 15, 1974, to Chairman, 20000 68th Avenue West, Lynwood, Washington 98036. Phone 206 775-3511.

DISTRIBUTORS for D. J. Andrews, Inc. stump cutter teeth, pockets and bolts. Best wholesale and retail price in U.S.A. Add to this exclusive area, local advertising at our expense, etc., and you have our story. D. J. Andrews, Inc., 17 Silver St., Rochester, N.Y. 14611. Call 716 235-1230, or 716 436-1515.

WANTED: Assistant Golf Course Superintendent. 18-hole, semi-private. Advancement to superintendent during 1974 season, if qualified. Prefer college grad. with experience as an assistant. Send resume to: Gerald L. Hanko, Timber Trails Country Club, 11350 Plainfield Rd., LaGrange, Ill. 60525.

SALESMAN-SUPERVISOR for Tree Department B. S. plus minimum 5 years experience. Hospitalization, vacation, pension, company car, salary plus commission. Heyser Landscaping, Inc., 400 N. Park Ave., Norristown, Pa. 19401.

SEEDS

SOD QUALITY Merion Seed for discriminating growers. Fylking, Delta, Park, Newport, Nugget, Adelphi, Cheri, Glade and Baron bluegrasses as well as fine fescues. Also Manhattan fine leaved rye grass. We will custom mix your specifications. Michigan State Seed Co., Div. of Vaughan-Jacklin Corp., Grand Ledge, Michigan 48837. Phone No. 517 627-2164.

FOR SALE

DOUBLE EDGE sod cutter blades. Will fit any Ryan sod cutter. Works like double edge razor blade. Cuts much more sod per blade. Made to bolt on both ways. \$24.00 plus postage. New automatic sod loaders for direct loading to pallets, trucks or trailers. No workers needed on ground. Both products developed and designed by Hadfield. Write or call Glen Hadfield, 4643 Sherwood, Oxford, Michigan 48051. Phone 313 628-2000.

SOD BLADES for Ryan, Brouwer, Beck. 12" to 18" heavy duty—\$15.95,

24"—\$17.95. Cut-off blades 12", 15", 16", 18"—\$6.00, 20", 24", 26"—\$8.00. All prices F.O.B. factory. Please write for complete literature. Money back guarantee. R & R Products, 3334 E. Milber, Tucson, Arizona 85714. Phone 602 889-3593.

WOOD SPLITTER attachment for your backhoe converts your backhoe to a splitter in less than 10 min. Build it yourself with our blueprints. Send \$17.50. Lupton Tree Service, 32 Martha St., Tiffin, Ohio 44883.

ARPS stump cutter teeth, top quality and best price in U.S.A., D. J. Andrews, Inc., 17 Silver St., Rochester, New York 14611. Call 716 235-1230.

FOR SALE: Jacobsen E-10 Tractor with Mowers. Ready to mow. Can be seen at Brookside Country Club, Canton, Ohio. Contact Robert Figarella 216 477-0283.

MISCELLANEOUS

PESTICIDE TEXT BOOK: Helps prepare for state certification. All answers fully explained. More than 500 pesticide applicator firms are already ahead of you! \$7.50/copy. Write: Austin M. Frishman, 30 Miller Rd., Farmingdale, New York 11735.

USED EQUIPMENT

FOR SALE: Bean Roto Mist 301 trailer mounted, tandem axle electric brakes—300 gallon tank—very good condition. No longer doing mist spraying, \$6,000.00. Contact: Charles F. Irish Co., Inc., 24900 Groesbeck Hwy., Warren, Michigan 48089. Phone 313 527-2921.

FOR SALE: Sprayers: used and new—Hydraulic and mist, all makes. Reconditioned pumps—Bean Royal 20, 35, and 55. Used Rotomist parts. Phone: Normandy 2-3507 or write: Ralph McFarland, 209 Pleasant Place, Ann Arbor, Michigan 48104.

FOR SALE: Sprayers: used and new; hydraulic and mist, all makes; Royal 20, 35, and 55 pumps. Used rotomist parts, big discount! Phone: 313 6655-338 or 313 662-3507. Write: Ralph McFarland, 209 Pleasant Place, Ann Arbor, Michigan 48103.

