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You can contact Dr. Alexander through any of the 40 C.B. Dolge representatives east of the Mississippi, under the direction of Turf Manager, Sal Vento, or through the company's southern subsidiary, GOLTRA, Inc., whose 8 representatives are directed by Charles Dolge.

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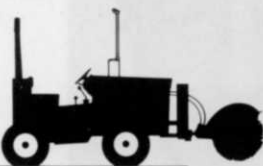


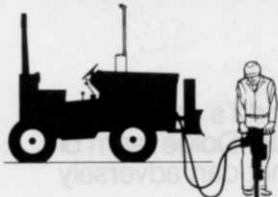

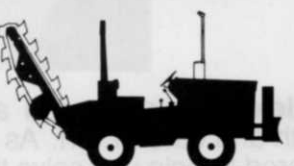


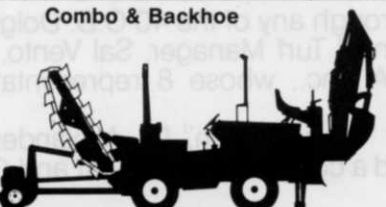

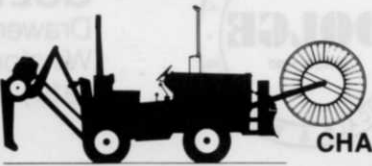

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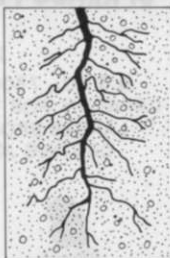
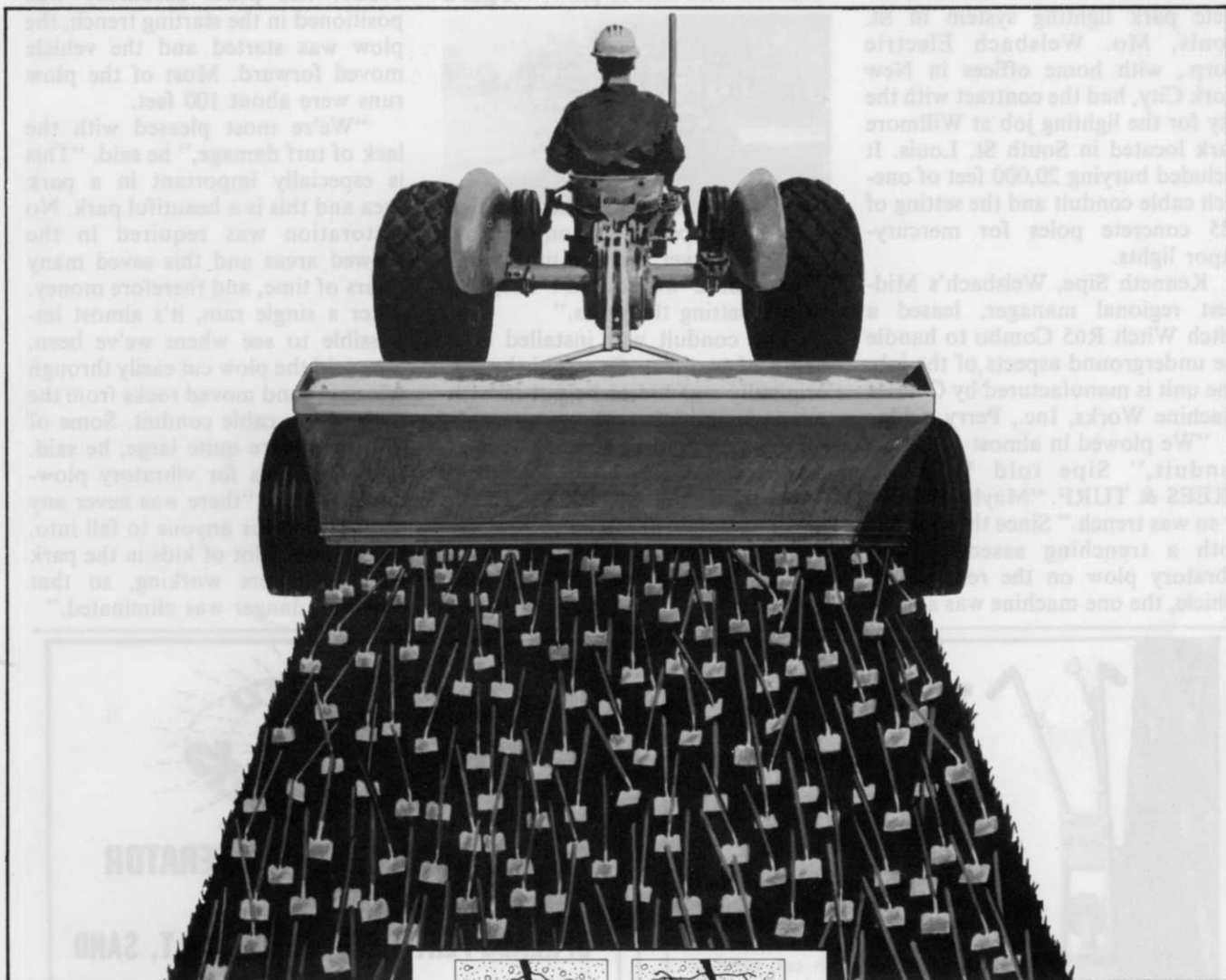
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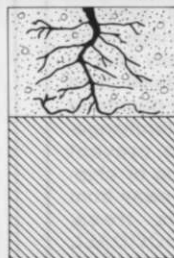
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CHEMICALS DIVISION

