

Production Costs and Seed Prices for '75

By NATE REPAIR
County Agent
Somerset County, New Jersey

WHAT YOU PAY for seed and the quantity available to you may fluctuate as much as 180 degrees. That's what we learned on a trip sponsored by Lofts Pedigreed Seed, Inc. where we went directly to the grower, and followed a pound of seed from the field through the marketing chain of sales.

We all recognize that grass seed has gone up (and sometimes down) and therefore, price fluctuations do not surprise the readers of WEEDS TREES AND TURF. What may be surprising is that inflation is *only one* of the factors that will determine the price and quantity of seed for 1975. The price you pay for lawn seed this March is probably already decided or in the final stages of being firmed up right now. Through the ever present inflation cost, a good or bad crop, equipment and other costs, the price of seed is determined. Maybe it sounds too simple but the size and quality of the crops is such an important factor in determining price that we went directly to the source to learn of their problems and their thoughts for 1975. On our trip 26 sales and management people from Lofts Pedigreed Seed, Inc. visited six states and toured fourteen seed producing operations. Here are just a few of the comments we received from the people that produce and process the great majority of your specialized grass seed varieties in the United States.

Coeur D'Alene, Idaho. Rich Lawson and Earl Crow are two of the largest grass seed producers, and both agreed that in this area of the country, climate deter-

mines price as much as any other single factor. Rolling hilly terrain prevents the use of irrigation and a dry season such as experienced in 1973 can rob a crop of up to 75% of its normal yield.

University of Idaho. Dr. Ron Ensign. Some of the finest research test plots on chemical and mechanical methods for post harvest field burning are located at the University of Idaho. After each harvest, fields are burnt-off to remove the stalks and stubble, destroy weeds and diseases, and most importantly to stimulate better growth and seed production. Where poor burns were made in 1973, the quality of the grass for seed production was very poor. Non-burning laws are now going into effect in the seed producing states which is going to make it difficult to produce seed economically. Methods are being developed for chemical burning of refuse and other methods are being tried but none are as satisfactory as burning . . . or as economical.

Pelouse Seed Co. Cleaning and Processing Plant. There's more to growing seed than planting and harvesting. One of the most up to date processing plants in the country can be seen at this location. Cleaning, screening and separating grass seed is carried on at break neck speed but the final product is practically 100% free of weed and other unwanted foreign matter.

Koth Dun Paire, Washington. Washington State Field Seed Certification Inspector, Vern Propft, showed our group through the Paire area that is just south of Spokane. In this area because of low rainfall, irrigation is a must for maximum crop yields. But the generally good climatic seasons helps to make Washington one of the finest seed producing areas, yields often ranging between 1000-1500 lbs. per acre.

The Great Western Seed Company, Albany, Oregon, is a division of Lofts Pedigreed Seed, Inc. Assistant manager, Mr. C. M. Brownell, explained the requirements for a quality pack of seed. The extent of the equipment needed for the processing of grass seed is tremendous . . . separators, washers, screens, shakers, plus special air flow procedures are needed to assure that the end seed is pure and clean.

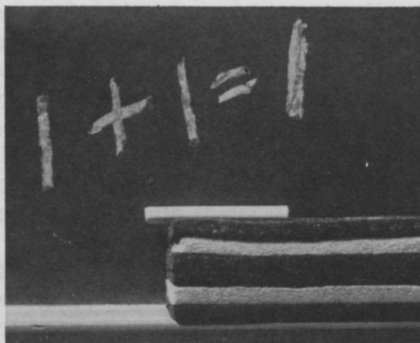
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The Loft's sales personnel listen attentively to one of the fourteen turfgrass seed producers as he tells them how he determines what the cost of his seed will be in 1975.

Northrup King introduces a new Kentucky Bluegrass concept:

Aquila/Parade. working as one perfect blend



The Northrup King formula for the nearly perfect Kentucky Bluegrass: 1 + 1 = 1. That's two superbly compatible bluegrasses—Aquila and Parade—working as one to create an outstanding blend component.