70 PIECES—30' x 4" aluminum irrigation pipe. Tico-Wade couplers. Risers and sprinklers available. 4 years old. \$24.00 per piece. Green Valley Turf Farms, Box 163, Canfield, Ohio.

FOR SALE: John Bean sprayer—14 gallon minute pump 200 gallon tank, mounted on 2 wheel trailer—needs plumbing repair—tank and pump is okay. Miller Tree Experts, RR3, Mason City, Iowa 50401.

1971 VERMEER LOG CHIPPER model 604, diesel engine, 600 hours, like new, \$12,000.00. Bob's Tree Service, 5148 North Flora, Kansas City, Mo. 64118. Phone 816 454-2242.

SKID-MOUNT SPRAYER, like new, 300 gallon, 12 horsepower B. S. engine, high pressure hose, electric reel, \$1,095.00. Phone 612 929-1070; 854-3508.

BEAN SPRAY RIG, 25 GPM, 300 gallon, hose, gun, on '58 Ford F350,—good condition, ready to work, \$800, sprayer alone \$550. Phone (N.J.) 201 946-8366.

**The
COST
CUTTER**



W. G. "Buck" Siler, who is pro and owner of Longview Golf Club, in the Guilford College section of Greensboro, N.C., says

"So far, this old Yazoo has saved me \$28,000 in payroll"

"I bought it ten years ago; it replaced a 42" belly-slung tractor.

"I was using two hand mowers trimming continuously during the season. After I got the Yazoo, we had one hand mower trimming two to three hours a week. I was able to save one man and put the other to work on spot seeding, repairing eroded spots, maintaining traps and manicuring the fringes of greens. The course looks a lot better because the work doesn't pile up.

"The trimming ability of this mower is remarkable. It can mow a 360-degree turn around the trees, without scoring the bark, as we did

with the belly-slung mowers. We use it to trim 90% of the lake banks.

"In 1969 I replaced a flail with a second YR-60. Switching to the two Yazoos is saving me \$5,600 a year in payroll. They also free the regular men to do jobs that used to get neglected. Mowing doesn't dominate our time the way it used to."

The YR-60 will cut up to 18 acres a day. A Yazoo will mow under shrubs. Under guard rails. Around poles in one pass. Along walls. In and out of ditches. In high grass or low. You don't follow up with a trim mower and another man.

The reason: it's designed around the Yazoo Transaxle, the only power train specifically designed for mowing operations.

Now in 76-inch, 60-inch, 48-inch, 42-inch and 36-inch cuts. Original cost is about half of comparable machines. Call or write; we'll arrange a demonstration on your home turf.

YAZOO

MANUFACTURING COMPANY

P.O. Box 4207 / 3607 Livingston Road / Jackson, Mississippi 39216

MAKERS OF THE ORIGINAL BIG-WHEEL MOWERS

trimmings

NOTHING FOR SOMETHING . . . that' what two enterprising Soviet bottlers hit upon. They decided to save money (and rook the Russian consumer) they would leave out the fruit flavor in making bottled fruit juice. Then they'd pocket the money earmarked for buying the fruit. Not exactly a cat and rat story, because when the Kremlin discovered the ploy, the bottlers were executed. Moral: the head comes off when the flavor is gone.

AMERICAN BUSINESS PRESS recently engaged the services of a research firm to investigate the effectiveness of advertising undertaken by industrial firms. A few of the conclusions drawn from the survey are: Advertising creates product awareness and as a result can and does generate sales. The cost per sale can be significantly reduced via business paper advertising. Companies which maintain their advertising in recession years do not suffer as severe a let-down as those who curtail their advertising. There is no overall formula that tells management when to increase or when to decrease the ad budget. Nor is there a formula which will absolutely predict the return to be expected on a given advertising investment.

LET'S SAY IT ONCE and make it stick. Research conducted by Penn State University shows that plants usually take up essential nutrients as inorganic forms. Thus, if soil nutrients are applied in organic form, the nutrients must first be converted to inorganic form in the soil before being absorbed by plants. This means that plants produced on organically-fertilized soils are not necessarily of higher nutritional quality than plants grown with the use of inorganic fertilizers.

Caution: Penn State says that this does not suggest that organic material is of no value. Quite the contrary. Organic fertilizers improve soil characteristics such as water-holding capacity, tillability, and rain absorption capacity. Applying waste materials to the soil provides a means of recycling waste to improve environmental quality.

