

3.9 PERCENT OF GROSS

Average lawn firm spends \$7,456 on ads and promo

The average reader of **LAWN CARE INDUSTRY** spends \$7,456 a year on advertising, a recent survey by the magazine shows.

The respondents to the survey indicated that they spend an average of 3.9 percent of their annual company gross on advertising and promotion.

The percentage of respondents

using various forms of advertising is: Yellow Pages (75.1 percent), newspaper (53.2 percent), direct mail (39.5 percent), personal solicitation (32.2 percent), door hanger (25.9 percent), radio (18 percent), home/garden show display (16.6 percent), phone solicitation (14.1 percent), referrals (12.2 percent).

Volume 5, Number 12 DECEMBER 1981

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

NOV. 16-18 IN '82

CHEMLAWN-SPONSORED

PLCAA to Indy in '82 and '83

The Professional Lawn Care Association of America (PLCAA) Conference and Trade Shows for next year and 1983 will be held at the Indianapolis Convention Center.

Dates for next year's conference and trade show will be Nov. 16-18. Dates for the 1983 meeting will be Nov. 8-10. Headquarters hotel both years will be the Indianapolis Hyatt Regency Hotel.

The next two shows will be held on Tuesday through Thursday of the weeks involved. The last two years the show has been held on Wednesday through Friday at the Commonwealth Convention Center in Louisville. The 1981 conference and show was held last month.

For further information, contact PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, 312-644-0828.

\$4-million 2,4-D 'war chest,' state-of-the-art weed control presented at weed symposium

Hundreds of lawn care businessmen, manufacturers, suppliers and educators gathered to hear industry efforts to support the much-attacked herbicide 2,4-D and latest weed control research at the recent Symposium on Turfgrass Weeds held in Columbus, Ohio, home of



PBI/Gordon Corp.'s Dr. J. S. Skaptason: "It is hard to imagine a new herbicide coming along that will be able to compete with the cost of 2,4-D."

sponsoring ChemLawn Corp.

The two-day event featured 19 speakers on 21 topics centered on weed control. Among the speakers was Dr. J. S. "Skip" Skaptason,



Dr. Robert Shearman: "I question whether the economics are there for the lawn care businessman to shoot for 100 percent control of spurge."

PBI/Gordon Corp., Kansas City, Kan., who told of a \$4-million dollar campaign sponsored by the National Agricultural Chemicals Association to generate data to support 2,4-D use.

Ray E. Russell, director of public issues for Dow Chemical - U.S.A., Midland, Mich., explained the recently formed National Coalition for a Reasonable 2,4-D Policy, and how lawn care businessmen and other 2,4-D users can get involved in the fight to keep the herbicide available for weed control.

Other speakers discussed:

- The impact of thatch on herbicide activity. One called thatch a "time bomb waiting to go off."



Dow's Ray Russell: "The Coalition was formed to insure that scientific facts and risk/benefit considerations are recognized in any regulatory action on 2,4-D."



ChemLawn's Dr. Barry Troutman: "Weed 'control' and not weed 'eradication' should be stressed."

- The impact of herbicides on turfgrass rooting ability, disease susceptibility, rhizome growth and recuperative potential.

- That there is no build-up of herbicides in turf plots, even after 15 years of testing.

- That herbicide use can delay bermudagrass green-up but not severely.

- That for some weeds, 100 percent control is not an economically viable goal for lawn care businessmen to aim for.

- That lawn care businessmen should emphasize weed "control" and not weed "eradication" in homeowner programs with some problem weeds.



ChemLawn's Dr. Kirk Hurto: "Degradation of herbicides is significantly faster in the thatch layer than in the soil."

Highlights of the symposium talks follow. The February issue of **LAWN CARE INDUSTRY** will feature a special section with an in-depth report on the talks given at the symposium.

"It is hard to imagine a new

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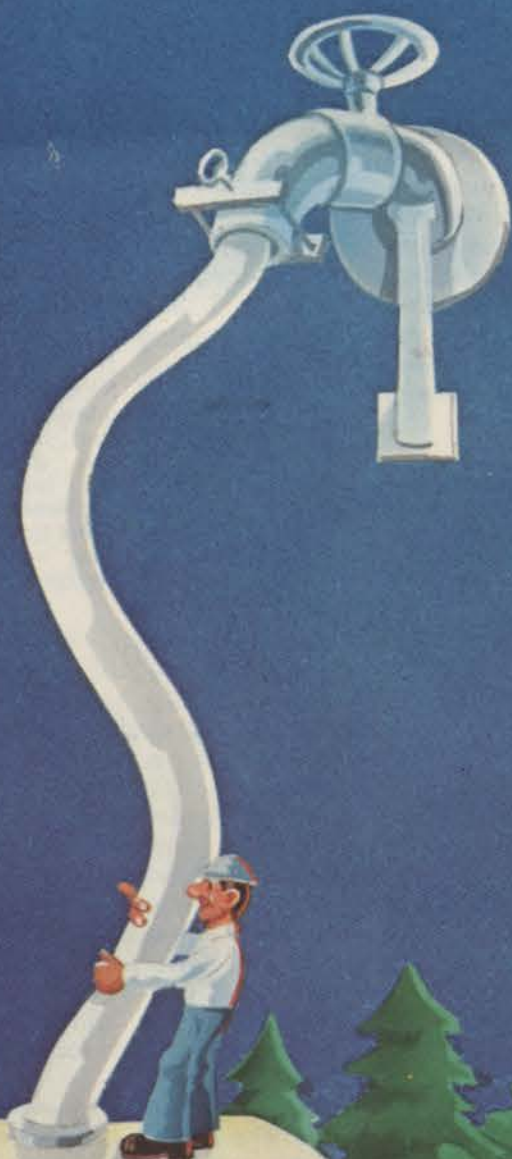
Next month: PLCAA '82

MICHIGAN STATE UNIV
CROP & SOIL SCI
E LANSING MI 48828 SCF



DURSBAN

INSECTICIDE



WHY 9 OUT OF 10 LEADING LAWN CARE FIRMS USE DURSBAN

When the top 9 of 10 lawn care firms in America all choose DURSBAN* brand insecticides as their predominate insecticides for surface insect control...there has to be a good reason. Or two.

Well there are two.

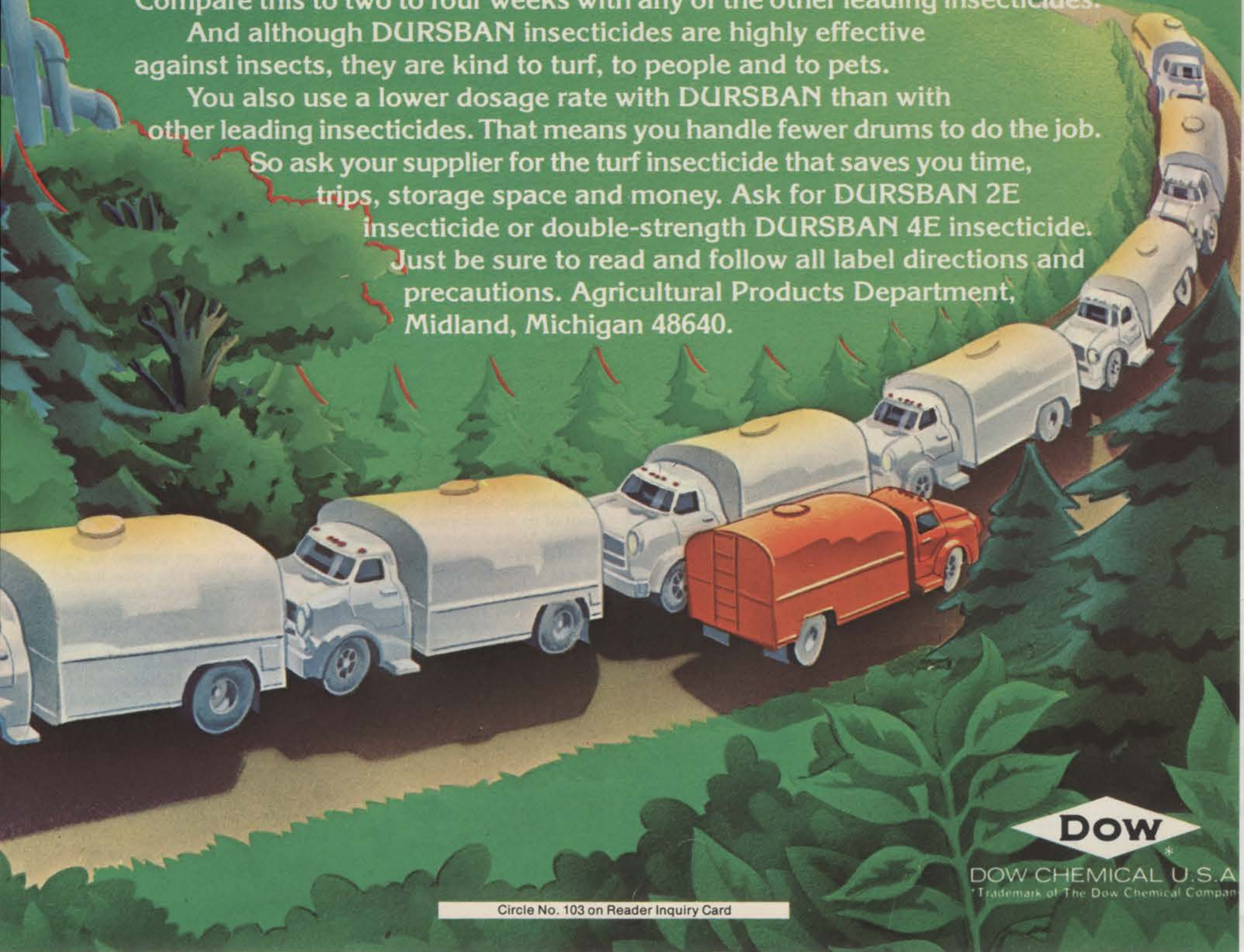
1. DURSBAN insecticides last longest of all leading insecticides.
2. DURSBAN insecticides cost less to use than other leading insecticides.

In fact one application of DURSBAN 4E, $\frac{3}{4}$ oz. per 1,000 sq. ft., costs only about 45¢. Yet with this small amount, you get six to eight weeks of unsurpassed residual control of dozens of turf pests. Compare this to two to four weeks with any of the other leading insecticides.

And although DURSBAN insecticides are highly effective against insects, they are kind to turf, to people and to pets.

You also use a lower dosage rate with DURSBAN than with other leading insecticides. That means you handle fewer drums to do the job.

So ask your supplier for the turf insecticide that saves you time, trips, storage space and money. Ask for DURSBAN 2E insecticide or double-strength DURSBAN 4E insecticide. Just be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

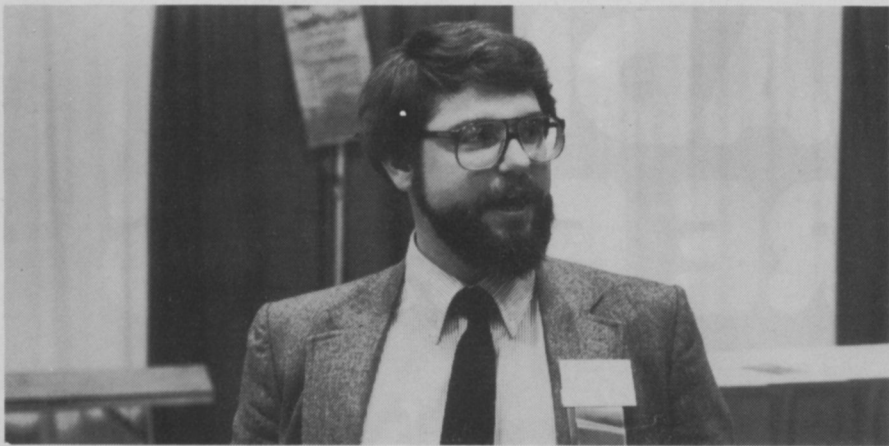


DOW

DOW CHEMICAL U.S.A.
*Trademark of The Dow Chemical Company

Circle No. 103 on Reader Inquiry Card

UPFRONT



How do you advertise?

While I roamed the floors at last month's successful Professional Lawn Care Association of American Conference and Trade Show held in Louisville, just about every lawn care businessman I talked to had questions about and suggestions on how to **advertise a lawn care business**.

If you haven't already started planning your 1982 lawn care season advertising program, you had better **get to it**.

As you can see from our chart

and story on page 1 of this issue, our most recent survey of our readership spends an average of about **\$7,500** on advertising. Roughly, it broke out this way as to where the money was spent: About 75 percent said they used **Yellow Pages**, 53 percent **newspapers**, 40 percent **direct mail**, 32 percent **personal solicitations**, 26 percent **door hangers**, 18 percent **radio**, 17 percent **home and garden show displays**, 14 percent **phone solicitations**, 12 percent **rebates**, re-

errals and discounts, seven percent **television** and four percent **billboards**.

We have done this study for the past four years, plus we also ran a survey on lawn care advertising at the 1980 PLCAA Conference and Trade Show. I thought it might be interesting to look back and see what the **cumulative results** from all of our advertising surveys of our readers have shown.