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Underground Installation Done with Vibratory Plow

Vibratory plowing has proved to be the most economical and efficient way of making the underground electrical installations for a complete park lighting system in St. Louis, Mo. Welsbach Electric Corp., with home offices in New York City, had the contract with the city for the lighting job at Willmore Park located in South St. Louis. It included burying 20,000 feet of one-inch cable conduit and the setting of 125 concrete poles for mercury-vapor lights.

Kenneth Sipe, Welsbach's Midwest regional manager, leased a Ditch Witch R65 Combo to handle the underground aspects of the job. The unit is manufactured by Charles Machine Works, Inc., Perry, Okla.

"We plowed in almost all of the conduit," Sipe told WEEDS, TREES & TURF. "Maybe 100 feet or so was trench." Since the unit has both a trenching assembly and vibratory plow on the rear of the vehicle, the one machine was able to

do both the trenching and plowing. "We had never plowed this type of job before," he said, "and I'm extremely pleased with the way it went. I don't believe it would have been possible to trench any faster than we were able to plow. We got a



good 30 feet per minute on the plow runs. We never ran the unit a full day because we couldn't keep up with it setting the poles."

The conduit was installed at a depth of two feet. Sipe said the job originally was bid to be put in with one-inch conduit with an alternate of one-inch rigid PVC and a second alternate of one-inch cable conduit. "The third method was so much more economical," he said, "the city chose to go with it. It's the first time the city has used this type of construction."

Because of the diameter of the cable conduit, the material was pulled into the ground with the vibratory plow. A short starting trench was dug, the cable conduit was attached to the plow's pull blade, the plow assembly was positioned in the starting trench, the plow was started and the vehicle moved forward. Most of the plow runs were about 100 feet.

"We're most pleased with the lack of turf damage," he said. "This is especially important in a park area and this is a beautiful park. No restoration was required in the plowed areas and this saved many hours of time, and therefore money. After a single rain, it's almost impossible to see where we've been. Sipe said the plow cut easily through tree roots and moved rocks from the path of the cable conduit. Some of the rocks were quite large, he said. "Another plus for vibratory plowing," he said, "there was never any open trench for anyone to fall into. There were a lot of kids in the park while we were working, so that potential danger was eliminated."