RAINFALL contributes an average of 6.47 pounds of nitrogen per acre each year in an area where annual precipitation is about 30 inches. So

says Gerald E. Schuman a USDA soil scientist who has recently reported these findings from a two year study. Thus if your crop happened to be corn, the amount of nitrogen in rainfall would be approximately two-thirds of the soluble nitrogen in runoff from a watershed, assuming the crop was fertilized at the recommended rate of 150 pounds of nitrogen per acre.

TIME LOST to accidents involving tree pruning, trimming, spraying and repair continues to increase in Ohio. In 1973, tree branches caused 13 reportable accidents and power saws accounted for 5. Added to this were other miscellaneous injuries for a total of 25. In 1972, the record was a total of 8. Slips or over exertion shot up by 61 percent to 23, while being struck by moving objects increased by 68 percent to 34. Isn't it time that we started putting into practice the safety slogans hanging on the workshop door?

TAKE NOTE BEFORE ACTING is the advice of a local bowling lane operator and his advertising agency. Seems that 15 months ago an ad man and a bowling alley employee hit upon an idea to help small businessmen. They offered to sell advertising space on the bowling alley score sheets. The business booster busted. Delay after delay was incurred in receiving the score sheets after the advertising was sold. The ad contract had no provisions for delays or non-delivery. If you enter into this type of contractual arrangement for display advertising, have your attorney check over the contract before signing.

WEIGHT AND FUEL ECONOMY work inversely to each other when it comes to your car. As weight increases, fuel economy goes down. Optional equipment is another limiting factor. Fortunately, the wise folks at EPA have attempted to un-complicate the complicated. They've issued a short bulletin "miles per gallon" that gives guidelines to all new prospective auto purchasers. You can also obtain a copy of the test results for 1974 cars from EPA by writing: Fuel Economy, Office of Public Affairs, U.S. Environmental Protection Agency, Washington, D. C. 20460.

PRUNE NO MORE is the word from the British. A new patented chemical applied on certain street trees such as European limes, poplars and London planes stops unwanted growth for a full 12 months. This is what Burts and Harvey, Ltd., who manufacture Burtolin, claim. They report that 10 years of testing have produced no adverse affects. In fact, they claim that repeated applications over several years greatly improved the appearance of trees.

SHADES OF CHURCHILL, those fellows at Burts and Harvey, Ltd. have another labor saver. This one is called Regulox W. It slows down the rate of growth of turfgrass. According to the manufacturer, the chemical reduces grass cutting to as little as once a year. Improved Regulox W has been undergoing intensive testing for the last three years. Already several leading local authorities in the north of England have used the chemical and have achieved substantial savings — up to 80 percent.