In our **first survey** conducted in 1978, our readers said they were spending an average of **\$5,900** on lawn care advertising, although two thirds of the answers were below \$3,000. Yellow Pages was first choice with about 52 percent saying they used that form of advertising. Here were other forms mentioned in the survey and percentages of people who used them: Newspaper (52 percent), direct mail (31 percent), door hangers (24 percent), door-to-door solicitations (16 percent), phone solicitations (12 percent), home and garden show displays (eight percent), radio (seven percent) and television (four percent).

Our 1979 survey asked the questions a **little differently**. About 58 percent said they used Yellow Pages, and spent \$993 a year on it. Here were other forms, percent using, and dollars allocated: newspaper (42 percent, \$1,762), personal solicitations (27 percent, \$1,112), direct mail (19 percent, \$9,684), phone solicitations (18 percent, \$391), radio (16 percent, \$1,288), door hangers (12 percent, \$2,111) and television (six percent, \$6,197).

Our 1980 survey showed an average of **\$3,394** being spent on advertising, a little less than previous years. About 67 percent used Yellow Pages, and others were: newspaper (44 percent), personal solicitation (35 percent), phone solicitation (32 percent), direct mail (31 percent), door hangers (16 percent), radio (16 percent) and television (four percent).

At the first PLCAA Conference and Trade Show held last year, during an **advertising seminar** I moderated, we did a little survey among the 100 or so companies in the room to see how they spent their ad dollars. The average being spent was **\$9,268**, or about **5.9 percent of their annual gross** (many advertising experts estimate that a company should be spending no less than three percent of its annual gross on advertising). About 90 percent said they were using Yellow Pages, and the others were: newspaper (68 percent), direct mail, 60 percent, door hangers (53 percent), personal solicitations (43 percent), home and garden displays (35 percent), radio (35 percent), discounts/rebates/referrals (25 percent), phone solicitations (25 percent), billboards (18 percent) and television (18 percent). It should be noted that all of these companies

were chemical lawn care companies.

I took all of these surveys and put them together to try to get an **overall picture** of lawn care advertising. There were **12 possible ways** of advertising that were mentioned quite often. In order they were:

- Yellow Pages (68 percent)
- Newspaper (51 percent)
- Direct Mail (36 percent)
- Personal Solicitations (34 percent)
- Door Hangers (26 percent)
- Phone Solicitations (20 percent)
- Home and Garden Show Displays (20 percent)
- Referrals/Discounts/Rebates (19 percent)
- Radio (19 percent)
- Door-to-Door Solicitations (16 percent)
- Billboards (11 percent)
- Television (eight percent)

Get working on that advertising budget.



With this issue, Paul McCloskey moves up to associate editor of **LAWN CARE INDUSTRY**.

I am very, very pleased to announce that as of this issue, assistant editor Paul McCloskey moves up to the position of associate editor. He has worked with the magazine for more than a year now, and has met many of you. His writing duties will be increased, as well as responsibility for planning and layout of the magazine.

Paul is a good man, and he has made my job a whole lot easier.

Bob Earley

LAWN CARE INDUSTRY

ROBERT EARLEY, Editor/Publisher
PAUL McCLOSKEY, Associate Editor
JOAN HOLMES, Production Manager
MARILYN MacDONALD, Production Supervisor
DENISE JOHNSON, Graphic Design
JOAN SMITH, Circulation Supervisor
DAVID PETERSON, Reader Service Manager
JULIE LAITIN, Promotion Director

MARKETING/SALES

New York Office: **ROBERT EARLEY** (212) 888-2892
757 Third Ave., New York, NY 10017
Southern Office: **JIM BROOKS** (404) 233-1817
3091 Maple Dr., Atlanta, GA 30305
Northwest Office: **BOB MIEROW** (206) 363-2864
1333 N.W. Norcross, Seattle, WA 98177
Classified: **DAWN ANDERSON** (218) 727-8511
1 E. First St., Duluth, MN 55802

Please send advertising materials to:
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120 W. Second St.
Duluth, MN 55802
218-727-8511

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POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200 Duluth, Minnesota 55806-9900.

All premium perennial ryegrasses aren't alike. Here's the Regal difference.

While a select few turf-type perennial ryegrasses are rated as "premium" varieties, Regal is a standout on several counts.

For example, Regal is one of the darkest of all ryegrasses. That's why it is often mixed with the improved bluegrasses and fine fescues to produce a rich, uniform turf.

Most turf experts agree that Regal has better heat and humidity tolerance than any other turf-type perennial ryegrass. It was the best in this regard in trials at Beltsville, Maryland and Arkansas.

Regal also demonstrates good overall disease-resistance to the major ryegrass diseases as well as the numerous diseases which often plague some bluegrass varieties.

To top it off, Regal germinates in a matter of 5-7 days, quickly develops a strong root system and holds its color during the chill days of winter.

Regal — it's the turf-type perennial ryegrass that's different.

P.V.P. Application No. 7700110



INTERNATIONAL SEEDS, INC.

P.O. Box 168, Halsey, Oregon 97348 U.S.A.
Telephone (503) 369-2251 TWX 510/590-0765

REGAL

Lawn care workshop next month in Ohio

A lawn care workshop that will address both the technical and business ends of the business is scheduled Jan. 18-22 in Columbus, Ohio. The workshop is being organized by Management Assessment and Programs, which is also based in Columbus.

"There seems to be a need for a concentrated workshop designed for the small business in the lawn care industry," Rudd McGary, president of the firm, said. "One that will offer all the facets of business in such a way that it will be immediately usable and in turn profitable for the people who participate in the program."

McGary has gathered five instructors and will be offering the course to people in the lawn care

industry who don't necessarily have the resources that a large company can offer.

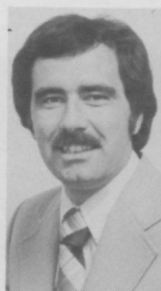
John Linkhart, former vice president of operations for Perf-A-Lawn Corp., New Carlisle, Ohio, is one of the instructors. He said: "Often the small operator in the lawn care business starts with a great deal of energy and commitment. There comes a time when the investment of time, energy and money has to be protected by using good business practices and by drawing on the experiences of other people who have worked in the lawn care industry. This usually is not available, and we hope to be able to give information based on actual working experiences in the industry. We are not going to be giving a theory course, this is going to be 'hands-on' for all of the people involved."

McGary will be working in the marketing and sales areas for the workshop. Formerly a faculty member of Ohio State University, he has worked as a consultant in the lawn care industry as well as with other businesses, both large and small.

Linkhart brings almost a decade of experience in the lawn care industry to the workshop. As Perf-A-Lawn operations vice



McGary



Linkhart



Wehner



Larsen



Gummer

president, he dealt with all of the operating problems that occur in a lawn care business as well as problems of expansion of a small business into a large one.

Dr. Phil Larsen of Ohio State and Dr. David Wehner of the University of Illinois will handle agronomy sections of the workshop. Dr. Larsen will discuss pest management—both identification and control. He has worked extensively in the lawn care industry as well as doing his own research at Ohio State.

Dr. Wehner will be handling the workshop area of fertilization. He will include such topics as which fertilizer to use, discuss the merits of both dry and liquid application, rates, and expected results of each type for application.

George Gummer will be handling the sections on finance and money management. Formerly the vice president of investments for a billion dollar bank, Gummer is now the head of Gummer & Associates, a consulting firm specializing in money management. He is on the faculty of the Rutgers School of Banking.

The course will start on Monday the 18th at 1 p.m. and continue through Friday the 22nd. Each of the topics will be taught by different personnel, but there will be periods when all of the instructors will be available at the same time so that none of the topics will be taught without considering all of the business decisions involved.

There will be homework each evening and the instructor from that day will be available for personal work with the participants. Each participant will be able to have individual attention during the course of the workshop.

"The basis for the overall course and its objective is to give a working knowledge for making sound business decisions and to promote the greatest possibility for success," Linkhart said.

McGary said: "We are responding to a need in the industry. The smaller operator needs that same possibility of being successful as does the large company."

Cost for the course is \$295. For further information, contact: Management Assessment and Programs, 247 East Oakland, Columbus, OH 43201.

Banvel® + 2,4-D = Turf

(minus 29 of the toughest kinds of weeds)



All it takes is one application, and your weed control job is done for the season. And so are 29 of the hardest-to-kill varieties of broadleaves.

BANVEL plus 2, 4-D is a versatile combination you use anytime from early spring to late fall. It kills by penetrating both leaves and roots, so weeds can't come back.

Mixes quickly, stores well. Use it according to directions, and your weed worries are over for the year.

Ask your Velsicol distributor about BANVEL 4S, too. Or write Velsicol Chemical Corporation, 341 E. Ohio Street, Chicago, IL 60611.



Before using any pesticide, read the label.

Velsicol

©Velsicol Chemical Corp., 1981

Circle No. 117 on Reader Inquiry Card

MEETING DATES

Maryland Turfgrass '82, Baltimore Convention Center, Jan. 4-6, 1982. Contact Dr. Thomas Turner, Dept. of Agronomy, University of Maryland, College Park, Md. 20742. (301) 454-3716.

20th Annual North Carolina Turfgrass Conference, Jan. 12-14, Eoyal Villa Inn, Raleigh, N.C. Contact: Dr. L. T. Lucas, program chairman, Plant Pathology Dept., North Carolina State University, Raleigh, N.C. 27650.

Nebraska Turfgrass Foundation Conference & Trade Show, Holiday Inn Convention Center, Omaha, January 19-21. Contact: Paul Bergman, 2428 W. 11th St., Hastings, NE 68901, (402) 463-5055.

Virginia Turfgrass Conference, John Marshall Hotel, Richmond, Jan. 19-21. Contact: Dr. J. R. Hall III, Extension Agronomist, Turf, Virginia Tech, 421 Smyth Hall, Blacksburg, VA 24061, 703-961-5797.

Associated Landscape Contractors of America Annual Meeting and Trade Exhibit, Hilton Riviera Hotel, Palm Springs, Calif., Jan. 24-29. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA 22102, 703-821-8611.

The New York Turf and Landscape Association Annual Turf and Landscape Conference, Jan. 27, 1982, Tappan Zee Inn, New York Thruway, Exit 11. Contact: Frank Claps, 136 Laurel Avenue, Larchmont, N.Y. 10538 (914) 834-6846.

Golf Course Superintendent's Association of America International Turfgrass Conference & Show, Rivergate Exhibition Center, New Orleans, La. Jan. 31-Feb. 5. Contact: GCSAA, 1617 St. Andrews Dr., Lawrence, Ks. 66044. (913) 841-2240.

Landscape and Garden Center Management Clinic, sponsored by Na-

tional Landscape Association and Garden Centers of America, Galt House Hotel, Louisville, Feb. 7-10. Contact: NLA, 230 Southern Building, Wash., D.C. 20005, 202-737-4060.

18th Annual Northern California Turf and Landscape Exposition, Sacramento Convention Center, Sacramento, Feb. 17-18. Contact: NCTC, P.O. Box 268, Lafayette, CA 94549.

Bergen County Landscape '82 Conference and Trade Show, sponsored by Bergen County Landscape Contractors Association, Ramada Inn, Montvale, NJ, Feb. 24. Contact: Michael Lokatell, 16 Donnybrook Road, Montvale, NJ 07645, 201-391-1442.

51st Massachusetts Turfgrass Conference and 6th Industrial Show, Civic Center, Springfield, MA, March 2-4. Contact: Dr. Joseph Troll, Professor—Turf Management, Stockbridge Hall Room 10, University of Massachusetts, Amherst, MA 01003, 413-545-2353.

37th Annual National Hardware Show, Lawn, Garden and Outdoor Living Division, McCormick Place & McCormick Place West, Chicago, IL, August 14-19. Contact: American Hardware Manufacturers Association, P.O. Box 3833, 999 Summer Street, Stamford, CT 06905, 203-964-0000.

Ohio State University Landscape Design Short Courses for Residential Properties, Fisher Auditorium, Ohio Agricultural R & D Center, Wooster, OH, Dec. 14-16; Jan. 13-15; Feb. 24-26; March 24-26; August 2-4. Contact: Fred K. Buscher, Area Extension Center, OARDC, Wooster, OH 44691.

COST CUTTINGS

Making up for lost income

If you took a small salary during the early years of your lawn care business when it was struggling, and then took unusually high salaries to make up for what was missed during the lean years, take heart.

The court has said that this is permissible and Internal Revenue Service efforts to call the extra salary nondeductible dividend have been rebuffed on this and other occasions.

But as an owner, you must be able to prove that you were indeed underpaid during the early years. It won't work if the business was a sole partnership earlier and it is incorporated now. This information was obtained from the *Small Business Report*, which can be obtained by writing 497 Lighthouse Avenue, Monterey, Ca. 93940.