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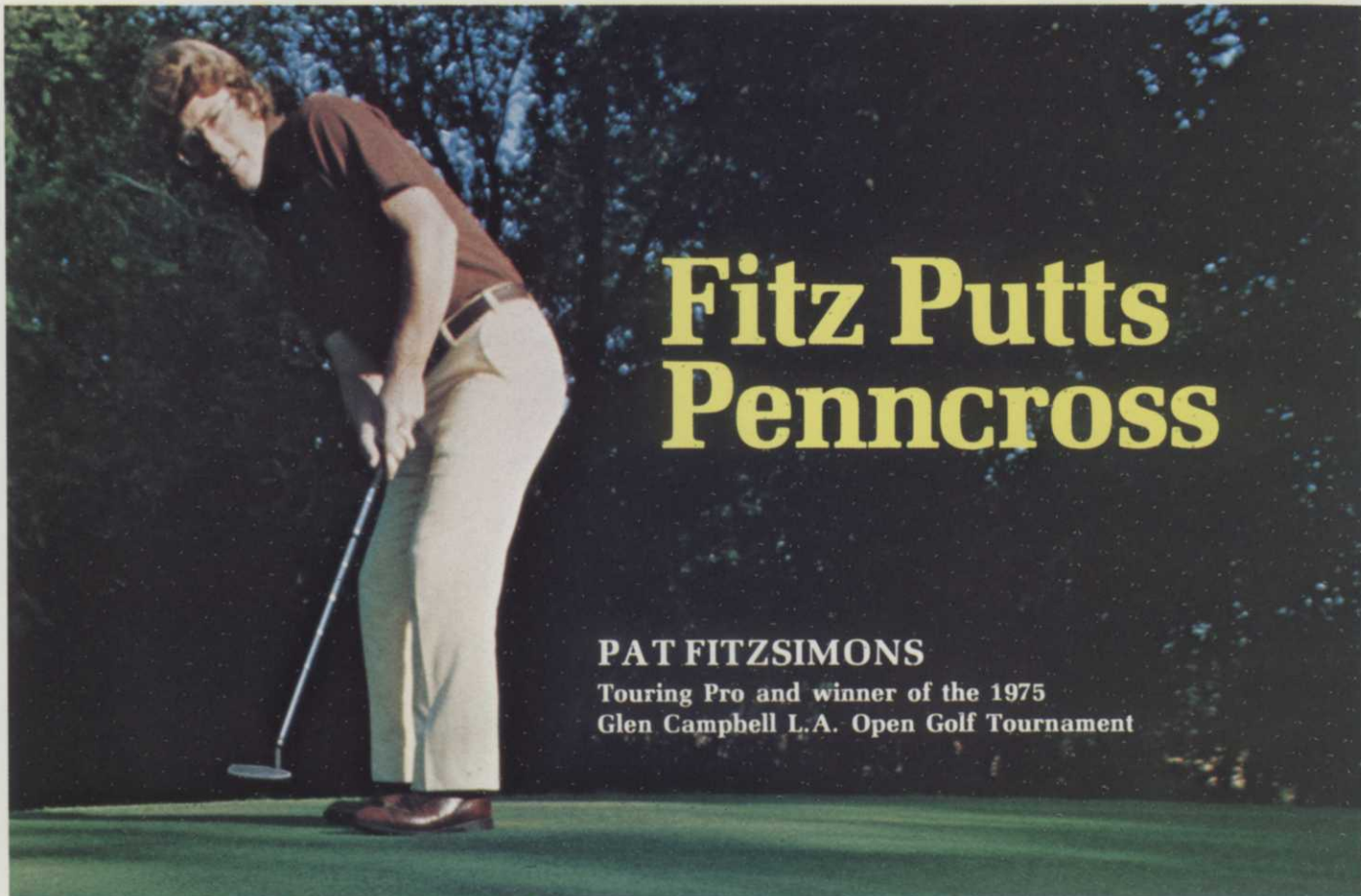
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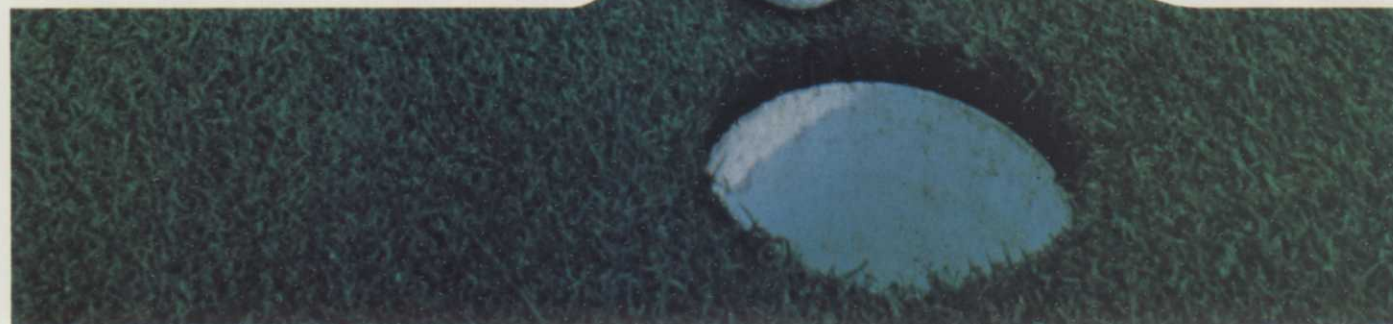
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Diamond Shamrock

