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The resourceful company.

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ProTurf's most valuable product doesn't carry a price tag.

And it doesn't come in a bag or box.

Our most valuable product comes driving up to a turf manager's office...or is in a greenhouse or on a test plot measuring a plant's progress...or maybe it's a voice coming over the telephone. You see, ProTurf's most valuable product comes packaged in our people. It's the turfgrass experience we've gained over the decades... the knowledge we share with our customers.

We have 64 Technical Representatives scattered across the United States and Canada. Their primary responsibility is sales, but most have a degree in agronomy or a related science. They're turf men. They know the climatic and environmental idiosyncrasies that turf managers in their area have to deal with...and they know how to grow turfgrass under those conditions.

Behind our Tech Reps is Scotts research. There are more than a hundred full time turfgrass researchers on Scotts' staff. Acres and acres of land in the major climatic zones of the country are devoted to Scotts test plots.

And Scotts adds to its own research findings by working in cooperation with extension services and universities. In short, through Scotts research,

we have access to a wealth of turfgrass information.

Tying the local ProTurf Tech Rep and Scotts research together on a formal basis is the Professional Turf Institute, PTI. Every winter, PTI conducts well over a hundred seminars throughout the country to share some of the latest technological advances and discuss common turf problems and practices. Literally thousands of turf managers have attended PTI seminars over the years.

ProTurf sells nearly fifty fertilizers, fungicides, herbicides, insecticides, combination fertilizer/pesticide products, seed varieties and blends, and mechanical equipment. Every product in the ProTurf line was designed to help grow healthy, beautiful turfgrass effectively...and economically.

But beyond the physical and chemical properties of our products is always that invaluable ingredient that helps them work that much better...the advice and support our people freely give our customers. It's something you just can't put a price tag on.

**For more information call
toll free: 800/543-0006. (In Ohio,
call collect: 513/644-2900.)**



Scotts

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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.



The best thing growing.

VIEWPOINT

The response to the call for questions has been terrific!

Numerous good suggestions have arrived on the postpaid reader comment cards. As a result, we are in the process of planning and arranging articles on liquid fertilization, dethatching, and many other topics. A

regular column listing current research was also recommended and will be implemented in the near future.

We extend the invitation to you to write Weeds Trees & Turf with article suggestions and questions you may have. The authors of the prob-

lem-solving columns now have the first set of questions from the cards and these answers will appear in the next few issues.

The questions will be answered on a timely basis. Seasonal topics will receive priority over year-round problems. Problems of major scale may warrant feature coverage to provide adequate information. If we detect a large number of questions on a particular subject, we will construct an in-depth article on the whole subject.

Industry Advisory Board

After a thorough study of specialists in the various green industries, we have selected fourteen individuals to serve as an advisory board to the magazine. So far, every person invited to be on the Board has graciously accepted the challenge. A complete list of Board members will appear in the March issue.

The formation of the Board completes the basic reorganization of the magazine to better serve the industry. This job was taken on to increase reader involvement in the publication and thereby increase its usefulness to you, the reader.

My last goal, as mentioned in the October '77 issue, is to bridge the researcher/layman gap. The research notes feature will serve as the initial take-off point for this objective. From this monthly column, we will build the middle ground needed to get the message of progress to the professionals that put it to work. Hopefully, this column will also encourage feedback from the field so that researchers will have the most accurate information of what occurs in practice as opposed to in experiments.

Now that we have built a good reader/editor relationship, the Viewpoint column will become what it was designed to be, a place for comments to appear. From time to time, I might use the column as an open letter to readers, but not as often as I have recently.

BRUCE SHANK
Editor



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My question or comment is . . .

Weeds Trees and Turf is glad to answer your questions or publish your comments on any green industry topic. Questions will be answered by industry experts in the Vegetation Management or Proscapc columns. Comments will appear in the Letters or Viewpoint columns. Mail this postpaid card today.

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LETTERS

Your December issue arrived today and needless to say, I am most disappointed that you failed to list the Florida Turf-Grass Association Annual Meeting. We are an organization, one of only 6 in the country, which encompasses the entire turf industry, not just sod, turf, seed or golf courses.

Our last Conference and Show was held October 16-19, 1977 in Orlando. We had 125 booths representing over 60 national manufacturers and over 750 turf managers came from all over the United States and several foreign countries to attend. We are the largest warm season grass conference and show in the world.

It seems that the damage is already done and since the listing will not appear until next December and our Annual Conference and Show will be in October, I would hope that you will see fit to list our meeting in some future issue.

The 1978 meeting is scheduled for October 15 - 18, 1978 at the Sheraton Towers Hotel, Orlando, Florida.

Nona Murphy
Executive Secretary
Florida Turfgrass Assoc., Inc.
Orlando, Fl.

We apologize for the oversight. As I said in the December editorial, some mistakes were inevitable. It's unfortunate that such a major meeting was left out. Let me assure you that the 1979 Directory of Trade Shows will include the Florida Turfgrass Association's meeting.

I took note of your October issue, "Trees in the City." Since I have been involved with the treatment of tree ailments for nearly 50 years, I have a strong feeling there is a wide field in the artistic topping of trees.

Ever since the awareness of the usefulness of fast-growing trees, there has been the awareness of the need to keep them within bounds. Most of the topping treatment of trees today is done from the bucket of a snorkel truck. Nevertheless, too many trees in the eastern United States are overextended to the point of dieback.

When the arborist operator demonstrates to the tree owner that

he can cut the owner's cherished old hard maple 10 feet, and do it artistically (where the cut is obscured by other foliage and the completed tree top is as symmetrical as the neatly trimmed bush at the door-

step) then, I think attention to the care of trees will show more impetus.

John Thornhill, Arborist
Hampshire, Ill.

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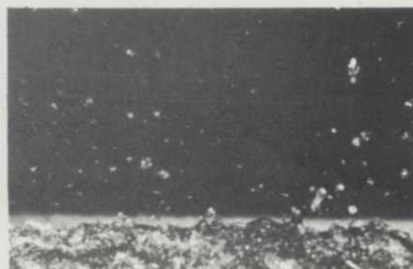
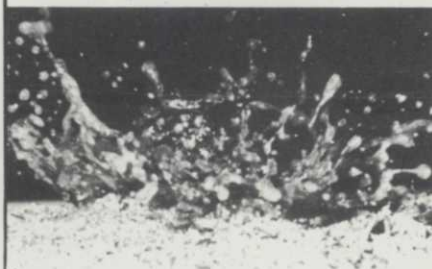
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