Bookstore



- 370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS** by Leroy Hannebaum
An in-depth examination that combines technical training in landscape science with methods of accounting, business management, marketing and sales. Discusses effective methods for performing lawn installations, landscape planting and maintenance. Step-by-step accounting calculations are explained in simple terms. **\$17.95**
- 360 - HOME LANDSCAPE** by Garret Eckbo
Provides designs, examples and current innovations and refinements to older traditional designs. Covers all aspects of residential landscape planning. **\$18.95**
- 400 - WESTERN HOME LANDSCAPING** by Ken Smith, LA
Illustrations and description of western landscape plants and structures for your design idea file. Covers foolproof plants, irrigation, patios and decks, walls, pools, and shelters. **\$7.95**
- 530 - INTERIOR PLANTSCAPING** by Richard Gaines
One of the first handbooks directed at the professional interior plantscaper. Includes design and maintenance clues for foliage. **\$28.50**
- 380 - MANUAL OF WOODY LANDSCAPE PLANTS** by Michael Dirr
A teaching text and reference on ornamental deciduous trees, shrubs, ground cover and vines. Provides identification characteristics with ornamental and cultural features all in one volume. **\$19.00**
- 390,395 - PHOTOGRAPHIC MANUAL OF WOODY LANDSCAPE PLANTS** by Michael Dirr
Reference encompassing photographs of plant habit and ornamental characteristics. Brief descriptions of plants with major thrust on black-and-white photos selected to accurately represent growth habit and other ornamental characteristics such as bark, fruit and flower. **\$22.00 hardcover, \$14.60 paperback**
- 780 - PARK AND RECREATION MAINTENANCE** by Sternoff & Warren
Preventative maintenance through planning, personnel considerations, equipment maintenance and an examination of public safety, liability and vandalism are covered. Chapters on general outdoor maintenance focusing on outdoor lighting, solid waste sanitation and maintenance of roads, parking lots and trails. **\$18.95**
- 790 - RECREATION PLANNING AND DESIGN** by Seymour M. Gold
A comprehensive look at recreation needs for parks and how they can design the park facility for the community. Book's content can help justify construction and maintenance needs. **\$27.50**



ADDITIONAL TITLES

- 410 - DISEASES & PESTS OF ORNAMENTAL PLANTS** **\$26.50**
- 660 - DISEASES OF SHADE TREES** **\$23.50**
- 610 - DISEASES OF TURFGRASSES** **\$30.00**
- 420 - EXOTIC PLANT MANUAL** **\$37.50**
- 440 - FUNDAMENTALS OF ENTOMOLOGY & PLANT PATHOLOGY** **\$22.00**
- 450 - GARDENING IN SMALL PLACES** **\$7.95**
- 490 - GREENHOUSE OPERATION & MANAGEMENT** **\$19.95**
- 670,680 - GUIDE TO TREES** **\$19.95**
hardcover, \$8.95 paperback
- 350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION** **\$48.50**
- 690 - INSECTS THAT FEED ON TREES & SHRUBS** **\$42.50**
- 545 - MODERN WEED CONTROL** **\$18.50**
- 700 - THE PRUNING MANUAL** **\$14.95**
- 730 - TREE CARE** **\$8.95**
- 750 - TREE IDENTIFICATION** **\$9.00**
- 760 - TREE MAINTENANCE** **\$29.95**
- 770 - TREE SURGERY** **\$18.95**
- 650 - TURFGRASS MANAGEMENT** **\$17.95**
- 640 - TURF IRRIGATION MANUAL** **\$22.95**
- 620 - TURF MANAGEMENT HANDBOOK** **\$14.65**

- 560 - WEED SCIENCE** **\$24.00**
- 570 - WESTCOTT'S PLANT DISEASE HANDBOOK** **\$34.50**
- 580 - WYMAN'S GARDENING ENCYCLOPEDIA** **\$29.95**

CLOSEOUTS

ORDER THESE TITLES AT SPECIAL REDUCED PRICES!

- 430 - FLOWER & PLANT PRODUCTION** **\$13.60**
- 590 - FUNDAMENTALS OF SOIL SCIENCE** **\$19.15**
- 460 - GREENHOUSE ENVIRONMENT** **\$21.20**
- 470 - GREENHOUSE GROWER** **\$12.40**
- 500 - HORTICULTURAL SCIENCE** **\$18.70**
- 520 - HOW TO GROW HEALTHY HOUSEPLANTS** **\$5.05**
- 770 - MANAGEMENT OF ARTIFICIAL LAKES & PONDS** **\$16.95**
- 600 - SOIL & SOIL MANAGEMENT** **\$11.90**

- 010, 015 - ADVANCES IN TURFGRASS PATHOLOGY** by Dr. B. G. Joyner & Dr. P. Larsen
Leading U.S. turf pathologists report on turfgrass diseases, pythium blight, snow molds, fairy rings, leaf spot of Kentucky Bluegrass in Minnesota, initial and field fungicide screening, turfgrass disease resistance, etc. Contains new ideas on how to combat turfgrass problems. **\$27.95 hardcover, \$18.95 paperback**
- 110, 120 - TURF MANAGER'S HANDBOOK** by Drs. William Daniel and Ray Freeborg
This specially designed manual by leading turf specialists is a comprehensive, organized approach to turfgrass science and care. An easy, on-the-job reference for planning, purchasing, hiring, construction and plant selection. **\$18.95 hardcover, \$14.95 paperback**
- 630 - TURFGRASS: SCIENCE & CULTURE** by James Beard
Comprehensive basic text and reference source used in many leading university turf programs. Includes findings of current research compiled from more than 12,000 sources. **\$23.95**
- 340 - CONSTRUCTION DESIGN FOR LANDSCAPE ARCHITECTS** by Albe E. Munson
Design specifications for layout, grading, drainage, structures and irrigation. Also explains mathematics of drafting. **\$24.50**
- 345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1981** - Kathleen W. Kerr, Editor
An updated unit cost data reference for designers, and cost estimators. Developed to fill the tremendous need for detailed landscape construction cost data. Laid out in easy-to-use CSI format. Annual. **\$24.95**
- 365 - PLAN GRAPHICS** by Theodore D. Walker
Focuses on plans, elevations, sections and lettering. Provides many different examples to be used as guidelines in personal skill experimentation. Includes graphic techniques for site analysis and design concepts. **\$21.00**
- 355 - PERSPECTIVE SKETCHES** by Theodore D. Walker
A reference source of ideas, media use, styles and techniques. Grouped by subject matter. Illustrates technique for vegetation, vehicles, play equipment and recreation facilities, people, animals, etc. **\$19.50**
- 375 - SITE DESIGN AND CONSTRUCTION DETAILING** by Theodore D. Walker
An introduction to the subject of site design and construction detailing. Focus is on design implementation. Discusses the nature of construction drawings. Presents the characteristics, origin and nature of construction materials. **\$24.00**



- 665 - THE OXFORD ENCYCLOPEDIA OF TREES OF THE WORLD** - Bayard Hora, Editor
An authoritative reference describing the principal trees of the world. Includes biology and growth of trees, ecology of different types of forest, forest management, timber usage, and pest and disease control. **\$24.95**
- 385 - TREES FOR ARCHITECTURE AND THE LANDSCAPE** by Robert L. Zion
A book of photographic tree definitions, or portraits, intended to facilitate communication between the landscape architect, the architect and the layman. **\$11.95**
- 740 - TREE FARM BUSINESS MANAGEMENT** by James Vardaman
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A 'major roll-out' for two new turf pesticides

Mobay Chemical Corp. recently brought in some of the biggest names in turfgrass research to introduce its two new pesticides — Oftanol insecticide and Bayleton fungicide — to 50 representatives of Mobay distributors.

The meeting was held near Mobay headquarters in Kansas City. Speakers on hand to explain their research with Oftanol and Bayleton included Dr. Houston B. Couch, professor plant pathology at Virginia Polytechnic Institute and State University; Dr. Harry D. Niemczyk, professor of turfgrass entomology at the Ohio Agricultural Research and Development Center; Dr. Richard W. Smiley, associate professor of plant

pathology at Cornell University; Dr. Henry Tashiro, professor of entomology at New York State Agricultural Experiment Station; and Dr. Joseph M. Vargas, turfgrass pathologist at Michigan State University.

Mobay representatives told its distributors that Bayleton 25% wettable powder offers the broadest spectrum disease control of any leading fungicide available. They said the two-way action of Bayleton both cures and prevents fungus diseases. Plus, the long residual activity means fewer applications are needed. It is available in two-pound plastic containers for professional turf care.

Mobay representatives also said that Oftanol 5% granular has been introduced for white grub control. They said it offers the longest lasting control of white grubs currently available. One application will provide control for an entire season, Mobay said.



From left: Steve Stys and Jack Wittpenn, Rockland Chemical Co.; and Mobay's Bob Hughes.

In addition, Mobay said, Oftanol controls major turf insects such as sod webworm, Hyperodes weevil, billbugs and chinch bugs. They said that Oftanol offers several major benefits: It requires no initial watering-in, resists leaching and has no thatch tie-up problems. Packaged in 40-pound bags, Oftanol is available for commercial applicator use only.

Dr. Couch said that for incidences of *Sclerotinia* dollar spot, if the area being treated is under water stress, the disease is usually more severe and harder to treat. He also said that under higher fertilization rates, the disease is easier to



From left: Dr. Houston Couch, Virginia Polytechnic Institute; Dr. Richard Smiley, Cornell; and Dr. Joseph Vargas, Michigan State University.

control. In his tests with one application, there was just a trace of dollar spot after 70 days.

"Bayleton is the longest-lasting in providing dollar spot control," he told the distributors. "You can get full-season control with one application in some cases." He also cautioned that there exists the possibility of resistance coming in with Bayleton, and that it should be integrated into a program with other fungicides.



From left: Mobay sales manager Allen Haws; Paul Mengle, Lebanon Chemical Co.; and Don Benham, Benham Chemicals.

Dr. Smiley said: "I have heard a lot of comments that Bayleton is too expensive. Some times it can be the most expensive, but in some ways, it might be the least expensive. Cost should not be the total determining factor. Some fungicides might take three or four applications, where Bayleton might need only two in some cases. Comparisons need to be done before judging on a cost-per-pound basis."

He said that Bayleton is labeled at between four and eight ounces per 1,000 square feet, but that in some parts of the country good control has been found at lesser rates. He suggested that a 5% granular product might be available in the future.

"Bayleton is less efficient than some on a curative basis," he said. "Tests indicate that it is best-used as a preventative material."

He said that it would not be smart to market Bayleton for snow mold control because of cost. But he also said that because of the product's long residual, it might fit



From left: Mobay Chemical Corp.'s Dallas Nelson; Dr. Henry Tashiro, Cornell; and Dr. Harry Niemczyk, Ohio Agricultural Research and Development Center.

in. He said that in tests where five ounces of product was used for control of dollar spot, excellent residual control of snow mold was achieved.

He also said that because Bayleton does not cut off decom-



From left: Dr. Joseph Vargas, Dr. Robert Rehberg, Estech General Chemicals Corp.; and Dennis DeSanctis, The Terre Co.

position, there was no thatch accumulation in his Bayleton test plots.

Dr. Tashiro said that because Oftanol lasts for a considerable length of time, there were still some residues of Oftanol in his tests for a second season, in some cases.

Dr. Niemczyk said that billbugs and chinch bugs do more damage in turf than they are generally given credit for. He said for adult chinch bug control, two pounds of active ingredient applied per



From left: Terry Specht and Dewight Mellecker, Balcom Special Products; and Ken Kubik, Grass Roots Co.

1,000 square feet in late April or early May will give excellent control.

"If you apply two pounds of Oftanol in August, you are not going to have problems with grubs the next spring," he told the distributors. He also said that Oftanol moves through the thatch with no great binding problems. There has been no Oftanol resistance yet, he said, but it might develop after many more generations.

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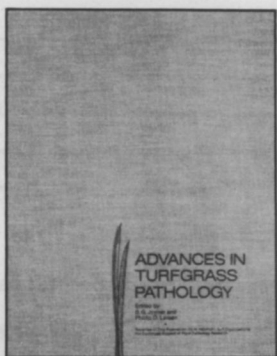
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'Year of opportunity' with price-reduced Ronstar G, Rhone-Poulenc tells distributors

More than 50 Rhone-Poulenc distributors gathered recently at Bally Park Place in Atlantic City, N.J. to hear company officials explain distributor pricing programs for the company's pre-emergence herbicide — Chipco Ronstar G.

Rhone-Poulenc, Inc., Monmouth Junction, N.J. said that a new lower price for the herbicide "now allows lawn care businessmen to effectively control both crabgrass and goosegrass at an economical price."

Product manager Gerald J. Quinn said new production efficiencies have permitted the average price to be reduced 12 to 14 percent below 1981 levels, as was reported in last month's LAWN

another held later in Atlanta, was "Year of Opportunity." This theme comes in part from the fact that Diamond Shamrock Corp.'s Dacthal plant suffered an explosion in July, making that pre-emergence herbicide unavailable in 1982. Rhone-Poulenc apparently dropped prices for its Ronstar G to capitalize on the void in the pre-emergence market.

Dr. Ralph Engel and Dr. Henry Indyk, both of Rutgers University, addressed the distributors with their test results on Ronstar G.

"Ronstar G was right at the top for us," Dr. Engel said of his tests. He said when applied in April, the product gave excellent control of

crabgrass on New Jersey turf-grasses. He also said that while most pre-emergence herbicides give ordinary control on goosegrass, Ronstar G gave the best control in his tests.

"Ronstar G is one of the most effective and consistent materials we have for weed control on

Rutgers' Dr. Ralph Engel: "When applied in April, Ronstar G gave excellent control of crabgrass on New Jersey turf."



Rutgers' Dr. Henry Indyk: "On the basis of my experience, Ronstar G stands alone in controlling goosegrass."



Kentucky bluegrass," Dr. Engel said.

Dr. Indyk substantiated what Dr. Engel said, saying "goosegrass is becoming more of a problem because of resistance to other herbicides on the market. On the basis of my experience, Ronstar G stands

alone in controlling goosegrass."

