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1973 F.A.N.N.I.E. Award Presented To Bryson James

The 1973 F.A.N.N.I.E. "Man of the Year" Award for dedicated service to the nursery industry was presented by the Florida Associated Nurserymen to Dr. Bryson L. James.

James has served the nursery industry for many years and presently is professor and director of the University of Florida Agricultural Research Center in Ft. Lauderdale. He is leaving this position, however, in April to establish a private consulting service for nurserymen and plans to relocate in McMinnville, Tennessee.

Agr. Chemical Association Sells Education Kit

The National Agricultural Chemical Association (NACA) believes that pesticide safety starts at home.

The NACA has introduced a series of 25 color slides and a prerecorded tape cassette home pesticide safety program.

Green Industry firms can use this kit to help community groups, youth organizations and individuals in local safety programs to develop awareness of individuals' responsibility in home pesticide safety. The price of the kit is $11.95.

For more information contact: Safety Division, National Agricultural Chemical Association, 1155 15th St., N.W., Washington, D.C. 20005.

Safety And Health Changes Proposed By OSHA

OSHA has proposed new rules that would set procedures for the submission and consideration of certain required changes in state job safety and health programs.

Under the Occupational Safety and Health Act of 1970 and OSHA rules, state plans must contain assurances that as changes are made in Federal standards or enforcement procedures, corresponding changes will be made in the state programs so they will continue to meet the test of being "at least as effective as" OSHA's program.

Under the proposed rules, states would submit change supplements to OSHA Assistant Regional Directors for review and approval:

— generally within 30 days, when OSHA has issued or modified a job safety or health standard covering an issue in the state's program;
— when enforcement policies or procedures are revised or when legislative or regulatory changes have been made in the OSHA program, including recordkeeping and reporting requirements.

The rules also would require states to adopt emergency temporary standards within 30 days of OSHA issuance unless the state program does not cover that issue or unless the state shows there is no occupational exposure to the hazard within the state warranting an emergency standard.

Since state programs may include standards covering hazards for which there are no comparable Federal standards, revocation of an OSHA standard would not require revocation of a comparable state standard unless the state chose to do so.

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1973 F.A.N.N.I.E. “Man of the Year”, Bryson James, with award.

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ALAN G. KIRK appointed assistant administrator for enforcement and general counsel of the US Environmental Protection Agency. He is charged with the planning and operations of the overall enforcement program and is also principal advisor to the administrator and the agency.

VICTOR A. SCHUR joins Abbott Laboratories as a microbiologist. He will be responsible for laboratory aspects of disease monitoring and diagnosis at the division's Avian Diagnostic Lab. Other appointments include MARVIN H. ALPHIN as district manager of agricultural chemicals and ROLAND M. FORD as director of international marketing and sales.

D.E. ANDERSON appointed general sales manager for the municipal and industrial service equipment division of FMC Corp. In other company moves JAMES B. TYLER promoted assistant director of manufacturing; WALTER KAZMIERZAK appointed field service engineer.

EBEN D. "BUCKY" GODBOLD, HOWARD G. STAHR and ALLEN A. HAYNER join Thompson-Hayward Chemical Co. as agricultural sales representatives.

DR. ROGER N. COUTURE named to head herbicide and plant growth regulant research and development at CPI Biological Research Center, Durham, New Hampshire.

C.R. POWELL named president of Diamond Shamrock Chemical Co. He succeeds WILLIAM H. BRICKER who was appointed chief operating officer.

RICHARD V. CARR appointed development manager in agricultural business group of Velcisol Chemical Corp. DANIEL W. HOLLINGSWORTH named railroad vegetation control specialist for the corporation.

ROGER E. YOUNT II named assistant editor of "Weeds, Trees and Turf," He was formerly a publicist with the Ohio Department of Natural Resources.

THOMAS F. MCGRAIL appointed national sales manager of the specialty chemicals division of ICI America, Inc., in Wilmington, Del.

JOHN CULBERTSON joins Nunes Turfgrass as sales representative in Southern Calif.