For a long time, turf researchers have been looking for the “perfect” Kentucky Bluegrass. They haven't found it. They've come up with some excellent varieties but not that one perfect cultivar.

Northrup King has been seeking perfection, too. And, taking a different approach, we think we've come very close to it.

Perfection, a team concept.

Since all known grasses have some sort of weakness, why not select a *team* of two grasses—with each member of the team possessing compensating strengths—and blend them in a way that's practical for use by turf professionals? This is precisely the approach Northrup King has taken.

For ten years, our researchers

have sought two superior and superbly compatible Kentucky Bluegrasses to form a high-performance, low-maintenance “blend-within-a-blend”. In Aquila and Parade, we've found the pair we've been after. Let's look at these two grasses, first as individuals and then as the Northrup King team of Aquila/Parade.

Aquila for persistence.

Bluegrass turf that's been established for three to five years tends to require significantly more maintenance in order to keep it dense and healthy. Aquila Kentucky Bluegrass provides a striking exception to this fact of turf life.

Once established, Aquila holds its density and color and maintains a healthy weed-resistant stand for longer than five years, even under low or moderate nitrogen fertilization. It also requires less moisture to maintain its color and shows tolerance to moderate drought conditions. It has a medium leaf width and attractive dark green color for textural and esthetic compatibility with a wide range of turfgrasses. Aquila is, on its own merits, a remarkable Kentucky Bluegrass. And we've teamed it with another:

Parade for durability.

The particular strength of Parade Kentucky Bluegrass is that it develops a tough sod fast. It with-

stands traffic better than many bluegrasses and can recover quickly from injury, making Parade excellent for athletic fields, golf courses, fairways and other high-traffic areas. With its pleasant dark green color and moderately broad leaf width, it's compatible with many turfgrasses. In combination with Aquila, it forms a nearly perfect blend component.

Aquila/Parade: low maintenance, high performance.

Together, Aquila and Parade give you a bluegrass component with more advantages than any single cultivar we've ever seen or heard about.

The Aquila/Parade team requires moderate amounts of fertilization, water and general care—factors that should help your maintenance budget considerably. Yet, in concert with other grasses that meet your requirements, Aquila/Parade will provide a uniformly attractive turf that establishes early and lasts straight through into fall. This blend component will also stand up well under traffic and give you good disease protection.

Aquila/Parade is ready. Now how do you use it?

Northrup King is committed to the blend concept, as are many turf experts today. Our experience convinces us that a good com-

Two bluegrasses to form a nearly component.

combination of grasses will give the best performance. So we look upon Aquila/Parade as a component to be blended with rye, fescues, other bluegrasses and/or whatever your particular conditions warrant. And, we'll gladly help you formulate the proper blend.

If you'll fill out the form below, we'll give you our professional recommendation as to the best blend, using Aquila/Parade as a component. We hope you'll take us up on this offer, because we think the Aquila/Parade team is the most important Kentucky Blue-

grass concept to date—as close to perfection as anybody's been able to get.

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Just fill out this form and send it to Aquila/Parade, Northrup King & Co., 1500 Jackson St. N.E., Minneapolis, MN 55413.

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Club or Company: _____ Phone No.: _____

Address: _____ City: _____ State: _____ Zip: _____

For: New turf Interseeding established turf Renovating old turf

Use: Prestige turf Utility turf Athletic or heavily used turf Background turf

Other _____

Area to be seeded: _____ Approximate planting date: _____

Soil type: Sandy Loamy Clay Peat Soil condition: Droughty OK Wet

Fertility Level: _____ pH Acid Neutral Alkaline

Topography: Steep Rolling Level Light: Sunny Partial shade Heavy shade

Disease and insect problems encountered: _____

Intended management: Intensive Moderate Low

Irrigated Non-irrigated

Mowing height: _____ Frequency: _____

Fertilizer program: _____



For More Details Circle (117) on Reply Card

MOTIVATING the TURNED-OFF EMPLOYEE

PART II

By DR. JOHN L. MCKEEVER
Colorado State University
Ft. Collins, Colorado

Editor's Note: This is the second of a series of employee management articles written by Dr. McKeever. Part one, which appeared in the December 1974 issue, dealt with the basic need structure of man. In part two the author continues his discussion of needs and introduces goal achievement as a means of satisfying these needs.