AGRICULTURAL CHEMICALS DIVISION

Colorado Superintendents Choose Gary Vitt President

Gary Vitt, superintendent at Rolling Hills Country Club, Golden, Colo., is the new president of the Rocky Mountain Golf Course Superintendents Association. He replaces Jan Niedziela of Eagle Vail Golf Course.

Other officers are: Jack Maurer, Pinery Golf Course, vice president; Dave Tooley, Greeley Country Club, secretary-treasurer; and Dan Coffin, John Bartley and Jim Kaasch, board of directors.

Research Efforts Expanded By Diamond Shamrock Corp.

Diamond Shamrock Corp., Cleveland, has announced a multi-million dollar expansion at its T. R. Evans Research Center near Painesville, Ohio.

The first phase of the expansion will include the building of a new laboratory building for life sciences research. This expansion is part of the company's plan to increase its

research effort by 20 percent in the next five years.

Stauffer, Allied Chemical Post Fourth Period Gains

Allied Chemical Co., Morris Township, N.J., and Stauffer Chemical Co., Westport, Conn., reported large fourth quarter earnings gains. Stauffer's full-year profit was also ahead of 1974. Allied's was 20 percent lower than a year earlier, although 1975 was its second-best year ever.

Stauffer said fourth quarter net was \$22.9 million, up 16 percent from \$19.7 million a year earlier. Sales rose five percent to \$239.1 million from \$226.8 million. Allied said based on preliminary unaudited figures, its earnings in the final period were about \$33.6 million, a 41 percent increase from \$23.8 million of a year earlier. Allied said the company's chemical business, paced by fertilizers, had recorded increased earning during the year.

Nurseries Miss Bigger Sales, Merchandising Experts Says

One of the nation's foremost merchandising authorities told about 200 plant nurserymen recently they could be missing many opportunities for bigger sales.

Richard Marcus, president of Nieman-Marcus, Dallas, advised members of the annual Nurserymen's short course at Texas A&M University that sales can be improved by honoring three fundamentals: service, merchandising and an attractive physical environment. "Looking upon the nursery business from the standpoint of hobbyist, customer and merchandiser — and I am all three — I often see a lack of knowledge of the products and sometimes a lack of any selling at all," he said.