DAVID WOOLF promoted to manager of marketing services at Davis Manufacturing Div., of J. I. Case. He will be responsible for all company advertising, sales promotion and product education.

ROBERT MUIR GRAVES elected president of the American Society of Golf Course Architects. He succeeds ELLIS MAPLES.

JESSE J. CROOK named weed control supervisor for Maryland. He replaces IAN WEDDERSPOON who left MDA to take a position in private industry.

JOHN F. SCHROEDER has been appointed marketing manager and MARIO DIBENEDICTIS named sales manager of construction products division of W.R. Grace & Co.

ELLEN POWLEY promoted to marketing co-ordinator of Melnor Industries. Her responsibilities will include development of marketing programs, co-ordinating projects, working with sales agencies and assisting in all phase of sales and marketing operations.

NORMAN W. HARRIS III promoted to director of management information systems and long-range business planning for Toro Co.

Energy Conservation Tips Available From Toro Co.

While the energy shortage may be causing higher prices and upsetting turfgrass maintenance programs, it also represents an opportunity for improving management procedures and operational techniques.

A new energy conservation "tip sheet" by Toro Co. offers suggestions for evaluating and adjusting managerial and operational procedures under five headings: budget, facilities, equipment, turfgrass and people.

It points out that fuel costs represent only two to three percent of operating budgets for turfgrass maintenance but that labor costs average between 65 and 70 percent. Consequently, it suggests, doubling or even tripling of fuel costs can be offset by more efficient management of the labor factor.

Capital expenditures for higher capacity, more efficient mowing and irrigation equipment are suggested as one step for reducing both labor and fuel costs.

Also suggested is a retraining program in mowing techniques and equipment operation and adjustment.

Watson views the energy shortage as a positive force for improving efficiency in all aspects of turfgrass maintenance. "It introduces a new element of challenge that necessitates both the learning of new skills and procedures and a more disciplined utilization of skill levels and proven techniques," he said.

Lessons learned from meeting the challenges caused by the energy problem, he said, will make a long-lasting beneficial contribution to the quality of life in America.

Copies of Energy Conservation Tips are available by writing: Dept. EC, The Toro Company, 8111 Lyndale Avenue South, Minneapolis, Minn. 55420.

Recent Herbicide Study Detect Minute Runoff

According to researchers R. L. Rogers, G. H. Willis, T. G. Hargruder and J. L. Kilmer of the Louisiana Agricultural Experiment Station, Baton Rouge, only minute quantities of linuron (Lorox) and diuron (Karmex) were found in a recent study of runoff waters.

The study was conducted on a series of test plots—24 feet by 200 feet and graded to a slope of 0.15 percent—all at one location in the lower Mississippi River alluvial flood plain. The soil type in the test plots varied from a commerce silt loam to a mhoon silty clay loam. Linuron 2.0 lb ai/A, and diuron 0.75 ai/A, were applied broadcast as pre-emergence surface treatments, and the linuron and diuron plots were planted to soybeans and cotton, respectively.

Results of the study, the authors reported, indicate that there is usually little surface drainage water from fields in this area in late spring and early summer.

Generally, the researchers noted, there was a progressive decrease with time in the amount of herbicides detected in runoff water. Exceptions to this occurred when heavy rainfalls followed light rainfalls. And approximately three months after application, the researchers concluded, the quantity of herbicides in surface drainage water had decreased below the point of detectability.

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Applications can be programmed because of predictable performance.

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Mass Nursery Marketer Has Place In Industry

"The mass marketer holds a legitimate and important place in the nursery industry, and, in the long run, will exert a healthy influence on that industry," said Robert F. Lederer, executive vice president of the American Association of Nurserymen.

"I have discovered that a great number of people look on mass marketing, multi-outlet retailers as some sort of mysterious threat. Some retailers seem to consider them a dangerous kind of competition; some wholesale growers consider them a complicated, demanding disturbance in their traditional distribution pattern. But as one grower said to me, 'It surely doesn't make sense to put your head in the sand and hope they'll go away.'