PERSONAL GOALS in the organizational environment have value in that they give continuity, consistency and direction to employees. Yet goals are not the end in human behavior — they are the means to the end. Goals have additional meaning and purpose in that their achievement will result in the satisfaction of a need. To understand the behavior of humans we must comprehend the goal/need structure. When we achieve a goal, it will result in the satisfaction of a need.

Physiological Needs

Individually and collectively we have the same needs, but we may establish and strive for different goals to achieve them. Wherever man exists throughout the world he has the same set of needs, but he may put different stress upon them. All humans have a physiological need that must be satisfied if they are to survive in their environment. The physiological need is man's biological need, sometimes referred to as his physical or basic need. This need is reflected by man's urges or drives of a biological nature that must be satisfied in some form or another.

Physiological need is exemplified by hunger, thirst, clothing, shelter, rest, air and sex. At least the first four are satisfied primarily by money. Unless we grow our own food, weave our own clothing and

build our own homes, we are dependent upon others to acquire satisfaction of this need. Most of us would never survive if suddenly we had to become self-sufficient. We have been trained to be specialists in our professions and are dependent upon other specialists to provide our physiological need satisfaction for food, shelter and clothing.

In this society, to acquire money necessary to satisfy our physiological needs we have many alternatives available to us. Generally we work for salaries or wages and invest our capital, time and effort to make a profit. Some invest their wealth in stocks, bonds or real estate for dividends, interest or rents. Some steal or print it while others may marry it. No matter what alternative you choose, it requires both personal and social effort to satisfy the physiological need, or certain aspects of it, better than others. When the physiological need is not being satisfied, the individual may not survive. Our physical and social environments put a high premium on individual survival. Throughout the world, physiological need satisfaction is a major problem as pestilence, famine and disease are facts of life each and every waking day to a substantial segment of human life.

Safety Need

Man has another need which is really an extension of his physio-

logical need and it is called the safety need. This is man's need to prevent any threat of deprivation of his physiological need. Since most of us are dependent upon salaries, wages or profits during our productive lives to satisfy the economic aspects of the physiological need, we are constantly aware of the fact that an unfortunate event could deprive us of the money needed to satisfy our needs.

Most of us know that a serious illness or accident may not only eliminate or reduce our wage or salary, but if special medical attention is needed it could use up our savings and leave us in debt. Also, we know that we may be forced into unemployment by lay-off or dismissal from our jobs. Furthermore, when we retire, our physiological needs go on, hence the continuing need for money or financial support in some form or another.

We satisfy the safety need by buying a multitude of insurance policies on our lives, homes, automobiles and household furnishings to protect ourselves and others. We try to put aside savings for retirement or to carry us through an emergency period in which our salaries or wages are reduced or eliminated. The government encourages but does not underwrite our safety need entirely through social security, unemployment compensation or workmans compensation. In trying to prevent any deprivation of our physiological need resulting from adversity, we deprive ourselves of many current benefits and enjoyments in anticipation of a contingency which may or may not happen.

In management, the physiological and safety needs combined are referred to as the economic needs of man as money is the basis for their satisfaction. In our society it takes money to buy food, land, homes, clothing, clean water, and the insurance policies, annuities and investments that are so necessary to physiological survival. Because this money need is so easily identifiable and its importance recognized and tested, great emphasis is placed on it as the major motivator of employees. Both management and union leadership over-emphasize the importance of salaries, wages and fringe benefits as the major factor in

(continued)

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MOTIVATING the **TURNED-OFF** EMPLOYEE

controlling and utilizing the human element in the organization.