Rhone-Poulenc technical service manager Roland Cargill told the distributor audience that Ronstar G should not be applied to wet turf, that seeding should be delayed for four months after application, and that there were some phytotoxicity problems on thatchy turf, just as with other herbicides.

He said that Ronstar G should not be applied to red fescue or bentgrass, because of tolerance problems.

"We feel Ronstar G is the best choice for pre-emergence weed control in turf," he said.



Rhone-Poulenc's Jerry Quinn: "New production efficiencies have permitted the average price of Ronstar G to be reduced 12 to 14 percent."

CARE INDUSTRY.

"Ronstar G can now effectively compete in a broad range of turf markets," Quinn told the assembled distributors. Its ease of application and gentleness to a wide variety of turfgrasses and ornamentals make it one of the most cost-effective pre-emergence herbicides available for control of



Rhone-Poulenc's Bill Clapper: "Our sales force has been doubled, and an aggressive distributor program has been formulated."

grassy weeds."

Nine years of combined research by leading universities and Rhone-Poulenc shows that the herbicide, applied at ranges from 100 to 200 pounds per acre, provides excellent early-season control and continues its high level of performance on crabgrass and



Rhone-Poulenc's Roland Cargill: "We feel Ronstar G is the best choice for pre-emergence weed control in turf."

goosegrass for as long as 200 days.

"This is especially important to the lawn care industry because it allows earlier application with a substantially reduced number of callbacks late in the season," Quinn said.

Rhone-Poulenc national sales manager James D. Brooks and national marketing manager William Clapper announced that the company's sales force has been doubled, and that an aggressive distributor program has been formulated.

Theme of the meeting, and



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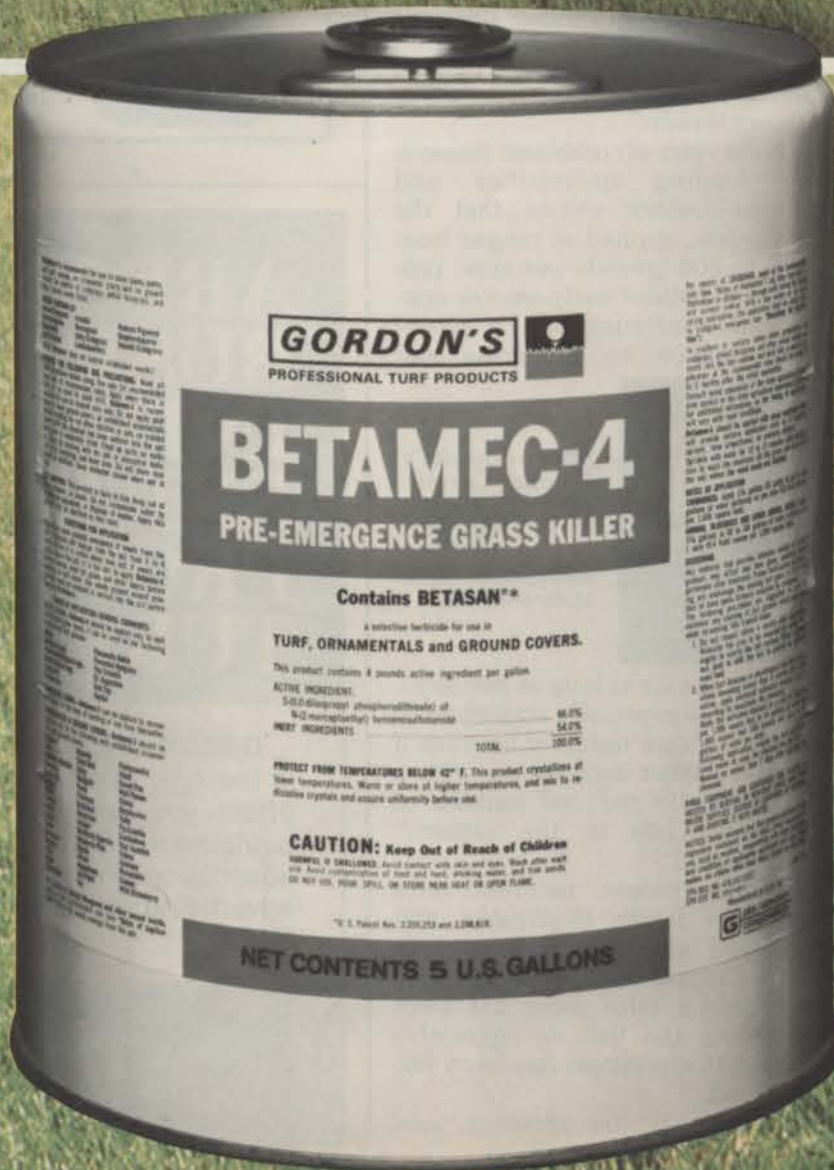
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• Miller Chemical & Fertilizer Co.

WASHINGTON

Renton • Pacific Agro Company
Seattle • The Chas. H. Lilly Company
• Western Farmers Association
• Wilbur-Ellis Company
Tacoma • NuLife Fertilizers

WASHINGTON, D.C.

• Lea's Green Meadow, Inc.

WEST VIRGINIA

Charleston • Young's, Inc.

WISCONSIN

Chilton • Horst Distributing Company
Elm Grove • Reinder Bros. Turf Equipment
Janesville • Wisconsin Turf
Milwaukee • Loft Kellogg Seed Company
Sun Prairie • Turf Management Supply



1217 WEST 12TH STREET
P.O. BOX 4090
KANSAS CITY, MISSOURI 64101
816/421-4070

INSIDE THE INDUSTRY

Lawn care supplier marketplace

Adelphi Kentucky Bluegrass
P.O. Box 610
Manhasset, NY 11030
212-739-0701
Seed

Ag Instruments
2154 N. Fine Ave.
Fresno, CA 93727
209-251-5563
Injectors

Agriculture Service Corp.
5240 Gaffin Rd., S.E.
Salem, OR 97301
503-581-8899
Seed

Agri-Zyme Inc.
P.O. Box 43
Larned, KS 67550
316-285-2125
Soil activator

Agro-Chem, Inc.
11150 W. Addison
Franklin Park, IL 60131
312-455-6900
Equipment, chemicals

Agro-K Corp.
5750 Main St., N.E.
Minneapolis, MN 55432
612-571-6555
Anti-transpirants

Agrotec Services, Inc.
Box 215
Salisbury, MD 21801
301-749-8496
Spray equipment

Alden Enterprises
9852 E. Triangle St.
S. El Monte, CA 91733
Tree ties

Allied Corp.
Columbia Rd. & Park Ave.
Morristown, NJ 07960
201-455-3145
Fertilizers

Ametek Plymouth Products Div.
502 Indiana Ave.
Sheboygan, WI 53081
414-457-9435
Irrigation equipment

American Honda Motor Co., Inc.
100 W. Alondra Blvd.
Gardena, CA 90247
213-321-8680
Mowers

American Pelletizing Corp.
P.O. Box 3628
Des Moines, IA 50322
515-278-5900
Limestone

Amerind MacKissic, Inc.
Box 111
Parker Ford, PA 19457
215-495-7181
Sprayers

The Andersons
P.O. Box 119
Maumee, OH 43537
419-893-5050
Fertilizers

Aquatrols Corp. of America
1432 Union Ave.
Pennsauken, NJ 08110
609-665-1130
Wetting agents

Ariens Co.
655 W. Ryan St.
Brillion, WI 54110
414-756-2141
Mowers

Arts-Way Mfg. Co.
Armstrong, IA 50514
712-864-3131
Mowers

B & G Equipment Co.
Applebutter Road
Plumsteadville, PA 18949
215-766-8811
Sprayers

Balcom Special Products
P.O. Box 1287
Greeley, CO 80632
303-356-4400
Chemicals

BASF Wyandotte Corp.
100 Cherry Hill Rd.
Parsippany, NJ 07054
201-263-3907
Herbicides

Batrow, Inc.
P.O. Box 276
Short Beach, CT 06405
203-488-2578
Irrigation equipment

Baytech, Inc.
4480 126th Ave., N.
Clearwater, FL 33520
812-576-3444
Tanks

Bermuda King Co.
Rt. 2, Box 20
Okarche, OK 73762
405-263-7389
Bermuda spriggers

Best Products
P.O. Box 198
Lathrop, CA 95330
209-858-2511
Fertilizers

BFC Chemicals, Inc.
P.O. Box 2867
Wilmington, DE 19805
302-575-7867
Fertilizers

Bock Products, Inc.
P.O. Box 1208
Elkhart, IN 46515
Trailers

Bluebird International
3778 S. Tejon
Englewood, CO 80110
303-781-4458
Aerators

Bowie Industries
P.O. Box 931
Bowie, TX 76230
817-872-1106
Hydromulchers

Briggs & Stratton Corp.
Milwaukee, WI 53201
Engines

Brinly-Hardy Co.
P.O. Box 1116
Louisville, KY 40201
Aerators

Brouwer Turf Equipment, Ltd.
Woodbine Avenue
Keswick, Ontario L4P 3E9
416-476-4311
Mowers

Broyhill Co.
North Market Square
Dakota City, NE 68731
402-987-3412
Sprayers

Bulkem, Inc.
400 Northtown Rd.
Normal, IL 61761
309-454-2469
Chemicals

Bunton Co.
4303 Poplar Level Rd.
Louisville, KY 40232
502-459-3810
Mowers

E. F. Burlingham & Sons
P.O. Box 217
Forest Grove, OR 97116
503-357-2141
Seed

Canadian Industries, Ltd.
P.O. Box 200-Station A
Willowdale, Ontario M2N 5S8
416-226-7318
Fertilizers

Caudill Seed Co.
Quickdraw Division

1201 Story Ave.
Louisville, KY 40206
502-583-4404
Liquid applicators

Champion Brass Mfg. Co.
1460 N. Naud St.
Los Angeles, CA 90012
Irrigation Equipment

Chemilizer Products, Inc.
12745 49th St., N.
Clearwater, FL 33520
Fertilizer injectors

Ciba-Geigy Corp.
P.O. Box 11422
Greensboro, NC 27409
919-292-7100
Chemicals

CLC Labs
1046 Crupper Ave.
Columbus, OH 43229
614-888-1663
Testing services

W. A. Cleary Chemical Corp.
P.O. Box 10
Somerset, NJ 08873
201-247-8000
Fertilizers, chemicals

Clements Associates, Inc.
P.O. Box 398
Grinnell, IA 50112
515-792-8285
Soil samplers

Consolidated Sales & Service
401 S. College St.
Piqua, OH 45356
513-773-3109
Spray trucks

Container Mfg., Inc.
2300 Hamilton Blvd.
S. Plainfield, NJ 07080
201-561-1710
Tip 'n Measure

Continental Software, Inc.
215 N. Main St.
Jamestown, NY 14701
716-483-5225
Computers

C. P. Chemical Co.
39 W. Moreland Ave.
White Plains, NY 10606
914-428-2517
Fertilizers

Creative Sales, Inc.
222 Park Ave.
Fremont, NE 68025
402-727-4800
Tree insecticides

Cyclone Seeder Co., Inc.
P.O. Box 68
Urbana, IN 46990
219-774-3339
Spreaders

Crown Chemicals
4015 Papin Ave.
St. Louis, MO 63110
800-325-3316
Chemicals

Dayni Controls Mfg. Co.
18414 Eddy St.
Northridge, CA 91325
213-349-8367
Irrigation equipment

Dedoes Industries, Inc.
1060 W. Maple Rd.
Walled Lake, MI 48088
313-624-7710
Aerators

Deere & Co.
John Deere Road
Moline, IL 61265
309-752-4459
Tractors, mowers

Delavan Corp.
P.O. Box 100
W. Des Moines, IA 50265
515-274-1561
Nozzles

Diamond Shamrock Corp.
1100 Superior Ave.
Cleveland, OH 44114
216-694-5000
Chemicals

Dixon Industries, Inc.
Box 494
Coffeyville, KS 67337
316-251-2000
Mowers

Dow Chemical, U.S.A.
P.O. Box 1706
Midland, MI 48640
517-636-0968
Chemicals

DuMaurier Co., Inc.
P.O. Box 4010
Virginia Beach, VA 23454
804-627-2255
Pocket microscopes

Du Pont Co.
Wilmington, DE 19898
302-774-8895
Chemicals

Eaton Corp.
Samuel Moore Operations
Synflex Division
Mantua, OH 44255
216-274-3171
Hose

Echo, Inc.
3150 MacArthur Blvd.
Northbrook, IL 60062
312-291-2800
Trimmers

Edison Hydro Control Chemicals, Inc.
P.O. Box 2
Riverdale, NY 10471
212-548-3108
Soil additives

Elanco Products Co.
P.O. Box 1750
Indianapolis, IN 46206
317-261-3000
Herbicides

Emerald Isle, Ltd.
2153 Newport Rd.
Ann Arbor, MI 48103
Soil additives

Encap Products Co.
P.O. Box 278
Mount Prospect, IL 60056
312-593-6464
Guns, hoses

Environmental Stabilizers International, Inc.
P.O. Box 1962
Tacoma, WA 98402
206-383-4971
Soil conditioners