"The garden center operator can learn some good things the mass marketers are doing which he can add to his own kind of operation. And he can learn what the mass marketers can never offer their customers which will set him apart as a dominant influence in his own sales situation," Lederer said.

A survey, conducted by the association, of multi-outlet retailers and wholesale growers, showed that mass marketers prefer to deal in a limited variety of plant materials...most priced at $10 and less. Garden center operators should not ignore that part of the market, cautions Lederer, but it is certainly not where the big action is. The major purchases, the landscaping advice and service, the planting instructions and materials to go with it all are the business of the traditional garden center. In that respect, there is just no competition between them and the multi-outlets.

This same survey produced some interesting facts for those wholesale growers who want to expand their sales into the mass marketing field. "If the grower does want to build that part of his business," points out Lederer, "he has to listen to what the mass marketer wants. They want better record keeping of sales and demands, with information made available to them as they make their purchases. They want to have all materials they purchase labeled at the source. They want the industry to provide them with sales training and maintenance training materials. They want, probably more than anything else, an improvement in delivery arrangements and procedures."

"What can the mass marketer learn from all of this?" asks Lederer. "That he is a part of the nursery industry and shares its problems, and that it is about time he began to feel a part of it. He has much to gain by pitching in with others in the industry to help solve some of our problems. He has much to offer. He should serve on committees and join associations. The nursery part of the business can be the most profitable part if he will treat it properly, staff it adequately, and watch it carefully. After all, he has joined the industry that offers the public 'Nature's Gift' and 'Green Survival' and, in part, it does 'depend on him.'"

Wholesale growers in the nursery industry have an important, demanding, lucrative market for the sale of their products to the multi-outlet operations — without sacrificing any of the quality and service they provide to nursery garden centers. Nursery garden centers profit from the sales stimulation provided by the advertising and point-of-purchase availability of certain nursery products through mass marketers, and profit from some of the marketing techniques developed by the multi-outlets, without losing their competitive advantage.

"Multi-marketers do not represent a threat at all in the final analysis," says Lederer, "but a beneficial step in the progress of the total industry."

Chemical Weed Control Results In Cleaner Air

Use of chemical weed control is resulting in cleaner air and a better environment, reports Dr. Walter Gould, weed physiologist with New Mexico State University, Las Cruces.

Gould's research on brush control in New Mexico has shown a dramatic reduction in blowing sand where good brush control has been obtained. The amount of blowing sand collected in sand traps in unsprayed mesquite has been about 20-fold greater than the amount collected in continuous areas where the mesquite has been controlled.

Formerly good grassland has turned to mesquite sand dune sites with extensive areas of nearly barren ground between the dunes, Gould explained. These areas are a source of blowing dust whenever the wind velocity exceeds 20 miles per hour.

Controlling the mesquite with aerial applications of 2,4,5-T at low rates has permitted perennial grasses and annual forbs to grow between the sand dunes. This plant growth reduces the wind velocity at the soil surfaces and reduces the amount of blowing dust.

HELP WANTED

SUPERINTENDENT OF MEMORIAL PARK A leading midwest cemetery organization desires the services of a high calibre person with capabilities and standards that will justify earnings of $15,000 to $18,000 per year. The position requires the ability to hire, supervise and train personnel in handling the internment service, maintenance of turf, nursery, buildings and fleet equipment and in land development. Proven ability necessary in labor supervision and relations with the public. Close communication with management will provide the support necessary for success. Send hand-written resume, in detail of the above mentioned subjects that would indicate your practical experience. Box 114, Weeds, Trees & Turf, 8600 Detroit Ave., Cleveland, Ohio 44102.

GREAT OPPORTUNITY FOR THE MAN WHO LIKES TO BE HIS OWN BOSS!

