



At Colleges.

College is truly a "growing experience" for Pennfine, but while the students grow smart, Pennfine grows dense.

For Backyards.

If the grass is always greener in the other fella's yard, the other fella's probably using Pennfine, in a premium grass seed mixture.



For Athletic Fields.

You can run all over Pennfine—it has the speedy emergence and resiliency that make it a good sport.

At Resorts.

Pennfine mows so smooth and clean, that working on the grounds is almost as much fun as playing on them!

In Dry Soil.

With its deep-lying roots, Pennfine holds up under low-moisture conditions and in sandy soil. It's the best thing to pop up through dry ground since the last oil well came in.

Around Hospitals.

Naturally Pennfine does well around hospitals. It's very disease-resistant!

Along Highways.

Yep, that's Pennfine along many major state thruways. Leave it to Pennfine to make the quickest route the scenic route.

At National Monuments.

During the Bicentennial, Pennfine's durability made history at Independence Hall. It likes crowds, and vice versa.

On Cemetery Grounds.

What more could anyone ask for? Pennfine germinates quickly and mows smooth and clean.

In The Shade.

Willows never weep over Pennfine. It does as well in shade as in direct sunlight.

On Golf Courses.

Pennfine's quick germination makes it ideal for overseeding at many of America's most prestigious golf courses. About the only place you won't see Pennfine growing is in the cup.



The seed that's changing the face of America.

Pennfine Perennial Ryegrass

The biggest breakthrough in the greening of America began in 1970. That's when turfgrass specialists at Pennsylvania State University completed development of a remarkable fine-leaved perennial ryegrass with all the advantages of ryegrass. And none of the drawbacks. They called it Pennfine.

Now, just six years later, the success of their undertaking is evident. On golf courses and athletic fields. In parks and cemeteries. And on public grounds across the country.

Proven in tests. Among the nine perennial ryegrasses tested over a five-year period at University Park, Pennsylvania, Pennfine ranked finest in texture. Most resistant to disease. First in density and decumbency (low growth).

The University Park test results were only the beginning. Over 5,000 test kits with seed samples were distributed over the entire country in answer to requests from turf professionals wanting to test Pennfine. The results confirmed the University Park findings.

Most importantly, Pennfine established a new standard of mowability. Some other perennial ryegrasses, cut with the same mower, left ragged, fibrous tops that quickly turned brown. Pennfine's softer fibers cut smooth and clean.

Proven from coast to coast, from North to South. Pennfine's durable beauty has been demonstrated at prestigious sites all over America. From the lawns at an historic national landmark to the greens at a nationally-renowned golf course.

Besides possessing the ability to stand up under heavy traffic, Pennfine germinates rapidly. That makes it ideal for winter overseeding in the South. And, its non-competitiveness allows a smooth spring transition to bermudagrass.

Proven quality control under the Plant Variety Protection Act. You can be sure that all Pennfine Perennial Ryegrass meets the same high standards, because Pennfine is covered by the Plant Variety Protection Act.

That means every pound of Pennfine is certified. You are assured, by law, that it's produced exactly as intended by the original variety breeder.

Prove it to yourself. To learn more about how Pennfine is changing the face of America—and how it can work for you—write: Pennfine, P.O. Box 923, Minneapolis, MN 55440.



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Member, American Business Press, Business Publications Audit, National Golf Foundation, American Sod Producers Association, National Landscape Association.

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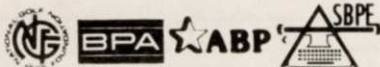
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Cover: Photos taken by Dan Mackey, author of article on Restoring Fort Lauderdale's Tree Canopy



VIEWPOINT

Bruce F. Shank, Editor

Recession, recession, recession. I wish all I had to worry about was a flattening of the gross national product. People are obsessed with bad news, tragedy, and soap operas. 1978 was too good to last. We can't stand to have two good years in a row.

And why may we have a recession? Because we are greedy, selfish, and thought-less? The proposed solution, why, of course, control our wages and prices. That ought to do it.

I suggest that if there were a precise way to measure cost increases caused directly or indirectly by government regulation, we might have a more correct indication of why prices are inflating at a faster than normal rate.

The United States has always promised opportunity to its citizens. To achieve that promise is not greed. Most of us have a sense of moderation and concern for our customers. The more we take the more our customers pay, and they'll pay only so much since competition exists.

