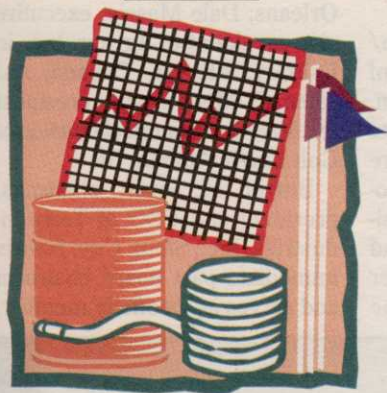


BRIEFS



CZERNIK MANAGING LASCO CENTER

WOOD DALE, Ill. — Lasco Fluid Distribution Products has opened a new 24,500-square-foot distribution center here. The new facility will serve plumbing, irrigation and industrial distributors in the Chicago area. Stan Czernik, formerly of Great Lakes Business Forms, has been named service center manager. Lyn Mojonier has been named customer service coordinator. In other Lasco news, the firm has named a new Southern California sales rep, Todd Chilton, who joins Lasco after nearly 14 years with L.R. Nelson Corp.



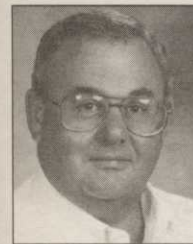
Stan Czernik

YUCHS JOINS CETCO

ARLINGTON HEIGHTS, Ill. — Colloid Environmental Technologies Co. (CETCO) has announced that Dr. Steven E. Yuchs has joined the company as manager of research and development for CETCO's laboratory facility here. Yuchs holds a bachelor's degree in chemistry from Northeast Missouri State University, Kirksville, and a doctorate in organic/organometallic chemistry from the University of Southern Mississippi, Hattiesburg.

UHS HIRES FRANCOIS, EXPANDS MARKET

HOUSTON — Ernie Francois has joined the staff of United Horticultural Supply (UHS) as a sales representative, servicing the Professional Turf and Ornamental Industry here and the Southeast Texas market. Francois will be an integral part in the development of the newly formed Southern Division of UHS, which will now encompass New Mexico, Texas, Louisiana, Arkansas, Mississippi, Kentucky and Tennessee.



Ernie Francois

U.S. BATTERY NAMES V-P

CORONA, Calif. — U.S. Battery Manufacturing Co. has announced the addition of Nawaz Qureshi to its engineering department staff. Qureshi has been appointed to the position of vice president of engineering. He brings 29 years of experience in the battery industry to U.S. Battery.

Yamaha jumps into Tour sponsorship spotlight

By HAL PHILLIPS

MYRTLE BEACH, S.C. — Sometimes it's easy to spot a trend in the making. Witness the increasing number of golf industry firms which have secured national television exposure by sponsoring PGA and Senior tour events.

The latest is Yamaha Golf Cars, which has agreed to become the "sponsored by" sponsor of the Energizer Senior Tour Championship; Energizer batteries will retain its title sponsorship.

The move follows last month's announcement that John Deere would assume title sponsorship of the PGA Tour's Quad City Classic, heretofore known as the John Deere Classic. For the past three years, The Scotts Company has served in various sponsorship capacities with the Senior Tour's Tradition tourney.

While similar, Yamaha's decision sets it apart from Deere and Scotts, both of which have allied consumer divisions that will certainly profit from national television exposure. On the surface, the Senior

Tour Championship would appear to offer fewer synergies between Yamaha Golf Car Division and its parent company, Yamaha Motor Manufacturing Corp. of America.

The season-ending Senior Tour Championship, sponsored in part by Energizer batteries and Myrtle Beach Golf Holidays, features the top 31 Senior PGA Tour players and the top 16 MasterCard Champions (formerly the Super Seniors), many of whom use golf cars during competitive

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TFI elects IMC's Bueche chair

NEW ORLEANS, La. — Wendell F. Bueche, chairman of IMC Global Inc., has been elected to a 1-year term as chairman of The Fertilizer Institute (TFI). The election, which also included the selection of TFI's 1997 vice chairman and executive committee, was conducted during the association's annual meeting, an event which drew close to 1,000 industry representatives here.