Unfortunately the understanding of human nature in the organizational environment is not as simple as managers would make it by over-stressing the importance of money. Each individual in the organization has needs that must be satisfied in the work environment that money alone will not achieve. Management frequently assumes that to hire an employee, to get him in there, to train him and to get him to do some work, all you have to do is pay him a salary and give him some fringe benefits. But man is *not* just an economic animal, nor is he just a biological animal.

Social Need

Into the work environment, each employee, whether manager or non-manager, takes his social need — the need to socialize with his fellow man, to be wanted, to be a part of the social environment. In many shops, offices, factories and plants, management discourages socializing between employees either by isolating them spatially or by policy rules which, if violated, may result in disciplinary action. The coffee break is usually the only overt act of management to provide for social need satisfaction in which the employee can socialize with his fellow man without suffering feelings of guilt. Not only is it impossible for employees to restrict their socializing to 10 or 15 minutes during the coffee breaks, it is unnatural for employees to behave in such a manner. Consequently, employees satisfy their social needs by performing an astonishing number of games that overtly or covertly violate management policies relating to socializing on the job. In fact, I have observed some of the most creative performances in an organization by employees satisfying their social needs. Employees cared little that it violated organizational rules or policies and made them vulnerable to disciplinary action.

In addition to physiological, safety and social needs, employees have a psychological need that must also be satisfied in the work environment. This need will be referred to as the ego need of man,

and is composed of two parts. One part is introspective as man looks inwardly to acquire a feeling of self-esteem, pride or inner-satisfaction. Unless the employee can feel pride for the firm he works for or the job he does, he may be demotivated.

The other part is extrospective in nature and is concerned with the way that a person wants others to view him. This is the reputation of the employee in the community of man. To satisfy this need we do many things to establish a reputation including the acquisition of status symbols. Sometimes the reputation we hope to achieve in the eyes of others is not the same as they may view us. It is not unusual for people to formulate opinions of others — individually or collectively — that may be erroneous. Yet whether good, bad or indifferent we all formulate opinions and ideas about the reputations and personalities of others with whom we interact. Success — financial or otherwise — in the organization is often dependent upon the reputation that we establish. How others view us is important to our future in the organization.

To enhance our reputations, we strive to acquire the symbols of status that are provided at various levels of management. In most organizations you can identify the status of each management level by such symbols as reserved parking spaces, titles, size of offices, placement of offices (number of windows often is an important factor along with floor location), rugs on the floor, a secretary or number of secretaries and composition of office furniture (metal, mahogany, and so on), to name a few. Status symbols serve as goals to the aspiring manager and their achievement satisfies both aspects of the ego need.

Probably no other need is more negatively affected in the organization than the ego need. By not giving compliments for a job well done, or by treating mature employees as children, or by not being fair, equitable and honest with employees, the ego need of organization people is easily dissatisfied and bruised.

Self-Actualization Need

Finally, man has a creative need, sometimes referred to as a self-actualization need. Basically this need reflects man's desire to be creative ranging from doing best whatever it is that he is doing in the

organization to performing in a highly creative or innovative manner. This need of people is affected by many factors including the formal training that a person receives in the organization that may contribute to his creative ability or it may relate to the type of monotonous, routinized and proceduralized work that management requires people to perform in the work environment. Every employee in the organization has a creative need to be satisfied and the extent to which he satisfies this need is substantially dependent upon how well management creates an environment that is conducive to opportunity challenging work, and provides training to add breadth and depth to the objectives of employees. Management can create a work environment that motivates employees to creative effort. The alternatives to a highly innovative environment can be one that is devoid of challenge, competition and recognition.

These are the needs of man and are the same wherever you find him. He may stress the five needs differently, but they are all present and demand satisfaction. It is in the needs of man that we find an explanation for human behavior.

When employees — managers or non-managers, male or female, skilled or unskilled — accept jobs or positions in an organization it is not enough that management ask for a "fair day's work for a fair day's pay." To put man into such a simplified formula of exacting a unit of energy in production or service for a dollar is to relegate him to a role he is unable to play. Man is infinitely more complicated than a piece of machinery to be turned on or off by a paycheck and a few fringe benefits.