Anyone who enjoys dwelling on negatives should come to Cleveland. There is plenty to fuss

and worry about. But people still go to work and businesses still open every morning. People here refuse to let politicians ruin plans or disrupt business operations. Fortunately, local government has left the business community alone.

I suggest the Federal government do the same. Leave prices and wages alone and pay attention to its own costs. Good places to start would be the Environmental Protection Agency and the Labor Department. The inflation caused by these two organizations is probably more to blame than any other factor in a possible recession.

1978 has been a good year for the Green Industry and 1979 will be just as good. Go forward with plans the same way you did this year. Just keep control of inventories and productivity. These are things we should all watch anyway.

The staff of Weeds Trees & Turf thanks you for subscribing to our magazine and wishes you a very enjoyable holiday season. We too have plans for 1979, and we don't intend to cut back because someone whispered recession.

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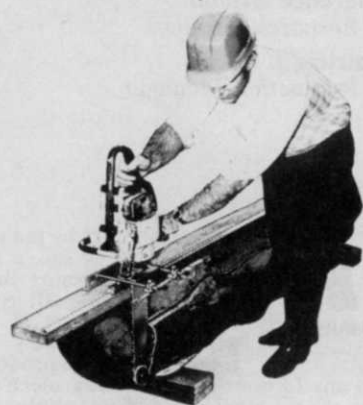
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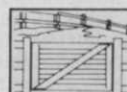
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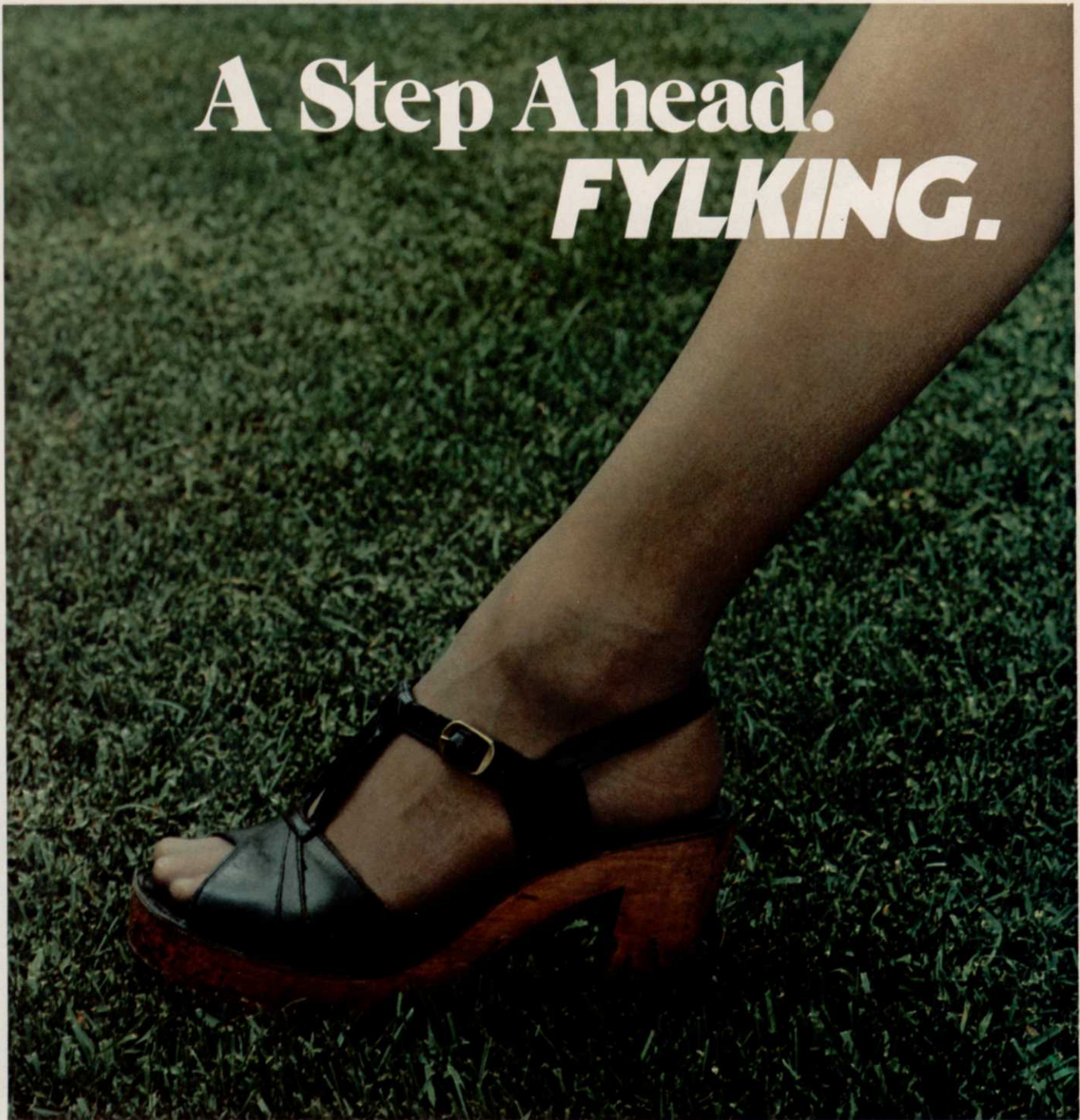
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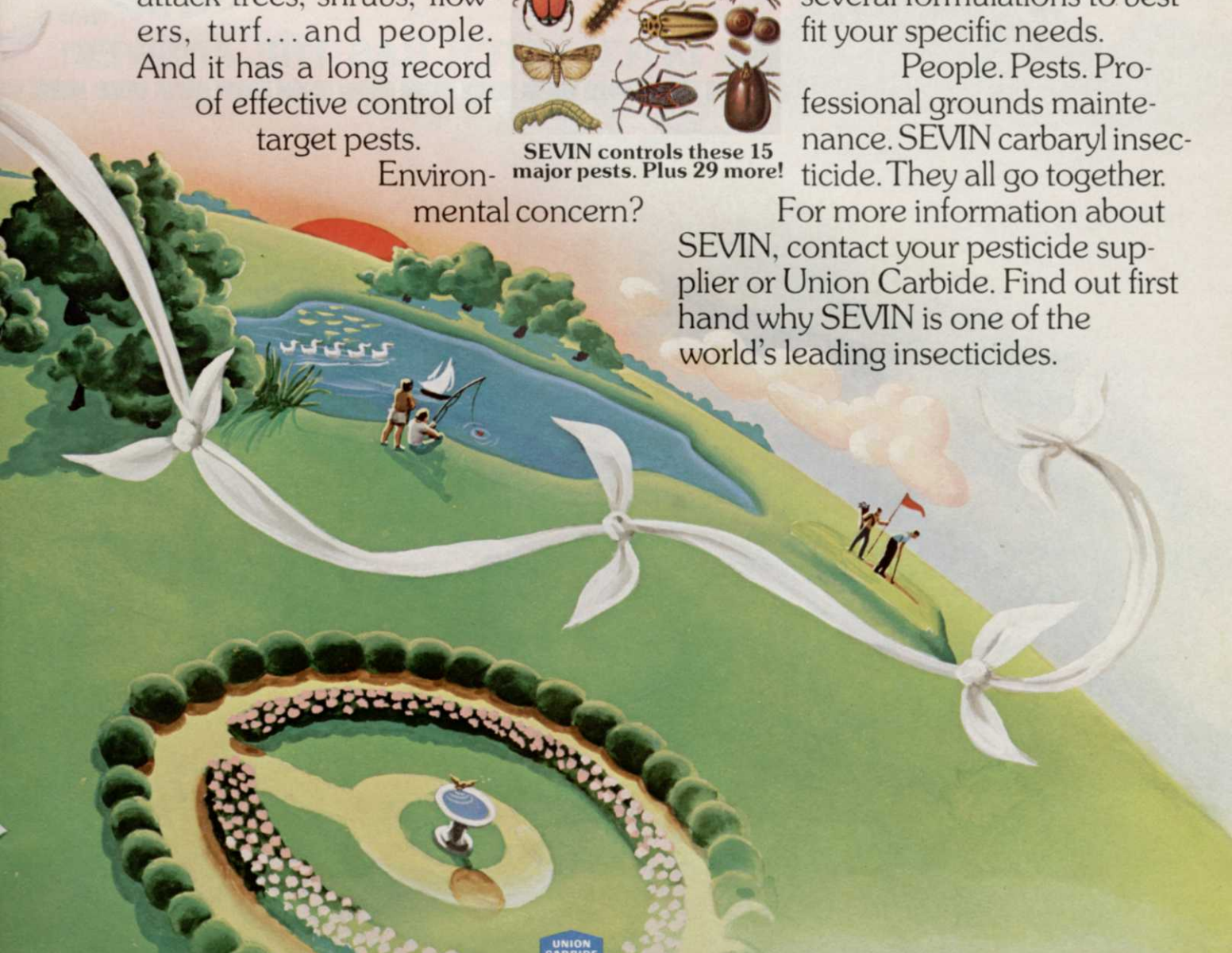
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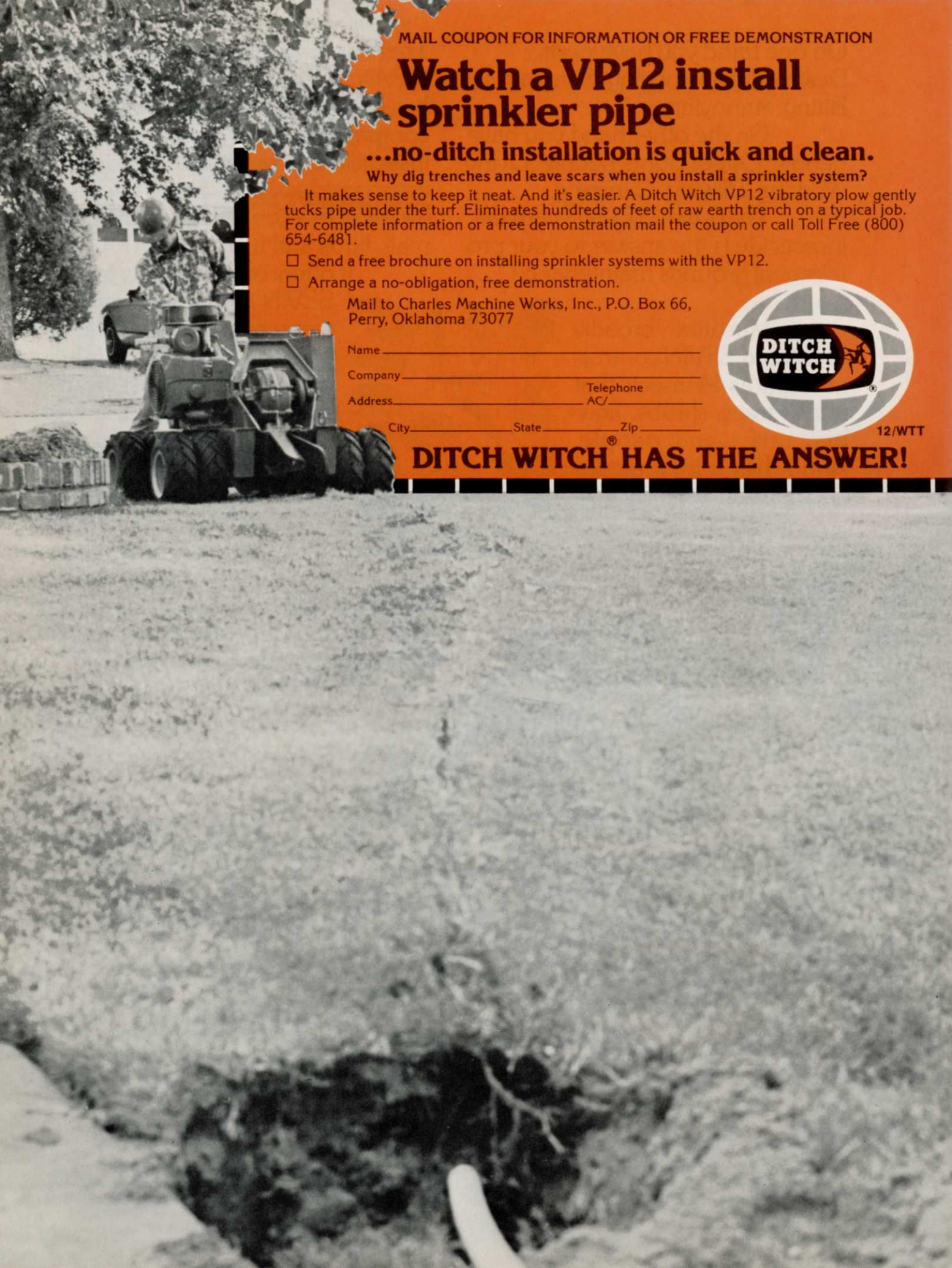
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