During this meeting, TFI also elected Fritz Corrigan, president of Agriculture Group of Cargill Inc., to serve as TFI's vice chairman. Gary Myers was re-elected president and chief staff officer for the Institute.

Others elected to the executive committee were: Wendell F. Bueche, chairman and CEO of IMC Global in Northbrook, Ill.;

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NEW PRODUCT OF THE MONTH

John Deere's RZ 700 Tractor Mounted Injection System features 16 nozzles spaced 3 inches apart and ensures total coverage of 48 inches. This self-contained unit injects chemicals directly into the soil, penetrating the root system and eliminating drift and surface disruption. The unit can cover up to 64,700 square feet per hour, depending on ground speed, nozzle size and pulse frequency. The RZ 700 is compatible with John Deere compact utility tractor models 955, 970 and 1070.

Tractor makers push protection

In an unprecedented joint effort, North America's five leading tractor companies are working together to encourage tractor owners to have their older machines equipped with rollover protective structures (ROPS) and seat belts, in an effort to help reduce deaths and injuries associated with rollovers and runovers.

As an incentive to owners, AGCO Corp., Case Corp., Deere & Company, Kubota Tractor Corp., and New Holland North America, Inc. are making it possible to purchase ROPS and seat belts at the companies' cost.

This joint effort is aimed at reducing the two leading causes of death and injury to tractor operators. Statis-

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Toro Co. moves ahead with Hardie integration



BLOOMINGTON, Minn. — The Toro Co. has announced it has aligned its irrigation and international businesses, completing the first phase of the integration of the James Hardie Irrigation Group.

Rick Parod was named vice president and general manager of the irrigation business. In this role, Parod will oversee all U.S. irrigation sales, marketing, technical operations and after-market service for Toro and Hardie branded products.

TORO RELEASES 1ST-QUARTER FIGURES

BLOOMINGTON, Ind. — The Toro Co. has announced that earnings per share for the first quarter ended Jan. 31, 1997, met revised expectations on slightly lower sales. Toro posted earnings per share of 20 cents for the first quarter compared to 67 cents for the same period last year. Net earnings for the quarter were \$2.5 million compared to \$8.5 million during first quarter 1996. Revenues for the period were

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The Toro agricultural irrigation business, acquired as part of the Hardie deal, will remain separate from the combined irrigation business under the direction of Jim Shearer, agricultural irrigation business managing director.

Internationally, Toro is now organized around three regions of the world: Europe/South Africa/Middle East; Canada/Latin America; and Asia/Pacific. The international irrigation business will be integrated into this structure.

Richard Pollick will continue as vice president and general manager of the international business. Don Masini has been named managing director of sales, responsible for two world regions. Richard Walne is area director and head of the Asia/Pacific region. Phil Burkart was named worldwide marketing director and will manage marketing efforts of all world regions for commercial and irrigation products.

In other Toro news, the company has

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Lesco manufacturing moving to Ohio site

STREETSBORO, Ohio — Lesco, Inc. has announced it will relocate its equipment manufacturing operations from Sebring, Fla., to a new, 177,000-square-foot facility here. The plant will be operated by Commercial Turf Products, Ltd., the company's new joint venture with MTD Products Inc.

The new plant, purchased from Aquatech, Inc., will be available for occupancy in late Spring 1997. Production is scheduled to begin in mid-summer and it is anticipated Commercial Turf Products will employ up to 225 people within the next two years. Lesco has announced plans to close the Sebring manufacturing plant in October 1997.

The proximity of the Streetsboro site to several existing MTD facilities will enable the joint venture to minimize start-up expenses and to utilize manufacturing resources already in place. "We are excited about this development because it will enable us to begin manufacturing operations al-

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Lesco moving plant

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most a full year earlier than originally planned," said William A. Foley, Lesco's chairman, president and chief executive officer.