Estech, Inc.
P.O. Box 1996
Winter Haven, FL 33880
813-294-7793
Fertilizers

Excel Industries, Inc.
Box 727
Hesston, KS 67062
316-327-4911
Mowers

E-Z Rake, Inc.
101 S. Ransdell Rd.
Lebanon, IN 46052
Sprayers, vacuums

Feldmann Engineering & Mfg. Co., Inc.
P.O. Box 153
Sheboygan Falls, WI 53085
414-467-6167
Aerators

Fiberglass Unlimited, Inc.
South Highway 81
Watertown, SD 57201
605-886-5137
Tanks

Finn Co.
P.O. Box 8068
Cincinnati, OH 45208
513-871-2529
Spray trucks

Flexitube International Corp.
P.O. Box 292
Willow Grove, PA 19090
215-674-8036
Hose

FMC Corp.
Agricultural Machinery Division
4601 E. Highland Dr.
Jonesboro, Ark. 72401
501-935-1970
Spray trucks, mowers

FMC Corp.
Outdoor Power Equipment Div.
215 S. Park St.
Port Washington, WI 53074
414-284-5521
Mowers, tractors

Ford Tractor Operations
2500 E. Maple Rd.
Troy, MI 48084
313-643-2553
Tractors, mowers

Forshaw Chemical Co.
650 State St.
Charlotte, NC 28208
704-372-6790
Chemicals

Framar Industrial Products, Inc.
2810 Morris Ave.
Union, NJ 07083
201-687-5353
Chemicals

Gandy Co.
528 Gandrud Rd.
Owatonna, MN 55060
507-451-5430
Spreaders

Garfield-Williamson, Inc.
1072 West Side Ave.
Jersey City, NJ 07306
Seed

Gilson Brothers Co.
P.O. Box 152
Plymouth, WI 53073
414-893-1011
Mowers

Grass Roots
380 S. Franklin St.
Hempstead, NY 11550
516-538-6444
Seminars, chemicals

The Grasshopper Co.
Box 637
Moundridge, KS 67107
316-345-8621
Mowers

Gravelly
Gravelly Lane
Clemmons, NC 27012
919-766-4721
Mowers

Great Salt Lake Minerals & Chemicals
P.O. Box 1190
Ogden, UT 84402
Chemicals

Hahn, Inc.
1625 N. Garvin St.
Evansville, IN 47711
812-424-0931
Sprayers, mowers

Handy Mandy Trailers
P.O. Box 269
Perry, OK 73077
405-336-5222
Trailers

Clifford B. Hannay & Son, Inc.
101 Main St.
Westerlo, NY 12193
518-797-3791
Reels

Harris Laboratories, Inc.
P.O. Box 80837
Lincoln, NE 68502
402-476-2811
Testing services

Hawkeye Chemical Co.
P.O. Box 899
Clinton, IA 52732
319-243-5800
Fertilizers

Heckendorn Mfg. Co., Inc.
Box 89
Cedar Point, KS 66843
316-274-4201
Mowers

Hemco Corp.
111 N. Powell
Independence, MO 64051
816-796-2900
Tanks

Hesston Corp., Woods Div.
Oregon, IL 61061
Mowers

Hill's Liqui-System
P.O. Box 1043
Victoria, TX 77901
512-575-3351
Spray trucks

HMC
20710 Alameda St.
Long Beach, CA 90810
213-603-9888
Trimmers

Hopkins Agricultural Chemical Co.
P.O. Box 7532
Madison, WI 53707
608-222-0624
Chemicals

Hosenose
P.O. Box 121
Northridge, CA 91328
213-701-0198
Hose

Howard Johnson's Enterprises, Inc.
Box 67
Viroqua, WI 54665
608-637-7062
Fertilizers, chemicals

Howard Price Turf Equipment, Inc.
18155 Edison Ave.
Chesterfield, MO 63017
314-532-7000
Mowers

Hydro-Turf, Inc.
R. R. 1 - Lincoln Highway
Genoa, IL 60135
815-874-6364
Sprayers, mulchers

Hydro Rain
27671 La Paz Rd.
Laguna Niguel, CA 92677
714-831-6000
Irrigation equipment

Hypro Division
Lear Siegler, Inc.
375 Fifth Ave., N.W.
St. Paul, MN 55112
612-633-9300
Pumps

ICI Americas, Inc.
Agricultural Chemicals Div.
Wilmington, DE 19897
302-575-3031
Activated charcoal

Imler Industries, Inc.
1117 Broadview Ave.
Columbus, OH 43212
614-235-5817
Measuring wheels

Industrial Services International, Inc.
P.O. Box 10834
Bradenton, FL 33507
813-792-7778
Soil additives

Inject-O-Meter Mfg. Co., Inc.
920 Thornton
Clovis, NM 88101
505-763-4461
Injectors

International Harvester
401 N. Michigan Ave.
Chicago, IL 60611
Tractors

International Minerals & Chemical Corp.
2315 Sanders Rd.
Northbrook, IL 60062
312-564-8600
Soil conditioners

International Seeds, Inc.
P.O. Box 168
Halsey, OR 97348
503-369-2251
Seed

International Spike, Inc.
P.O. Box 1750
Lexington, KY 40505
606-252-1721
Tree fertilizer

Irrrometer Co., Inc.
8835 Philbin
Riverside, CA 92516
714-689-1701
Moisture indicators

Irri-Trol Mfg., Inc.
9145 Glenoaks Blvd.
Sun Valley, CA 91352
213-768-0330
Irrigation equipment

Jacklin Seed Co.
W. 5300 Jacklin Ave.
Post Falls, ID 83854
208-773-7581
Seed

Jacobsen Division of Textron, Inc.
1721 Packard Ave.
Racine, WI 53403
414-637-6711
Mowers

F. R. Johnson Products Co.
23593 Van Born Rd.
Taylor, MI 48180
Hose

F. D. Kees Mfg. Co.
700 Park Ave.
Beatrice, NE 68310
402-223-2391
Mowers

Kelsco Mfg.
P.O. Box 5041
Alexandria, LA 71301
318-442-5879
Spray equipment

Knox Fertilizer & Chemical Co., Inc.
West Culver Road
Knox, IN 46534
219-772-6275
Fertilizer, chemicals

Kohler Co.
Kohler, WI 53044
414-457-4441
Engines

Kubota Tractor Corp.
550 W. Artesia Blvd.
Compton, CA 90224
213-537-2531
Tractors, mowers

Kut-Kwick Corp.
P.O. Box 984
Brunswick, GA 31520
912-265-1630
Mowers

Lakeshore Eqpt. & Supply Co.
300 S. Abbe Rd.
Elyria, OH 44035
216-323-7544
Fertilizers, chemicals

Lawn Aids
P.O. Box 339
Tipp City, OH 45371
513-667-8314
Fertilizers

Lebanon Chemical Corp.
P.O. Box 180
Lebanon, PA 17042
800-233-0628
Fertilizers

Lehara Mfg. Co., Inc.
Box 309
E. Brunswick, NJ 08816
201-238-3322
Mowers, tractors

Limestone Products Corp.
P.O. Box 490
Newton, NJ 07860
201-383-2000
Limestone

Locke Mfg., Inc.
P.O. Box 980
Bridgeport, CT 06601
203-333-3157
Mowers

Lofts Seed, Inc.
P.O. Box 146
Bound Brook, NJ 08805
201-356-8700
Seed

Logos for Lawn Care
Box 67
Jamesport, NY 11947
516-722-4764
Promotional materials

Long Mfg.
P.O. Box 1406
Tarboro, NC 17886
919-823-4151
Tractors

Magline, Inc.
P.O. Box 474
Pinconning, MI 48650
517-879-2411
Trailers

Mallinckrodt, Inc.
P.O. Box 5439
St. Louis, MO 63147
314-895-5043
Chemicals

Mangelsdorf Seed Co.
P.O. Box 327
St. Louis, MO 63166
314-535-6700
Seed

Manhattan Ryegrass Growers Assn.
1349 Capitol, N.E.
Salem, OR 97303
503-363-1022
Seed

Marsh & McLennan, Inc.
222 S. Riverside Plaza
Chicago, IL 60606
312-648-6213
Insurance

Master Mfg. Co.
P.O. Box 694
Sioux City, IA 51102
712-258-0108
Sprayers

Master Sprayers, Inc.
10756 Vernon Ave.
Ontario, CA 91762
714-627-7466
Sprayers

Mathews Co.
Box 70
Crystal Lake, IL 60014
815-459-2210
Mowers

J. J. Mauget Co.
P.O. Box 3422
Burbank, CA 91504
213-849-2309
Tree injection equipment

McDonough Power Eqpt. Co.
535 Macon Rd.
McDonough, GA 30253
404-957-9141
Mowers

Melnor Industries
One Carol Place
Moonachie, NJ 07074
201-641-5000
Irrigation equipment

Menning Mfg., Inc.
3227 Terminal Dr.
Eagan, MN 55122
612-454-1095
Sprayers

Micron West, Inc.
8582 Katy Freeway
Houston, TX 77024
713-932-1405
Sprayers

Mid South Fleet Leasing
845 Cotton
Shreveport, LA 71161
318-221-4289
Spray trucks

Miller Chemical & Fertilizer Corp.
P.O. Box 333
Hanover, PA 17331
717-632-8921
Fertilizers, chemicals

Miller Tilt-Top Trailer
P.O. Box 14247
Milwaukee, WI 53214
414-476-4030
Trailers

Minnesota Wanner Co.
5145 Eden Ave., South
Minneapolis, MN 55436
612-929-1070
Pumps

Mitsubishi Agricultural Machinery Co., Ltd.
345 Park Ave.
New York, NY 10022
212-935-8826
Tractors, mowers

Mobay Chemical Corp.
Box 4913, Hawthorn Road
Kansas City, MO 64120
816-242-2227
Chemicals

Mobile Automation
1051 Radnor Rd.
Wayne, PA 19087
215-687-6007
Computers

Mohawk Metal Products Co.
Frankfort, NY 13340
315-894-9918
Spray trucks

Monsanto Agricultural Products Co.
800 N. Lindbergh Blvd.
St. Louis, MO 63166
314-694-1000
Chemicals

Morgro Chemical Co.
145 West Central Ave.
Salt Lake City, UT 84115
Fertilizers

MTD Products, Inc.
P.O. Box 36900
Cleveland, OH 44136
216-225-2600
Mowers

F. E. Myers Co.
400 Orange St.
Ashland, OH 44805
Sprayers

National Mower Co.
688 Raymond Ave.
St. Paul, MN 55114
612-646-4079
Mowers

Northern Turf Equipment
P.O. Box 506
Pardeeville, WI 53954
608-429-3402
Aerators

Northrup King Co.
P.O. Box 959
Minneapolis, MN 55440
612-781-8011
Seed

Nursery Specialty Products
P.O. Box 4280
Greenwich, CT 06830
Chemicals

Oil-Dri Corp. of America
520 N. Michigan Ave.
Chicago, IL 60611
312-321-1515
Waste absorbent

MARKETPLACE *from page 15*

Olathe Mfg. Co., Inc.
100 Industrial Parkway
Industrial Airport, KS 66031
Aerators

Olson Irrigation Systems
8765-I Olive Lane
Santee, CA 92071
Irrigation equipment

Oregon Fine Fescue Commission
1349 Capitol, N.E.
Salem, OR 97303
503-363-1022
Seed

Owens Classic, Inc.
P.O. Box 628
Sturgis, MI 49091
616-651-9319
Trailers

Pacific Echo, Inc.
23540 Telo Ave.
Torrance, CA 90503
213-539-1822
Hose

Palm Industries, Inc.
333 N.W. 14th Ave.
Pompano Beach, FL 33060
800-327-8966
Hose, valves

Patterson Green-Up Co.
1331 Union Ave.
Kansas City, MO 64101
816-842-8211
Fertilizers, chemicals

PBI/Gordon Corp.
P.O. Box 2276
Kansas City, KS 66110
913-342-8780
Chemicals

PeCo, Inc.
P.O. Box 15369
Asheville, NC 28813
704-274-1439
Lawn vacuums

Pest Control Management Systems
2425 Fountainview
Suite 160
Houston, TX 77057
713-782-3471
Computers

Philmont Steel Products, Inc.
2611 Philmont Ave.
Huntingdon Valley, PA 19006
215-947-7700
Portable dump bodies

Phil-Worth Mfg.
R.R. #5, Box 637
Hartsville, SC 29550
803-332-4744
Can rinsers

Pickseed West, Inc.
Box 888
Tangent, OR 97389
503-926-8886
Seed

Plant Food Chemical Co., Inc.
R.D. #1, Box 173
Cranbury, NJ 08512
609-448-0935
Fertilizers

Plant Marvel Laboratories, Inc.
622 W. 119 St.
Chicago, IL 60628
312-264-0450
Fertilizers

Plant Production
Route 7, Box 441E
Fort Worth, TX 76119
817-478-0761
Wick-It weedkillers

Porcelain Steel Buildings Co.
P.O. Box 1499
Columbus, OH 43216
614-228-5781
Mower height adjusters

Power Lawnmower Parts, Inc.
1920 Lyell Ave.
Rochester, NY 14606
716-458-0800
Replacement parts

Practical Products
6272 W. North Ave.
Chicago, IL 60639
312-237-2986
Port-A-Desks

Prentiss Drug & Chemical Co., Inc.
363 Seventh Ave.
New York, NY 10001
212-736-6766
Chemicals