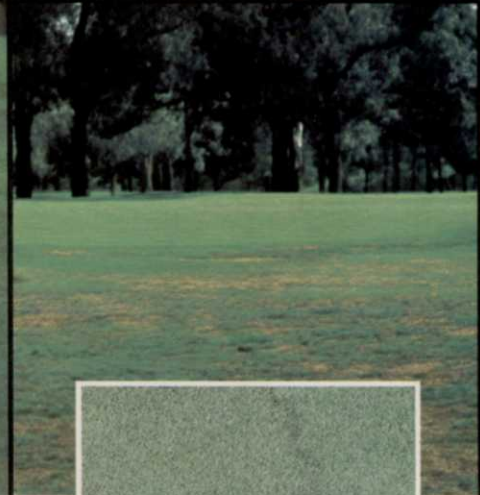
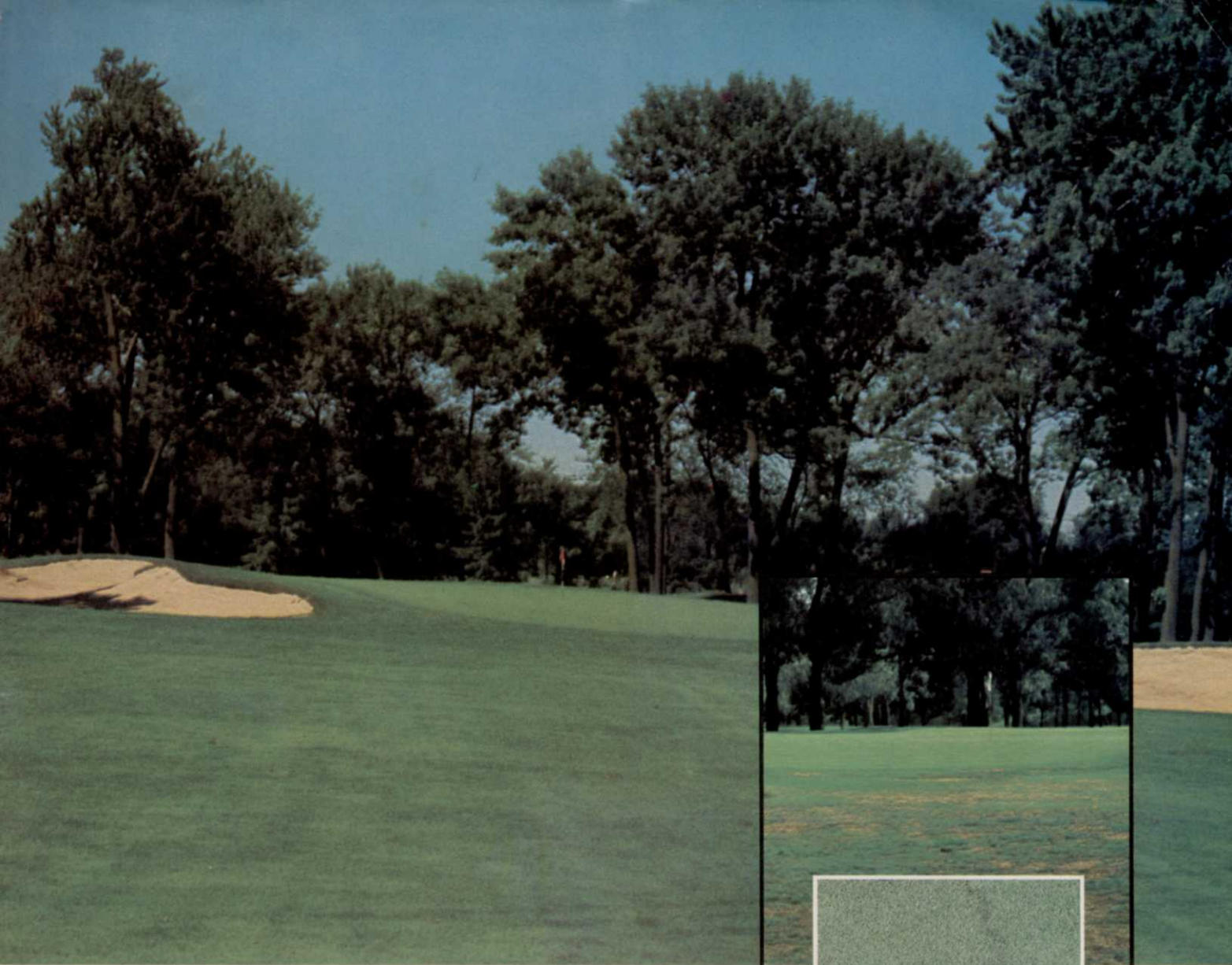
Clever Chart Tells All

Wall charts can be one of the best educational devices available for teaching members of your labor force. They provide a replay of information learned in courses or textbooks, and they make the person reading them an instant expert on the subject of the chart.

A new wall chart is now available from the agricultural division of Ciba-Geigy Corporation. It's called "Insects That Sting." It provides illustrations and descriptions of the insects which most commonly cause serious allergic reactions in humans. Included is a description of each insect, where it is most commonly found and how to identify and treat its bite or sting. It also includes valuable information on identifying and treating allergic reactions to sting, reducing the chances of being stung, safely removing insect nest and a special section on avoiding mosquito bites. Ouch!

Dr. Richard L. Miller, extension entomologist at Ohio State University and medical entomologists Margaret A. Parsons and Dr. Richard L. Berry of the Ohio Department of Health, prepared the text and chart.

Up to ten copies of "Insects That Sting" are available at no cost by writing to: Agricultural Division, Ciba-Geigy Corporation, ATTN: Betsy Wood, P.O. Box 11422, Greensboro, N.C. 27409.



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