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trenchers, backhoes, loaders. At least 
25 years old, with desire to become 
key man in progressive company, 
Spanish speaking preferred. Weekly 
top salary, company truck, paid insu-
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HORTICULTURE INSTRUCTOR. 
Able to teach Landscape Construc-
tion, Design, Turf Establishment, 
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ing of horticultural equipment. Full 
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Preferred B.S. degree and minimum of 
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Prefer college grad. with experience as 
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Department B. S. plus minimum 5 
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your backhoe converts your backhoe 
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Send $17.50. Lupton Tree Service, 
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ARPS stump cutter teeth. top qual-
ity and best price in U.S.A., D. J. 
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FOR SALE: Jacobsen E-10 Tractor with 
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MISCELLANEOUS

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prepare for state certification. All 
answers fully explained. More than 
500 pesticide answers are already ahead of you! $7.50/copy. 
Write: Austin M. Frishman, 30 Miller 
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USED EQUIPMENT

FOR SALE: Bean Roto Mist 301 
trailer mounted, tandem axle elec-
tric brakes—30 gallon tank—very 
good condition. No longer doing 
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Brookside Heaven, Farmingdale, 
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FOR SALE: Sprayers; used and 
new—hydraulic and mist, all makes. 
Reconditioned pumps—Bean Royal 
20, 35, and 55. Used Rotomist parts. 
Phone: Normandy 2-3507 or write: 
Ralph McFarland, 209 Pleasant 
Place, Ann Arbor, Michigan 48104.

FOR SALE: Sprayers; used and 
new; hydraulic and mist, all makes; 
Royal 20, 35, and 55. 200 gallon tank, 12 hp, Mist Sprayer. Big 
Gallon Minute Pump. Tico Wade 
pumps, $360. Phone: 313 665-338 or 313 662-3507. Write: 
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70 PIECES—30" x 4" aluminum ir-
rigation pipe. Tico-Wade couplers. 
Risers and sprinklers available. 4 
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FOR SALE: John Bean sprayer—14 
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1971 VERMEER LOG CHIPPER 
model 604, diesel engine, 600 hours, 
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SKID-MOUNT SPRAYER, like new, 
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BEAN SPRAY RIG, 25 GPM, 300 
gallon, hose, gun, on '58 Ford F350— 
good condition, ready to work, $600, 
sprayer alone $550. Phone (N.J.) 201 
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"So far, this old Yazoo has saved me $28,000 in payroll"

"I bought it ten years ago; it replaced a 42" belly-slung tractor.

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"The trimming ability of this mower is remarkable. It can mow a 360-degree turn around the trees, without scoring the bark, as we did with the belly-slung mowers. We use it to trim 90% of the lake banks.

"In 1969 I replaced a flail with a second YR-60. Switching to the two Yazoos is saving me $5,600 a year in payroll. They also free the regular men to do jobs that used to get neglected. Mowing doesn't dominate our time the way it used to."

The YR-60 will cut up to 18 acres a day. A Yazoo will mow under shrubs. Under guard rails. Around poles in one pass. Along walls. In and out of ditches. In high grass or low. You don't follow up with a trim mower and another man.

The reason: it's designed around the Yazoo Transaxle, the only power train specifically designed for mowing operations.

Now in 76-inch, 60-inch, 48-inch, 42-inch and 36-inch cuts. Original cost is about half of comparable machines. Call or write; we'll arrange a demonstration on your home turf.

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NOTHING FOR SOMETHING . . .

that' what two enterprising Soviet bottlers hit upon. They decided to save money (and rook the Russian consumer) they would leave out the fruit flavor in making bottled fruit juice. Then they'd pocket the money earmarked for buying the fruit. Not exactly a cat and rat story, because when the Kremlin discovered the ploy, the bottlers were executed. Moral: the head comes off when the flavor is gone.

AMERICAN BUSINESS PRESS recently engaged the services of a research firm to investigate the effectiveness of advertising undertaken by industrial firms. A few of the conclusions drawn from the survey are: Advertising creates product awareness and as a result can and does generate sales. The cost per sale can be significantly reduced via business paper advertising. Companies which maintain their advertising in recession years do not suffer as severe a let-down as those who curtail their advertising. There is no overall formula that tells management when to increase or when to decrease the ad budget. Nor is there a formula which will absolutely predict the return to be expected on a given advertising investment.