PRO/Inc.
P.O. Drawer 9349
Shreveport, LA 71109
Mowers

Professional Turf Specialties
400 Northtown Rd.
Normal, IL 61761
309-454-2468
Spray trucks, chemicals

Pro-Lawn Products, Inc.
Box 4908
Syracuse, NY 13221
315-477-6112
Fertilizers

Pumping Systems, Inc.
8909 McGaw Ct.
Columbia, MD 21045
301-596-3700
Spray trucks

R & R Products, Inc.
3334 E. Milber St.
Tucson, AZ 85714
Mower replacement parts

Raguse & Co., Inc.
P.O. Box 455007
Tulsa, OK 74145
918-663-1804
Fertilizer injection pumps

Rain Bird Sprinkler Mfg. Corp.
7045 N. Grand Ave.
Glendora, CA 91740
213-963-9311
Irrigation equipment

Rain-O-Mat Sprinklers, Inc.
P.O. Box 151
Whittier, CA 90608
213-693-2721
Irrigation equipment

Ransomes, Inc.
One Bobcat Lane
Johnson Creek, WI 53038
Mowers

Ra-Pid-Gro Corp.
Box 370
Dansville, NY 14437
716-335-2278
Fertilizers

Raven Industries, Inc.
P.O. Box 1007
Sioux Falls, SD 57101
605-336-2750
Tanks

Regal Chemical Co.
P.O. Box 641
Alpharetta, GA 30201
404-475-4837
Chemicals

Reuter Laboratories, Inc.
2405 James Madison Highway
Haymarket, VA 22069
703-754-4167
Milky spore

Rhone-Poulenc, Inc.
P.O. Box 125
Monmouth Junction, NJ 08852
201-297-0100
Chemicals

Robco
1800 E. 12th St.
Oakland, CA 94606
415-261-4651
Hose

Rockland Chemical Co., Inc.
P.O. Box 809
West Caldwell, NJ 07006
201-575-1322
Chemicals

Rohm & Haas Co.
Independence Mall West
Philadelphia, PA 19105
215-592-3000
Herbicides

Rolatape Corp.
4221 Redwood Ave.
Los Angeles, CA 90066
Measuring wheels

Roof Mfg. Co.
1011 W. Howard St.
Pontiac, IL 61764
Mowers

Rotary Corp.
Box 405
Glenville, GA 30427
912-654-3433
Mower replacement parts

Royal Coach/Buckner
4381 N. Brawley
Fresno, CA 93711
209-442-0330
Irrigation equipment

Ryan/Cushman
P.O. Box 82409
Lincoln, NE 68502
402-475-9581
Mowers

Salsco Welding & Fabrication, Inc.
106 Clark St.
Milldale, CT 06467
203-621-6131
Lawn combines

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Fort Myers, FL 33902
813-332-1955
Mowers

O. M. Scott & Sons
ProTurf Division
Marysville, OH 43040
513-644-0011
Seed, fertilizers, chemicals

Sensation Corp.
3601 N. 16th St.
Omaha, NE 68110
402-345-3884
Mowers

Sierra Chemical Co.
1001 Yosemite Dr.
Milpitas, CA 95035
408-263-8080
Fertilizers

R. A. Simerl Instrument Div.
238 West St.
Annapolis, MD 21401
301-849-8667
Anemometers

Smithco
11 West Ave.
Wayne, PA 19087
Mowers, sprayers

Snowco
4350 McKinley St.
Omaha, NE 68112
402-453-2200
Trailers

Snyder Industries, Inc.
P.O. Box 4583
Lincoln, NE 68504
402-467-5221
Tanks

Soil Products Development Co.
P.O. Box 1277
Pomona, CA 91769
614-870-8092
Soil additives

Southern Mill Creek Products Co., Inc.
P.O. Box 1096
Tampa, FL 33601
Chemicals

Southern States Cooperative
P.O. Box 26234
Richmond, VA 23260
804-281-1416
Fertilizers

Specialty Equipment Co., Inc.
7721 Pillsbury Ave. S.
Minneapolis, MN 55423
612-861-7491
Pressure washers

Spraying Systems Co.
North Avenue at Schmale Road
Wheaton, IL 60187
312-665-5000
Spray equipment

S. P. I. C.
Box 923
Minneapolis, MN 55440
Seed

Sta-Green Plant Food Co., Inc.
P.O. Box 540
Sylacauga, AL 35150
205-245-5282
Fertilizers

Stanford Seed Co.
P.O. Box 366
Buffalo, N.Y. 14240
Seed

Stanley Hydraulic Tools
3810 S.E. Naef Rd.
Milwaukie, OR 97222
503-659-5660
Tree care equipment

Star Systems, Inc.
P.O. Box 395
Somerville, NJ 08876
201-526-0061
Computers

Stauffer Chemical Co.
Agricultural Chemical Div.
Westport, CT 06880
203-222-3294
Chemicals

Stewart Sanitary Supply, Inc.
P.O. Box 15061
St. Louis, MO 63110
314-865-2000
Chemicals

Stihl, Inc.
536 Viking Dr.
Virginia Beach, VA 23452
Chain saws

Stoller Chemical Co., Inc.
8582 Katy Freeway
Suite 2000
Houston, TX 77024
713-461-2910
Chemicals

Strong Enterprises, Inc.
4240 S.W. 72nd Ave.
Miami, Florida
305-264-5525
Spray trucks

Tanaka Kogyo, Ltd.
7509 S. 228th St.
Kent, WA 98031
206-854-7706
Trimmers

Teledyne Wisconsin Motor
1910 S. 53rd St.
Milwaukee, WI 53219
Engines

Tecumseh Products
Engine Division
900 North St.
Grafton, WI 53024
Engines

Terminator Products, Inc.
1550 105th Ave.
Oakland, CA 94603
415-638-3654
Pumps

3M Company
3M Center
Building 223-6SE
St. Paul, MN 55101
612-736-0569
Growth retardants

Torco Equipment Co.
207 Eiler Ave.
Louisville, KY 40214
502-366-1415
Spray trucks

The Toro Co.
10901 Red Circle Dr.
Minnetonka, MN 55343
612-887-8883
Mowers, tractors

Toro Irrigation Div.
P.O. Box 489
Riverside, CA 92504
Irrigation equipment

Trac 'N Combo, Inc.
P.O. Box 7
Metuchen, NJ 08840
201-494-1413
Lawn combines

Trail Mate, Inc.
6050 Palmer Blvd.
Sarasota, FL 33595
800-237-3982
Edgers, trimmers

Trans-Tree Corp.
5100 Eden Ave.
Suite 113
Minneapolis, MN 55436
Tree transporters

Tree Tote
P.O. Box 2407
New Bern, NC 28560
919-638-2608
Tree transplanters

TUCO, Div. of The Upjohn Co.
7000 Portage Rd.
Kalamazoo, MI 49001
Chemicals

Tuflex Mfg. Co.
P.O. Box 13143
Port Everglades Station
Fort Lauderdale, FL 33316
305-525-8815
Tanks

Trevennor, Inc.
P.O. Box 59706
Dallas, TX 75229
214-556-0853
Aerifiers

Turf-Seed, Inc.
P.O. Box 250
Hubbard, OR 97032
503-981-9571
Seed

Turfco Mfg., Inc.
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Minneapolis, MN 55412
612-588-0741
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Gypsum

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Treat your turf with Ronstar G. The great crabgrass herbicide with the better-than-ever price. Rhône-Poulenc Chemical Co. Agrochemical Div., Rhône-Poulenc, Inc. Monmouth Junction, NJ 08852. 

and ORNAMENTALS

RONSTAR® G HERBICIDE

Circle No. 114 on Reader Inquiry Card

to page 18

Northrup King turf gets trampled, torn, squashed, and scuffed and it still looks great.

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Find out more about quality turf seed from Northrup King. Talk to your Northrup King representative or distributor.

Or talk to someone with great looking turf.

Northrup King Co., P.O. Box 959
Minneapolis, MN 55440



Circle No. 110 on Reader Inquiry Card

MONEYWISE

IRS scrutiny of limited partnerships

If your lawn care business is a limited partnership it must lack two of the following to be taxed as a partnership: centralized management, continuity of life, free transferability of interest, or limited liability. Otherwise, says the *Small Business Report*, the Internal Revenue Service will attempt to tax it as a corporation. If so, profits and losses cannot pass through to the individuals.

If the IRS thinks the limited partnership transaction is only a "tax avoidance," it will say no. To avoid this, general partners should have at least one percent interest in partnership income, losses and deductions. Limited partners should not, in the first two years, deduct any amount exceeding the equity investment in the partnership. If a creditor makes a non-recourse loan to the partnership, there should be no requirement that any interest in the partnership will result.

Partnerships not operating within these rules may still prove to be bonafide, but almost certainly will be challenged by the IRS. Those of you seeking further information on this subject should contact the *Small Business Report* at 497 Lighthouse Avenue, Monterey, Ca. 93940.

MARKETPLACE from page 17

U.S. Testing Co., Inc.
1415 Park Ave.
Hoboken, NJ 07030
201-792-2400
Testing services

USS Agri-Chemicals
233 Peachtree St., N.E.
Atlanta, GA 30303
404-572-4135
Fertilizers, chemicals

Vandermolen Corp.
119 Dorsa Ave.
Livingston, NJ 07039
201-992-8506
Application equipment

Velsicol Chemical Corp.
341 E. Ohio St.
Chicago, IL 60611
312-670-4500
Chemicals

Vemco Corp. of America
1331 23rd St.
Racine, WI 53403
Mowers

Wagner Imprinting
12755 Western Ave.
Garden Grove, CA 92641
714-893-5083
Truck decals

Warren's Turf Nursery, Inc.
8400 W. 111 St.
Palos Hills, IL 60465
312-974-3000
Seed, sod

Water Supplies, Inc.
Box 557
Ashland, OH 44805
419-322-1565
Spray trucks

Weather-matic
Div. of Telsco Industries
Box 18205
Dallas, TX 75218
214-278-6131
Irrigation equipment

Weed Eater Division
Beard-Poulan
10515 Harwin Dr.
Houston, TX 77036
Trimmers

Westheffer Co., Inc.
P.O. Box 363
Lawrence, KS 66044
913-843-1633
Spray trucks

Wheel Horse Products, Inc.
515 W. Ireland Dr.
South Bend, IN 46614
219-291-3112
Mowers, tractors

Wheel Spray Corp.
P.O. Box 97
Delafield, WI 53018
414-646-8640
Sprayers

Wilt-Pruf Products, Inc.
P.O. Box 4280
Greenwich, CT 06830
Anti-transpirants

Yanmar Tractor, Inc.
476 Country Club Dr.
Bensenville, IL 60106
312-860-5370
Tractors, mowers

Yazoo Mfg. Co.
3607 Livingston Rd.
Jackson, MS 39216
601-366-6421
Mowers

Young Industries
1033 Wright Ave.
Mountain View, CA 94043
415-968-8486
Proportioners

IT WASN'T HOT AIR THAT MADE IT A SELLOUT

The Mid-American Horticultural Trade Show is sold out! Yet we started later, spent less, and made far fewer phone calls than ever before. It wasn't hot air that attracted the record number of exhibitors. It was last year's Mid-Am show.

The 1981 Mid-Am was held in the Hyatt Regency Chicago for the first time, and the Buyers came . . . and came. And they bought . . . and bought. It seems they like the idea of beautiful surroundings . . . and never having to go outside to find excellent restaurants . . . and indoor parking . . . and room rates so low they couldn't believe it. They loved the week-end scheduling too, because they could bring their families for a mini vacation. All these conveniences gave them more time to concentrate on the business of buying. A good number

of them said the 1981 Mid-Am was the finest and most beneficial trade show they'd ever attended.

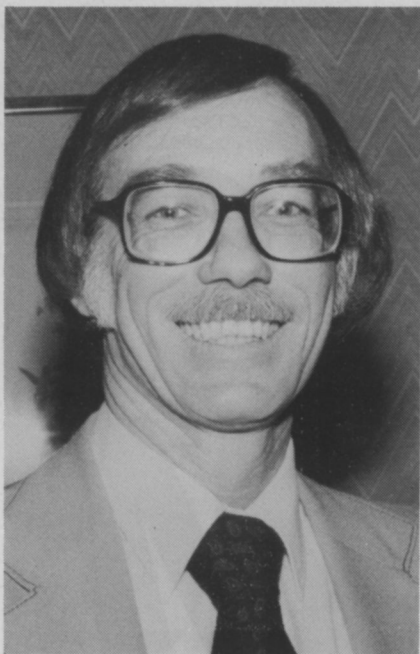
The record number of Buyers who attended the 1981 show and the record sales reported by many exhibitors are what made the 1982 show an early sellout. Join us in January to see why the 1983 show will be an even earlier sellout. Write for full details.



Dept. H
Mid-Am Trade Show
4300-L Lincoln Avenue
Rolling Meadows, IL 60008
312/359-8160

Maybe your direct mail will generate more customers than you thought. Maybe you'll land that big commercial mowing/maintenance account. You'll need this list. LAWN CARE INDUSTRY advertisers are in boldface.

Circle No. 109 on Reader Inquiry Card



Dr. Bobby G. Joyner (above) of ChemLawn's Plant Diagnostic Laboratories organized the weed symposium along with ChemLawn's Dr. Barry Troutman. Next year's symposium will again be in Columbus, Ohio in October, and will focus on fertilizers.