"In October 1996," said Ware H. Grove, vice president and chief financial officer, "Lesco announced an estimated fourth quarter charge of \$6 million in connection with formation of the joint venture and the repositioning of our equipment business. Lesco also completed a significant rationalization of its entire product line

during 1996. As a result of one-time charges that will result in a net loss for the year ended December 31. This step strengthens our balance sheet and positions Lesco very solidly for future growth."

Lesco has also announced that sales revenues for the year ended Dec. 31 reached a record \$312 million, 29.1 percent higher than 1995. Changes in accounting estimates and other non-recurring charges taken in the fourth quarter resulted in a net loss of \$2.3 million for 1996, compared with net income of \$4.8 million for 1995. Earnings per share reflected a loss of 29cents for 1996, compared with income of 59 cents per share in 1995.

TFI elects board

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Charles E. Childers, chairman/president, CEO of Potash Corp. of Saskatchewan, Inc., in Saskatoon, Saskatchewan, Canada; Fritz Corrigan, president of Agriculture Group, Cargill, Inc. in Minneapolis, Minn.; Al Giese, vice president, agronomy of Cenex/Land O'Lakes Ag Services in Inver Grove Heights, Minn.; Rene

Latiolais, president and CEO of Freeport McMoRan Inc., in New Orleans; Dale Massie, executive vice president of Agrium Inc., in Calgary, Alberta, Canada; and Allen C. Merritt, vice president fertilizer and chemical division of Golf Kist in Atlanta, Ga.

Burton M. Joyce, chairman, president and CEO of Terra Industries, Inc., Sioux City, Iowa is immediate past board chairman and serves as ex-officio member.

Toro merger

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announced its acquisition of OSMAC, a central irrigation control system for the large turf irrigation market, from Motorola, Inc.

Toro has acquired the exclusive marketing rights to the OSMAC control system, the OSMAC trademark, the OSMAC 4.0 software and a license to the proprietary communications protocol that drives field hardware. Motorola will continue to manufacture and supply Toro with components for OSMAC.

Motorola has manufactured OSMAC products and Toro has marketed them for more than five years. During that time, OSMAC has been installed on nearly 1,000 systems world-wide.

"We are very excited that we were able to reach this mutually-beneficial agreement with Motorola," said David McIntosh, office of the president, The Toro Co. "Toro is committed to providing solutions for today's turf managers, and OSMAC is an integral part of our product mix that helps us accomplish this goal."

Toro's 1st quarter

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\$209 million compared to \$211.5 million last year. The company also said integration of the newly acquired James Hardie Irrigation Group was on schedule.

Commercial equipment sales were flat for the quarter, reflecting continued field inventory management. Sales of equipment to other commercial customers and landscape contractors were also lower than last year.

Sales of irrigation products increased 55.1 percent due primarily to the addition of Hardie Irrigation. Toro's core irrigation product sales were down for the quarter as a result of wet weather conditions and field inventory adjustments.

Toro international sales continued to be strong with a 37.1 percent increase due in part to the addition of Hardie international sales. Toro's core international business also increased led by sales of commercial equipment products to golf courses, particularly in the Pacific Rim and sales of consumer products to Canada and Australia.

The Winning Edge

REWARD® EDGES OUT GRASS AND BROADLEAF WEEDS FAST.

REWARD Landscape & Aquatic Herbicide gives you the

winning edge you need in your grounds maintenance weed management program.

A non-selective, highly active contact material, REWARD is designed to help you manage tough weed problems on your golf course. REWARD provides quick, effective control against both grass and broadleaf weeds. Once it's applied,

you'll see results on weeds in as little as one day. At last, you get the kind of fast control that other herbicides—like Roundup—can't even begin to deliver.

REWARD is also the one herbicide you can use with confidence on trimming and edging anywhere on your course. Since it binds quickly to the soil, REWARD doesn't leave biologically active soil residue, making it ideal for edging around trees, shrubs, flower beds and other ornamental plantings. Or apply it along cart paths, around sprinkler heads or other areas where translocating herbicides, such as Roundup, just aren't desirable.



ZENECA Professional Products