BRIEFS

DR. THOMAS JOINS CYANAMID
PRINCETON, N.J. — John H. Thomas, Ph.D., has joined the American Cyanamid Co. as senior product development manager for turf & ornamental products and new ventures. In his new position at Cyanamid's research and development facility here, Thomas will be responsible for technical product management of Cyanamid's turf herbicides: Pendulum herbicide, Image herbicide and Pendimethalin.

Thomas will oversee expansions and the registration of new uses and formulations of these herbicides.

NEW SHIPPING ADDRESS FOR JESCO
OKLAHOMA CITY, Okla. — Jesco Products, Inc., manufacturer of Fin High reel grinding compound, has changed its shipping address and telephone numbers. Shipments should be sent to Jesco, 204 N. Meriden, Suite 1, Oklahoma City, OK 73107. The new telephone number is 405-943-1721, while the new fax is 405-943-6783. The mailing address for Jesco remains unchanged: P.O. Box 57506, Oklahoma City, OK 73157.

RISE MEMBERSHIP SWELLS

RANSOMES PROMOTES SUNAWAY
IPSWICH, England — Andrew Sunaway has been appointed sales and marketing director for Ransomes, Sims and Jeffreys Ltd., parent firm to Ransomes America Corp. His responsibilities encompass the planning, development and coordination of Ransomes' commercial turf sales, national account, marketing and promotional strategies and functions in the UK, Asia-Pacific and Europe — all areas outside North America. Sunaway was formerly international sales and customer service manager for Ransomes.

Name change at Miles: It's Bayer
KANSAS CITY, Mo. — Its name is changing from Miles Inc. to Bayer Corp., but that's the only tangible change customers should see. Miles formally became Bayer Corp. on April 1.

"Our turf and ornamental customers who use Merit insecticide, Bayleton fungicide, Dylux and Tempo insecticides, Nemacur nematicide and Morestan miticide will still get the same quality products, customer service and added value they've come to expect from Miles," said Allen Haws, director of the Specialty Products Group.

Bayer has always been the parent company of Miles. The firm regained the rights to its name and trademarks in the United States, Canada and Caribbean after it acquired the North American over-the-counter business of Sterling Winthrop for $1 billion in September 1994.

Bayer Corp.'s presence in the United States, its biggest single market, dates back to 1865, making Bayer one of the oldest established chemical companies in the country.

While most Americans associate the Bayer name with aspirin, Haws said they will soon learn that Bayer is one of the largest chemical, pharmaceutical and imaging technology companies in the world.

Vicksburg Chemical Co. offers fax-on-demand product information
MEMPHIS — Vicksburg Chemical Co. has announced the availability of fertilizer application information via fax on demand with its new Vicksburg OnLine Services.

Superintendents across the country may access this information by calling 1-800-234-0173. Fax on demand is the newest fax technology. It is interactive, allowing anyone with a phone and a fax machine to request specific information, and have it delivered to their fax machine in a matter of seconds.

With Vicksburg OnLine, golf course superintendents may access a host of information via a toll-free number, 24 hours a day. Callers simply enter an order number for the requested information, then their fax number.


Also available are: Turf Products Technical Data Sheet, Spreader Setting Guide, Professional technical Data sheet, and Polyfeed Application Information.

Superintendents may request a full listing of available information and place orders by calling Vicksburg Chemical OnLine at 1-800-234-0173.

NEW PRODUCT OF THE MONTH
The Sand Star electric bunker rake from Smithco was the talk of San Francisco. In addition to nearly silent operation and no engine emissions, the Sand Star "E" requires no engine fluid. As a special feature, the Sand Star can be equipped with Smithco's exclusive finishing rake featuring blades made of Lexan polycarbonate, weighted to perform identically to traditional blades. The rear-mounted finishing rake is raised and lowered with virtually no sound. For more information on the Sand Star, contact Smithco at 215-648-4009. For more New Products, turn to page 66.

Early reviews on marketing pact favorable

By Hal Phillips
FRESNO, Calif. — Four months into their strategic marketing alliance, former irrigation competitors Buckner, Inc. and Hunter Industries report scads of satisfaction with their new venture, dubbed Legacy.

"We've got orders pouring in," said Jon Truttmann, golf marketing manager for Legacy. "We're shipping product today, as we speak. We feel it's been real successful."

Hunter's Rich Dunn, product manager for golf and large turf ro- tors, agreed with Truttmann.

"It's been a real positive situation for us," Dunn said. "Volumes have increased dramatically. Our order position has never been so good so early in the year. Before the alliance, Buckner and Hunter — while they come at the irrigation business from different angles — found themselves in the same strategic position. Looking up at Rain Bird and Toro. While each company was understandably proud of their places in their respective markets, future growth was limited.

"To be a real effective player in the golf irrigation market, you have to have the whole package — now we do," said Dunn. "It's been long recognized that Hunter has been a leader in gear-driven rotors, all irrigation products considered."

"On the other hand, Buckner has a tremendous history of manufacturing quality, versatile control systems from lower-cost solutions to sophisticated control systems to radio systems."

Continued on page 64

Dataline: Toll free service from Hunter
SAN MARCOS, Calif. — Irrigation professionals who have questions about Hunter products, or technical questions about installing irrigation systems, are now invited to call the new toll free Hunter Dataline: 1-800-733-2923.

Hunter customer service representatives are now available to an-swer calls Monday through Friday from 7:30 a.m. to 5 p.m. (Pacific time). This service is designed to as- sist golf course superintendents, landscape contractors, irrigation specifiers, including landscape ar-chitects and public agencies."

"Our turf and ornamental customers who use Merit insecticide, Bayleton fungicide, Dylux and Tempo insecticides, Nemacur nematicide and Morestan miticide will still get the same quality products, customer service and added value they've come to expect from Miles," said Allen Haws, director of the Specialty Products Group.

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