WEEDS from page 1

herbicide coming along that will be able to compete with the cost of 2,4-D," PBI/Gordon's Dr. Skaptason said. He said that the National Agricultural Chemicals Association has formed a 2,4-D task force to generate research data on 2,4-D. Four million dollars was raised by donations of a number of companies, including PBI/Gordon.

"We are doing all of this research to support a product that has been used 35 years, largely because of pressure from anti-pesticide groups," Dr. Skaptason said. "We will do such a good job this time, that even the worst critic will not be able to throw stones."

Dow's Russell said that the National Coalition for a Reasonable 2,4-D Policy has as its objectives:

- Insure that scientific facts and risk/benefit considerations are recognized in any regulatory action on 2,4-D.
- Establish a network of informed pro-pesticide coalitions at the state and local levels to defend

Dr. Buddy Johnson: "Consecutive annual applications of pre-emergence herbicides will delay green-up of warm-season turfgrass, but delays are not severe."



2,4-D from unreasonable regulatory and/or legislative action.

- Obtain congressional recognition of the benefits to industry and the public from the responsible use of 2,4-D.

He said that any lawn care businessman or manufacturer could get further information about this group by writing: Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611.

Dr. Ray P. Freeborg, Purdue University, spoke on "Pre-emergence Annual Grass Control: Past, Present and Future." He discussed the history of pre-

emergence use, and also mentioned as new herbicides that might have potential for turf — Prowl, Devrinol, Nortron, Mow-down, Dual and Tolban. Many of these are used in agriculture now.

Freeborg also said: "Why not dream a bit? Perhaps in the future we will be using grain alcohol to force seed population to germinate, then we will be able to kill more weeds existing in the soil."

Dr. Kirk A. Hurto of ChemLawn's research team, spoke on "Comparison of Pre-emergence Herbicide Activity in Thatchy and Thatch-Free Kentucky Bluegrass Turf." He said that herbicide efficacy was not reduced in a thatchy turf, according to his tests. He did say that selectivity was altered, that is herbicides were more mobile in thatch than in soil, causing objectionable injury in summer months. He also said that degradation of herbicides was significantly faster in thatch than in soil.

MARKETING IDEA FILE

Yellow pages show true colors

Very few lawn care advertisers fail to take advantage of the quick profile that Yellow Pages ads offer. It's unquestionably the most common — and the cheapest — form of available promotion. And now, if you're living in the right town, it may have even a brighter appeal.

That's because the Bell System, having tested the concept, is now set to include four-color advertising amid the traditional black-on-yellow scheme so familiar to us all. The idea of color is to allow both national and local advertisers to give their regular listings more impact. Every business gets one free listing in the Yellow Pages and in the regular white pages, so A. T. & T. idea men must come up with clever ideas to induce more spending.

Since the directories are reprinted annually, ads will have to be created to last a year. The advertising rates will be based on a \$20 cost per thousand and paying by the month — traditional for Yellow Pages — will be acceptable. A. T. & T. is starting with five markets this year and hopes to be in 40 or 50 by 1983. Denver is first, followed by Atlanta in December, Chicago and Boston in January, and Manhattan next March. Hopefully, rural areas will be soon to follow.

TURF MANAGERS' HANDBOOK

By Dr. William Daniel and Dr. Ray Freeborg

\$18.95* hardcover \$14.95* paperback

This essential reference book covers:

- scope and organization
- grasses and grooming
- rootzones and water
- nutrition
- pests and controls
- uses of turf
- serving turf needs
- AND MORE

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Quantity rates available upon request.

*Please add \$2.50 per order plus 25¢ per additional copy for postage and handling.

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Account Number _____

Expiration Date _____

Please allow 6-8 weeks for delivery.

Signature _____

Name (print) _____

Address _____

City _____

State _____

Zip _____

Phone _____

Send to: Book Sales
Harcourt Brace Jovanovich Publications

One East First Street

Duluth, MN 55802

LCI 12

EDUCATION

Record booth sales for '82 Mid-Am Show in Chicago

Booth sales for the 1982 edition of the Mid-America Horticultural Trade Show are setting a record pace for the show scheduled for Jan. 15-17 at the Hyatt Regency Chicago.

The show has already attracted 225 exhibitors who will display their products and services in more than 400 booths at the show. Mid-Am show director R. Barry Shatwell reports that demand has been so great that available exhibit space has been expanded twice since the original show plans were conceived earlier this year. The show will now feature more than 40,000 square feet of exhibit space.

The 1981 Mid-Am Show attracted a record attendance of 6,426 industry members. For further information, contact: Mid-Am, 4300-L Lincoln Ave., Rolling Meadows, IL 60008, 312-359-8160.

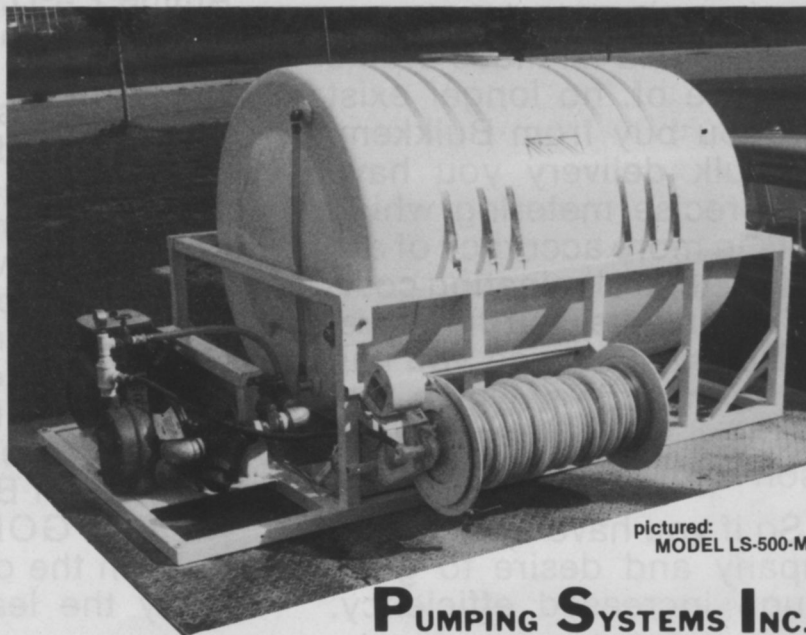


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Announcing **BULKKEM**

**Now save time, labor,
space and money
with bulk delivery of
Betamec-4* and Trimec[®]**

TURF HERBICIDE

It's decision time in the lawn-care industry. 1982 is a year of unparalleled opportunity for the efficient ... and correspondingly it is a year of peril for the inefficient:

Bulkkem can substantially increase the efficiency of lawn care companies who use enough chemicals to justify bulk delivery and storage.

The problems of careless spillage, materials left in the container, and all those drums to dispose of, no longer exist when you buy from Bulkkem. With bulk delivery you have more precise metering which results in more accuracy of application thus eliminating costly re-treatments. Furthermore, with Bulkkem service you can place firm orders which will guarantee delivery and firm, season-long prices.

So if you have a lawn-care company and desire to grow through increased efficiency,

Bulkkem is here to serve you. We can save you time, labor, space and money.

What is BULKKEM?

Bulkkem is a joint venture of PBI/GORDON Corporation — the Trimec People — and Lattick Incorporated with headquarters in Normal, Illinois. The purpose of Bulkkem is to substantially reduce herbicide costs by delivery in bulk ... Betamec-4 (Betasan); Trimec; Amine 2,4-D; and MCPP.

It is doubtful that any organization is more aware of the problems of the lawn-care industry, and more capable of constructive help in solving lawn problems, than John Lattick and Steve Derrick of Lattick Incorporated. They are totally immersed in the lawn-service business ... it's their life! And they are both now 100% involved in the day-to-day management of Bulkkem.

PBI/GORDON Corporation, on the other hand, is certainly the leading supplier of

herbicides — like Trimec and Betamec-4 — to the turf industry. Gordon's experience in handling bulk is unmatched in the turf industry. Willis West, who has been in charge of lawn-care sales for PBI/GORDON, will now devote full time to Bulkkem, seeing to it that all the technical know-how of PBI/GORDON is made available to customers of Bulkkem.

What volume is required to justify BULKKEM?

Perhaps desire to grow and increase efficiency is more of a factor than present chemical usage, because Bulkkem is able to tailor bulk facilities to your individual needs. 220-gallon mini-bulk tanks, and stationary systems of any capacity are available. There are accurate metering systems for all sizes, and installations are supervised by the engineering staff of PBI/GORDON to help assure compliance with all governmental regulations.

**Will BULKKEM customers
be assured of Betamec-4
during 1982?**

Yes, Sir! Bulkem customers can place firm early orders which will guarantee delivery of Betamec-4 (Betasan) during the 1982 season. They will also be guaranteed a firm price all season long on Trimec. And these guarantees are backed up by PBI/GORDON.

With Dacthal out of production for 1982, guaranteed price can actually mean the difference between making 1982 a banner year, or a disaster!

**What area does
BULKKEM serve?**

Bulkem now has ten men in the field and three established bulk-delivery centers:

1. **Central Illinois** — serving Chicago and St. Louis and all of Illinois, Indiana, Iowa, Wisconsin and Missouri.

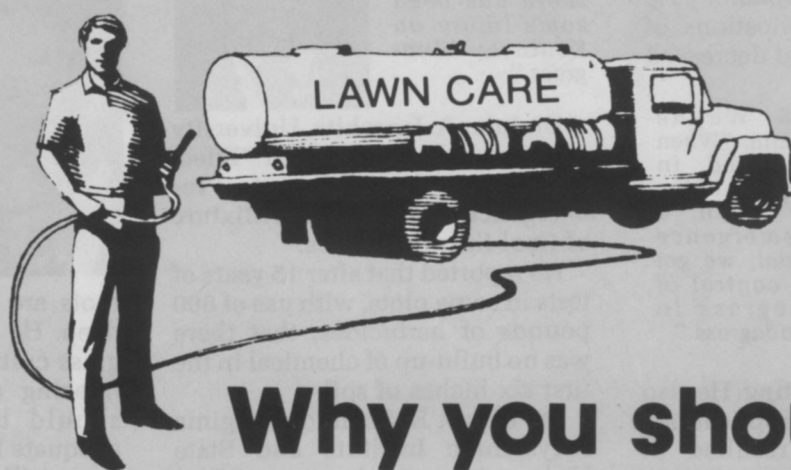
2. **Central Ohio** — serving Ohio, Pennsylvania, Michigan, Indiana and Kentucky.

3. **Northeast** — serving the area from Virginia to New England.

**Shouldn't you at least
check BULKKEM prices?**

We have made the flat statement that nobody in the industry is going to beat our prices on Betamec-4, Trimec, Amine 2,4-D or MCP. But price per gallon is only one dimension — there are so many ways that Bulkem services can help the lawn-care operator reduce his costs and increase his efficiencies. Call us toll-free at 800-447-4131 and let us tell you the entire story.

*Betamec-4 (Betasan — registered trademark of Stauffer Chemical Co.)
Trimec® is a registered trademark of PBI/GORDON Corporation. Product covered by U.S. Patent No. 3,284,186.



**Why you should
switch to BULKKEM.**

- Guaranteed delivery and firm prices.
- Saves time, labor, space and money.
- Reduces container handling and eliminates disposal problems.
- Allows more precise metering.
- Reduces waste from product left in containers.
- Provides easier, more accurate inventory control.
- Increases productivity.
- Reduces theft.
- Reduces spillage problems.
- Provides increased accuracy of application rates.
- Provides a unique inventory management system.

"To reduce chemical costs and guarantee delivery... BULK 'EM."

BULKKEM

BULK SUPPLIERS OF LAWN CHEMICALS

The Bulkem Corporation, 400 Northtown Road, Normal, Illinois 61761. Phone Toll-free 800-447-4131

Dr. Robert C. Shearman, of the University of Nebraska, spoke on "Influence of Pre-emergence Herbicides on Cool-Season Turfgrass Growth and Development." He said that sodbed applications of some herbicides caused decreased



Dr. S. Wayne Bingham: "When we started in the middle of the year with a pre-emergence material, we got good control of goosegrass in bermudagrass."

rooting after transplanting. He also said that successive applications of some herbicides resulted in increased disease susceptibility, and also reduced regrowth potential and recuperative rate from traffic injury.

Dr. W. W. Witt: "Linuron has shown good control on nimblewill, but there has been some injury on Kentucky bluegrass."



Dr. John A. Jagschitz, University of Rhode Island, spoke on "Effect of Repeated Usage of Pre-emergence Herbicides in a Mixture of Cool-Season Grasses."

He reported that after 15 years of tests in some plots, with use of 600 pounds of herbicides, that there was no build-up of chemical in the first six inches of soil.

Dr. Robert E. Schmidt, Virginia Polytechnic Institute and State University, spoke on "Pre-emergence Herbicidal Effects on Post-Dormancy Growth of Bermudagrass." He said applica-

tion of pre-emergence herbicides in split applications at lower rates helped post-dormancy growth. He also said pre-emergence herbicide use was best delayed until after



Dr. G. Euel Coats: "We got the best control of Virginia buttonweed in bermudagrass with Super D - 2,4-D plus dicamba."

roots are at least 1.5 centimeters deep. He also said that bermudagrass cultivars that are tolerant of freezing and pre-emergence use should be selected, and that adequate fertilization of bermudagrass will enhance post-dormancy growth.