Employees have needs of a non-monetary nature that must be satisfied, at least partially, in the organization environment. Man will seek to satisfy his non-monetary, social, ego and creative needs in the work environment in his own way if management does not provide for them. If management does not understand the things that motivate the employee to behave as he does in that environment, then conflict will probably result. Management should attempt to provide objectives, direction and guidance to employees as they strive to satisfy non-monetary needs. If management emphasizes the economic man con-

cept, then certainly the physical efforts, imagination and creativeness of the employee will be directed toward non-productive work effort. The creative effort of employees in acquiring satisfaction of a non-monetary, non-productive nature is beyond the comprehension of management. The effort of an individual employee in seeking need satisfactions of a social, ego and creative nature in a work environment that does not provide for it, let alone recognize it, generally is counter-productive. When a number of employees join efforts to achieve non-monetary need satisfaction that is not provided in the work environment, the counter-productive nature may become increased to the point of a fraction of the fullest work potential of the group.

In the work environment, management should evaluate its philosophies and attitudes toward employees in terms of how they affect the work climate. Management should establish a work environment that is conducive to opportunity, fairness, honesty, respect and dignity. ❧

Root Growth, Finer Color By Drill Hole Fertilizing

Trees require certain food elements to sustain life. Carbon dioxide is taken from the air above and below ground. Soil water supplies hydrogen, oxygen, nitrogen, phosphorous and other chemical elements. Many of these trace elements are essential and must be replaced if a shortage develops in natural food-producing methods.

One of the most effective methods of food replenishment, say the Davey Tree people of Kent, Ohio, is by the drill hole technique. Through the use of an electric drill or punch bar, holes approximately a yard apart are drilled to a depth of 12 to 24-inches over the entire root system. Beginning at the edge of the branch spread of the tree, placing a high nitrogen tree food in the holes, then filling with loose soil or peat moss.

No other form of tree care brings about such improvement as that provided by fertilizing. The resulting increased root growth stimulates luxuriant foliage and finer color. Such feeding is particularly recommended in areas where poor soil conditions (clay soil) or insect problems exist.



A two-man crew drills and fills the holes beneath the branch spread of a tree.

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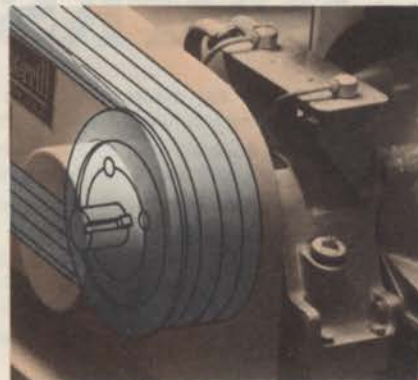


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Superintendents Open Show Feb. 16-21

THE Golf Course Superintendents Association of America's (GCSAA) 46th annual International Turfgrass Conference and Show will officially open the doors to one of the largest educational conferences and equipment displays in the golf profession February 16, 1975.

The show will offer superintendents, club officials, golf professionals and others interested in the golf turf management an inside view of new developments through a combination of educational assemblies and an industrial exhibition.

Although the annual activities of this golf turf management profession will actually begin February 13 in Pensacola, Florida, with the GCSAA Championship Golf Tournament, followed by Pre-Conference seminars on pesticide usage and financial management in New Orleans, February 15 and 16, the Conference will officially begin Sunday, February 16 and run through Friday, February 21.

Chris Schenkel, ABC-TV Sports commentator, will give the keynote address Monday, February 17 in the North Hall of The Rivergate, being followed by over 50 speakers during the week who will discuss a wide variety of subjects in concurrent general and special interest sessions.

A ribbon cutting ceremony at 9 AM, Tuesday, February 18, will open the GCSAA Turfgrass Industry Show. Nearly 100,000 square feet of The Rivergate will be filled by approximately 160 different firms who will introduce new items to their product lines and be on

hand to answer technical questions. The Show continues through 4 PM, Thursday, February 20.