LET'S SAY IT ONCE and make it stick. Research conducted by Penn State University shows that plants usually take up essential nutrients as inorganic forms. Thus, if soil nutrients are applied in organic form, the nutrients must first be converted to inorganic form in the soil before being absorbed by plants. This means that plants produced on organically-fertilized soils are not necessarily of higher nutritional quality than plants grown with the use of inorganic fertilizers.

Caution: Penn State says that this does not suggest that organic material is of no value. Quite the contrary. Organic fertilizers improve soil characteristics such as water-holding capacity, tillability, and rain absorption capacity. Applying waste materials to the soil provides a means of recycling waste to improve environmental quality.

RAINFALL contributes an average of 6.47 pounds of nitrogen per acre each year in an area where annual precipitation is about 30 inches. So

WEIGHT AND FUEL ECONOMY work inversely to each other when it comes to your car. As weight increases, fuel economy goes down. Optional equipment is another limiting factor. Fortunately, the wise folks at EPA have attempted to uncomplicate the complicated. They've issued a short bulletin "miles per gallon" that gives guidelines to all new prospective auto purchasers. You can also obtain a copy of the test results for 1974 cars from EPA by writing: Fuel Economy, Office of Public Affairs, U.S. Environmental Protection Agency, Washington, D.C. 20460.

PRUNE NO MORE is the word from the British. A new patented chemical applied on certain street trees such as European limes, poplars and London planes stops unwanted growth for a full 12 months. This is what Burts and Harvey, Ltd., who manufacture Burtolin, claim. They report that 10 years of testing have produced no adverse affects. In fact, they claim that repeated applications over several years greatly improved the appearance of trees.

SHADES OF CHURCHILL, those fellows at Burts and Harvey, Ltd. have another labor saver. This one is called Regulox W. It slows down the rate of growth of turfgrass. According to the manufacturer, the chemical reduces grass cutting to as little as once a year. Improved Regulox W has been undergoing intensive testing for the last three years. Already several leading local authorities in the north of England have used the chemical and have achieved substantial savings — up to 80 percent.

Clever Chart Tells All

Wall charts can be one of the best educational devices available for teaching members of your labor force. They provide a replay of information learned in courses or textbooks, and they make the person reading them an instant expert on the subject of the chart.

A new wall chart is now available from the agricultural division of Ciba-Geigy Corporation. It's called "Insects That Sting." It provides illustrations and descriptions of the insects which most commonly cause serious allergic reactions in humans. Included is a description of each insect, where it is most commonly found and how to identify and treat its bite or sting. It also includes valuable information on identifying and treating allergic reactions to sting, reducing the chances of being stung, safely removing insect nest and a special section on avoiding mosquito bites. Ouch!

Dr. Richard L. Miller, extension entomologist at Ohio State University and medical entomologists Margaret A. Parsons and Dr. Richard L. Berry of the Ohio Department of Health, prepared the text and charts.

Up to ten copies of "Insects That Sting" are available at no cost by writing to: Agricultural Division, Ciba-Geigy Corporation, ATTN: Betsy Wood, P.O. Box 11422, Greensboro, N.C. 27409.

Beautiful turf is no accident. Make it happen with Acti-dione® 4-season disease control

The old saying that beauty is more than skin-deep is nowhere more applicable than on a golf course. Beautiful turf will not retain its beauty unless it remains healthy. In addition to normal wear and tear from golf play and stress from variable weather conditions, fungi are an ever-present health threat to turf. There’s little you can do about golf play and weather, but you can control fungal diseases. An effective, economical way to combat fungal growth all year long is to use Acti-dione® Thiram and Acti-dione TGF® in a four-season disease control program. With fungi out of the way, turf has a better chance to grow strong and healthy — to resist weed infestation, to bounce back from injury and to survive adverse weather conditions. See your TUCO distributor today for complete information and assistance in planning a four-season disease control program with Acti-dione turf fungicides.

Brown patch heads summer diseases

Brown patch is a prime summer threat because it thrives in warm weather. Acti-dione Thiram, applied weekly, controls not only brown patch, but also dollar spot, melting-out, fading-out, leaf spot, rust and powdery mildew.

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