Dr. B. J. Johnson, University of Georgia, spoke on "Spring Transition of Warm-Season Grasses as Influenced by Herbicides." He said that consecutive annual pre-emergence herbicide applications



Dr. Barbara Emerson: "Oxalis can shoot its seeds six feet and often achieve 94 percent germination."

will influence green-up of warm-season turfgrass, but with correct applications, delays are not severe, and did not result in permanent injury.

He also said that in most instances, fall-applied pre-emergence herbicides delayed turf growth in early spring, but that injury was not consistent. Also, he said that late summer and early fall applications of 2,4-D, MCPP and dicamba may delay green-up, but not severely.

Dr. W. W. Witt, University of Kentucky, spoke on "Nimblewill Control in an Established Kentucky Bluegrass Turf." He said that linuron showed promise, giving good control, but that there was some injury on bluegrass. How-

Dr. Ray Freeborg: "There are many agricultural herbicides that might have potential for turf, including Prowl, Devrinol, Norton, Mowdown, Dual and Tolban."



ever, the turf came back the next spring. He said most of the injury was from leaf tip turn.

Dr. S. W. Bingham, Virginia Polytechnic Institute and State University, spoke on "Goosegrass Control in Bermudagrass." He said that if the bermudagrass is late, the area is open for summer annuals to come in. He said that Oxidiazon gave good control, along with some other herbicides. He said that his tests showed that when he started in the middle of the year with pre-emergence material, he got good control.

Nebraska's Dr. Shearman spoke again on "Pre-emergence Herbicide Control of Prostrate and Spotted Spurge." He said that there were increasing problems with spurge for lawn care businessmen in Kansas, Nebraska and Iowa, and that prostrate presented the worst problems. He said the problems occurred on thin and

Dr. John Jagschitz: "After 15 years of tests applying up to 600 pounds of herbicides in some plots, there was no build-up of chemical in the first six inches of soil."



weak home lawns, and were particularly bad when summer temperatures were abnormally high and the rainfall abnormally low.

He also said that "hot spots" such as along driveways, sidewalks and slopes facing west are particularly bad. He said that it was difficult to get long-lasting control with post-emergence herbicides, and that applications of Dacthal in late April were better than applications in March or May. The March application broke

TOOLS, TIPS, TECHNIQUES

Getting down to basics — and acids

What is soil pH? This soil-related term has confused more lawn care businessmen than need be, according to the National Limestone Institute.

The two letters, pH (the measurement of hydrogen concentration), express the acidity or alkalinity of soil. As an example of acidity, think about the taste of vinegar. This product is decidedly acidic. Household ammonia and bleach are strongly alkaline.

Measurement of pH runs on a scale from zero to 14. Neutrality is indicated by a pH of 7, or the midpoint of the scale. Distilled water, for example, is about pH 7. Values of less than seven are acidic. Vinegar has a pH value of 2.8. Any pH value of seven or more is termed alkaline. Ammonia and bleach have pH values of 11.0 or greater.

An example of a common mistake is to think that a pH of 6.0 is just a little more acid than a pH of 7.0. This is not the case, because each pH unit change represents a factor of 10. Therefore, the acidity of a soil of pH 6.0 is 10 times more acid than pH 7.0.

Most turf grows best within a soil pH range of 6.0 to 7.0. However, many soils range in pH between 4.5 and 6.0. Turf grown on these acid soils do poorly. Many substances toxic to turf growth occur in the soil under these acid conditions.

Limestone applied to the soil removes these toxic substances and adjusts the soil pH up to the desirable range of between 6.0 and 7.0



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ACCESSORIES
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NEW— Model 146 DirectoValve.

For remote "on-off" control of spray nozzles and booms from operator's location. Operates on 12 VDC system. Pressure range from 0 to 65 psi. 1 1/4" NPT (F) spray line connection. Write for Data Sheet 16108.

NEW— Model 244 Electrical Regulating Valve

For remote pressure control in agricultural spray applications. 3/4" NPT (F) inlet and outlet conn. Operates on a 12 VDC system. Pressures to 100 psi. Write for Data Sheet 16994.

NEW— 3/4" and 1" Nylon Liquid Strainers

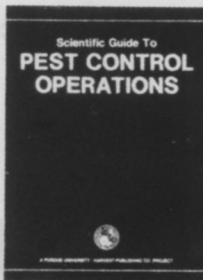
Strainer head and bowl made of reinforced Nylon material for pressures to 75 psi. Threaded bowl can be easily unscrewed by hand. Write for Data Sheet 15353.

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Scientific Guide To Pest Control Operations

by Dr. L.C. Truman
Dr. G.W. Bennett and
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Dr. Clyde Elmore: "Trichlophyr should be viewed as an additive material for broadleaf weed control."

down too early, and the May application was too late. He questioned whether the economics were there for the lawn care businessmen to shoot for 100 percent control of spurge.

Dr. G. Euel Coats, Mississippi State University, spoke on "Evaluation of Herbicides for Control of Virginia Buttonweed in Bermudagrass." He said that the best control was achieved with "Super D" — 2,4-D plus dicamba — and that the second best control was achieved with 2,4-D plus dicamba plus MCPP. He said two applications a month apart gave the best control.

Dr. Barbara Emerson, Union

Dr. Robert Schmidt: "Applications of pre-emergence herbicides in split applications at lower rates helps post-dormancy growth of bermudagrass."



Carbide Agricultural Products, Ambler, Pa., spoke on "Oxalis — Oxactly What Is It?" She said there is much confusion in identification of the different forms of oxalis, and that the troublesome weed can shoot seeds six feet and often achieve 94 percent germination.

Dr. Ray Dickens, Auburn University, spoke on "Herbicide Tolerance in Centipedegrass." He said that dormant turf of centipedegrass has less weeds, and that DSMA can give 100 percent kill. He said most damage was done to the grass when it was breaking dormancy.

Dr. Clyde Elmore, University of



Dr. Dan Hess: "The distribution and form of herbicides on plant surfaces do affect herbicide performance."

California at Davis, spoke on "Triclophyr, a Substitute or Additive for Broadleaf Weed Control." He said that triclophyr, trade named Garlon by Dow Chemical - U.S.A., Midland, Mich., was used primarily for brush control, but that his tests showed that it gave good control of hard-to-kill weeds such as oxalis. He also said that it was somewhat weak on some weed species, so that it should be viewed as an additive material to 2,4-D.

Dr. David Pate, Chevron Chemical, Ocoee, Fla., spoke on "Alternatives to 2,4-D for Lawn Weed Control." He said that bromoxynil looks fairly good in combination with MCPP and dicamba, but that it works slower than the traditional 2,4-D in this combination.

Dr. Wayne L. Currey, University of Florida, spoke on "Herbicide Selectivity of St. Augustinegrass." He said that 50 percent of the home lawns in Florida were St.

Augustinegrass, and the rest were bahiagrass, bermudagrass or zoysiagrass. He said that 2,4-D tolerance was pretty good with Floratam St. Augustinegrass, and that MCPP gave a little more injury. He stressed that whenever applying herbicides to a warm-season turf, the turf should not be



Dr. Wayne Currey: "When applying herbicides to warm-season turf, the turf should not be mowed too closely, or injury can result."

mowed too closely, because it produced more injury on the turf.

Dr. Dan Hess, Purdue University, spoke on "Can the Distribution and Form of Herbicides on Plant Surfaces Affect Performance?" The overall answer to the question was "yes." As for the

effect of surfactant use, he said that adding even a small amount increased the coverage of the herbicide, but that the distribution goes to a certain point and does not increase. Additional amounts of surfactants do not allow better coverage, but provide better action on breaking down the cuticle, and a better action is achieved.

Dr. Barry C. Troutman, ChemLawn Corp., spoke on "Weed Control from the Lawn Care Perspective." He said that weed control was the number one complaint of homeowners. He suggested that lawn care businessmen should tell their customers up-front which weeds they cannot control as effectively, and that weed "control" and not "eradication" should be stressed.

He said that homeowners mow their lawns "low and way too low," too infrequently, use very dull blades and remove clippings when they should not. He said jokingly that in Detroit, "home-

Dr. Ray Dickens: "Most herbicide damage is done to centipedegrass when it is breaking dormancy."



owners don't have any wheels on their mowers, and the money they save in wheels is invested in baggers."

He also said that thatch is a "time bomb waiting to go off, that there are not enough dethatchers in the U.S. to handle the problem." He suggested that lawn care businessmen should keep fertilizer levels as low as they can to get results, because of the thatch problem.

Dr. Troutman and Dr. Bobby G. Joyner, Plant Diagnostic Labs, ChemLawn Corp., were organizers of the event.

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The cost of a weak EPA

What would normally bring a sigh of relief from the chemical industry — the spate of budget cuts to the Environmental Protection Agency — has instead aroused fears that the industry may

suffer from the costs of government disorder.

Since Anne Gorsuch took over as head of the agency in May, she has been asked to trim the agency's budget an additional 12 percent on top of the 12 percent already trimmed in the first round of the cuts. And, according to agency officials, Mrs. Gorsuch has now proposed an added 20 percent cut for the fiscal year beginning October 1, 1982.

The cuts, along with a number of top-level resignations and a proposed personnel cut of some 3200 employees, have caused many government officials to wonder if the agency's effectiveness will be crippled. "In the late seventies, society made a fundamental decision in statutes that the government will control the toxic side effects of the chemical revolution," said William Drayton, former assistant administrator of the agency and chief budget officer under President Carter. But the proposed cuts, he said, "mean that it will not happen."

While the lawn care industry may benefit to

some degree from these budgetary omissions, there are many in the chemical industry who fear that the cuts may bring conflicting regulation at state and local levels. "We're nervous about what this means," one business lobbyist told *Business Week* magazine. "We do not want to deal with 50 EPAs."

The point should be taken in earnest by members of the lawn care industry. Many of the industry's legal battles over the use of silvex, 2,4-D, Dursban, and Diazinon are being fought at the city and state level. Oftentimes, local rulings can be exasperating and one-sided. And many times they are made without adequate notice to interested parties.

While the EPA may end up costing the industry millions in federal standards, an agency without adequate direction may end up costing the industry more in terms of future uncertainty.

Paul Sho. Clodney

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Court rules employe gag order violates public policy

A recent case concerning the Meat Inspection Act has implications for the Occupational Safety and Health area.

The employer in question promulgated a work rule which stated that an employee who had possible complaints regarding employer violations of the Meat Inspection Act was required to report the complaint to his supervisor instead of to a United States Department of Agriculture inspector.

Failure to follow this procedure would result in disciplinary action. A United States District Court ruled that the employer's rule violates public policy because if management fails to correct a continuing, serious problem and an employee is afraid to take the personal risk of violating the employer's rule, the consuming public will ultimately suffer.

A similar situation could arise if a lawn care employer enacted a rule requiring an employee to bring potential occupational and safety hazards to the employer's attention before reporting the matter to the Occupational Safety and Health Administration. It is likely that such a rule would violate the public policy of promoting a safe workplace.

Instead, lawn care employers should stress to employees that potential safety hazards should be brought to the lawn care employer's attention immediately so the matter can be corrected.

By eliminating the language requiring an employee to do this instead of speaking to an OSHA representative, a lawn care employer is likely to achieve the same result of knowing about a safety hazard before the federal authorities do.

National Labor Relations

The National Labor Relations Board broke new ground by requiring an employer to bargain with a union which never succeeded in achieving a majority of support from the employer's employees. In the case of *United Dairy Farmers Cooperative Association*, Teamsters attempted to organize and represent 30 drivers and helpers. The employer responded to this action with a variety of illegalities, including threats to close the plant, interrogation, discriminatory discharge of a union activist, payment of a cash Christmas bonus, threats of physical harm, and terminating the employees who refused to convert to independent contractors.

The union lost the representation election and never gained over 50 percent employee support from authorization card solicitations.

In situations where an employer commits illegalities during a union organizing drive or campaign which are so outrageous that a fair election can never be held, the Labor Board has the authority to order an employer to bargain with the union, even though the employees did not vote for the union.

However, this case establishes a

new principle: even though a majority of employees did not vote for the union and although a majority of employees did not designate the union by other means as the bargaining representative, the employer is still required to bargain with the union because the employer's unfair labor practices were so pervasive that the atmosphere for union organizing activity is permanently tainted.

Furthermore, the vote on the union issue was close: 14 against the union and 12 for it. Therefore, the Board reasoned that it is likely that the employer's activities affected the outcome of the vote, as a two vote difference would have meant a union victory.

What Happened to PATCO?

Remember the air traffic controller's strike? AFL-CIO unions have contributed over \$400,000 to the Patco Family Fund. Three unions each contributed \$100,000 — the UAW, United Steelworkers, and the Communications Workers. The UAW contribution came from the union's strike fund, which has a balance of over \$347 million.

President Reagan has unquestionably succeeded in "breaking" the strike, PATCO President Robert Poli lost control of his membership. His initial mistake was giving his blessing to a contract that 95 percent of his membership rejected — he completely misjudged the rank and file reaction to the agreement. Then, after the contract was denounced by his members, Poli provided no leadership for returning to the bargaining table which the government was willing to do.

New turf insect book is published

Destructive Turf Insects is the title of a new book by Dr. Harry Niemczyk, nationally known turfgrass entomologist who has worked closely with the lawn care industry over the years.

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