Demonstrating the diversity of interests present among golf course superintendents, the educational program will include presentations on topics such as government relations with OSHA and EPA, the general manager concept and turf management, as well as landscaping, personal finance, people relations, communications and facilities management.

Friday, February 21 will be highlighted by a tour of the Lakewood Country Club, Timberlane Country Club and New Orleans Country Club, where a close look will be taken at Southern golf course operations.

Among the social activities planned for the conference are a Mississippi River cruise Monday night and the annual banquet and dance Thursday night. Anna Maria Alberghetti will headline the entertainment at the banquet, with the Rene Louapre Orchestra, official Mardi Gras orchestra, providing dance music later in the evening.

Registration fees for the week-long Conference and Show range from \$15 for GCSAA members and ladies to \$35 for non-members. Tickets to the social functions will cost \$6 for the river cruise and \$10 for the banquet and dance. Non-registered individuals may purchase daily exhibit show passes for \$5 each. Golf Course Tour tickets will cost \$5 each.

Descriptive brochures and registration materials may be obtained by contacting the GCSAA Headquarters, 1617 St. Andrews Drive, Lawrence, Kansas 66044, or telephoning (913) 841-2240.

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ALCA (from page 25)

Everett Williams of Ford Tractor Operations, Caterpillar's Nick Humey and Bob King of International Harvester.

Environmentalists will also be represented during the meeting. Dr. Reuben Zubrow, professor of economics, University of Colorado, will speak on "The Crud Factor." The Florida Chapter of the Sierra Club will present its side in the continuing ecology problems of the host state. John Holm, a contractor from Fairbanks, Alaska, will describe some of the ways the Alaskan pipeline is affecting ecology in that state.

Many major equipment manufacturers will be at the ALCA Trade Exhibit, as well as producers of other products and services used by landscape contractors.

ALCA will present Environmental Improvement awards for the fifth year. These awards will be given to projects throughout the U.S. For the first time, awards will be presented in Maintenance and Erosion Control categories.

The program will also feature specialty sessions, allowing contractors to meet with each other to discuss their individual specialties, including irrigation, maintenance, erosion control, design/build and interior landscaping. Each group will be led by a landscape contractor who is known for his specialty.

For more information, including registration and hotel forms, write: Associated Landscape Contractors of America, 1750 Old Meadow Road, McLean, Va. 22101.

SEED (from page 41)

Turf Seed, Inc., Hubbard, Oregon. Mr. Dick Bailey is a seed grower and also producer of improved ryegrasses and fescues. On our visit Dick was sprigging bentgrass.

Chuck Curtis Farm. This farmer is one of the primary producers of Kingstown Velvet Bentgrass. Land preparation is one of this farm's major expenses. Test plots at the Curtis farm are maintained by Great Western Seed Company and show the remarkable differences in disease resistance within varieties of bluegrass, fescues and ryegrasses.

Mr. Paul Pugh, Oregon. Several innovations on farm equipment are incorporated on this farm. One such improvement is putting a ceramic covering on the fertilizer spinning wheels to reduce chemical corrosion and wear. Still another is a second cleaning and screening chamber on combines plus balloon-type tires for the wet harvest season.

Glen Smith Farm in Oregon. One of the finest producers of Baron Kentucky Bluegrass in the country. Mr. Smith expects yields of 1500 lbs. per acre and pointed out that this year his fields are about 100% weed free.

Mr. Clarence Vennel's Farm, Corvallis, Oregon. A 12,000-acre seed farm plus ten new combines, an air strip and modern seed processing plant is a most impressive sight indeed. Here seed is grown, processed and packaged all in one location.

Certainly, the lawn seed producer has his own brand of obstacles and on our trip we found that we can be proud that our U. S. seed producers are over-coming each problem with great ingenuity. With this ingenuity (and some help from decreasing inflation) seed prices in 1975 will be as low as possible.

WEEDS TREES and TURF