Too often there is little follow-through on sales, he said. The nurserymen should find out why some customers do not return. Established customers should be kept informed about any merchandise in which they are especially interested.

"Such practices as these will cost the retailer more, but they should

pay off," Marcus said. He described effective merchandising as the ability to be innovative, to edit out what is unproductive. Customers should be made to feel important. Physical environment is also important to a successful business, he said.

Columbus Golf Association Awards Turf Scholarship

James E. Maxfield of Cincinnati is the second recipient of the Columbus District Golf Association agronomy scholarship at Ohio State University.

He has worked five years at the Camargo Country Club in Cincinnati and will work this season as Kings Island Golf Course near Columbus.

Vedder Elected President Of Aviation Association

James Vedder of Visco Flying Co., Inc., Imperial, Calif., has been elected president of the National Agricultural Aviation Association.

He succeeded James Maxwell of Benoit, Miss. Also serving with Vedder are vice president Don Holmes of Clay Center, Kansas; Alfred Dahl of Cogswell, N.D., secretary; and Hugh Wheelless of Dothan, Ala., treasurer.



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doing something about it.



Arizona Turfgrass Council Sets Annual Equipment Show

The Arizona Turfgrass Council will hold its Second Annual Turfgrass Materials and Equipment Show at Veterans Memorial Coliseum, Phoenix April 14.

There will be 140 booth spaces featuring local and national distributors, manufacturers and suppliers representing industry pro-

ducts and equipment. There will also be educational seminars.

For further information contact Ralph Hull, P.O. Box 4356, Phoenix, Ariz. 85030.

Siebenthaler Opens Firm In Clearwater, Florida

Jack Siebenthaler, landscape architect and a prominent figure in the

environmental horticulture industry, recently opened his own private practice for design, public speaking and consultation.

Located in Clearwater, Fla., he has over 30 years of experience in the horticulture business. He is a former president of the Florida Nurserymen and Growers Association, lieutenant governor of the American Association of Nurserymen.

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Compensation for Removal Of Trees Near Power Lines

The efforts of the Line and Properties Departments at Knoxville Utilities Board, Tennessee, are producing lovely flowering dogwood, flowering crabapple and redbud trees under Knoxville power lines rather than stubby, chopped-off-at-the-top silver maples or other large, fast-growing trees, according to Charles Hancock of the Knoxville Utilities Board. His remarks were published in the newsletter of the Utility Arborist Association.

"The idea of planting low-growing ornamental trees on customers' properties to compensate for the removal of low-quality, fast-growing trees near power lines has been considered for some time," he said. "In the spring of 1973, a decision was made to begin such a program as a means of reducing the cost of maintaining line clearance throughout our area." He said the board has over 205 miles of transmission lines and over 3,600 pole miles of distribution and primary lines. The board serves all or parts of seven counties in Tennessee and has about 100,000 meter customers.

"One of the most popular and most attractive low-growing trees in the Knoxville area is the flowering dogwood, he said. "This tree was used to start the replacement program."

He said the purpose of the program is not to eliminate every tree that grows near power lines, but only to remove those that have an excessive rate of growth each year and are not beneficial to the customer or the landscape. According to a study made before the project was initiated, if trees that now need pruning away from lines once or twice annually are removed and replaced with low-growing trees that never need pruning, it would provide instant savings in the area of line clearance. "Therefore, whether a tree needs pruning twice a year or once every five years, a definite savings is realized with our present replacement program," he said.

"In actual practice," he said, "We have found that the removal cost for the trees is little more than the routine pruning cost would have been for that time. The cost for trees and labor involved in planting them has averaged about \$10 a tree."

"Before the problem trees are removed and replacement trees are planted, a prepared written agreement is presented to the customer for signature," he said. "The agreement states, 'KUB guarantees a live tree that will put out leaves the spring following planting; the tree becomes the responsibility of the customer at this point.'