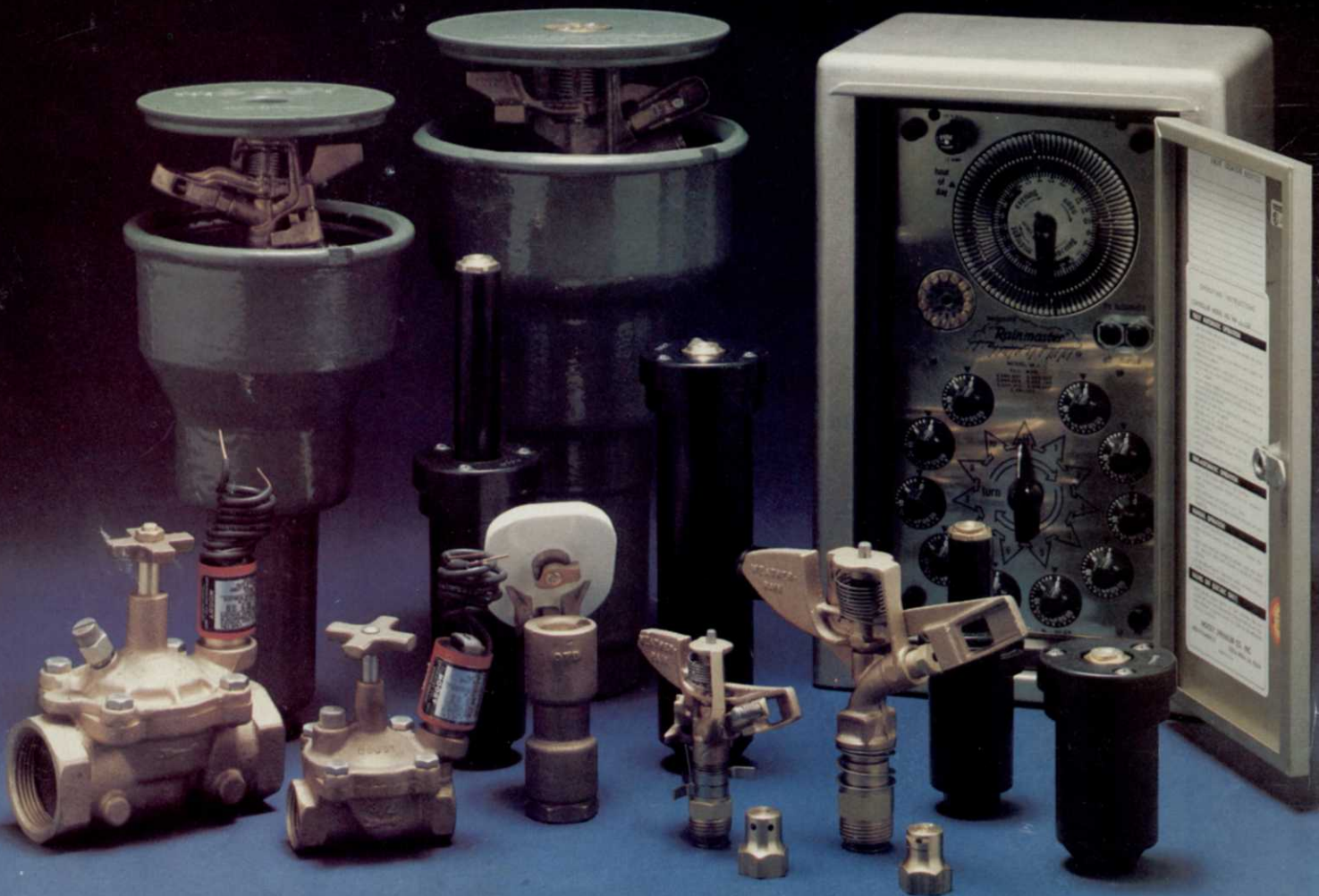


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NOVEMBER 1977, Vol. 16, No. 11

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Revegetation: Putting the Puzzle Back Together 14
As energy surpasses natural landscape in national importance, the demand for revegetation and reclamation services will skyrocket. There is a place for the landscape contractor in this development.

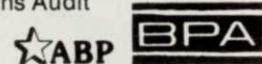
Fungus Blamed for Oak Decline in South 18
A hard-to-detect fungus disease is slowly killing oaks and other tree varieties in the South. A Texas researcher claims to have found a solution through tests on the Texas A&M campus.

Preventing Injury to Frosted Turf 25
Foot and vehicle traffic on golf courses, athletic fields, and other turf should be restricted during frost conditions to prevent damage.

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Nurserymen Create National Marketing Plan

Take a guess. What percentage of homeowners or businesses realize the value of a properly landscaped lot? My guess is 20 percent or less. Out of those who do realize it, only a few actually make the investment in ornamentals, trees, and other landscaping devices to achieve an attractive result.

Market penetration appears fairly shallow wouldn't you say?

Something is needed to educate all these potential customers to the value of landscaping, something on a national scale and at a modest cost to industry members who would benefit tremendously by it. Just look at the results a few large lawn service companies obtained through national advertising.

Why hasn't this happened for nursery products? Primarily because we lack the very large, national companies present in lawn service. We thus lack the national advertising and image building programs necessary to encourage homeowner and business investment in proper landscaping.

The **American Association of Nurserymen, Inc.**, is going to do something about it. It has come up with a plan to provide the national exposure needed, plus the market research to effectively direct promotion.

The plan takes form under the name **Nursery Marketing Council**. A voluntary national marketing pro-

gram, NMC will receive its financial support from contributions based upon ¼ percent of plant material invoices of participating wholesalers and from contributions by their customers.

Under the management of the American Association of Nurserymen, NMC will supply the nursery industry with professional market research and analysis, to be followed by an advertising and public relations program to increase the sale of plant material and related products.

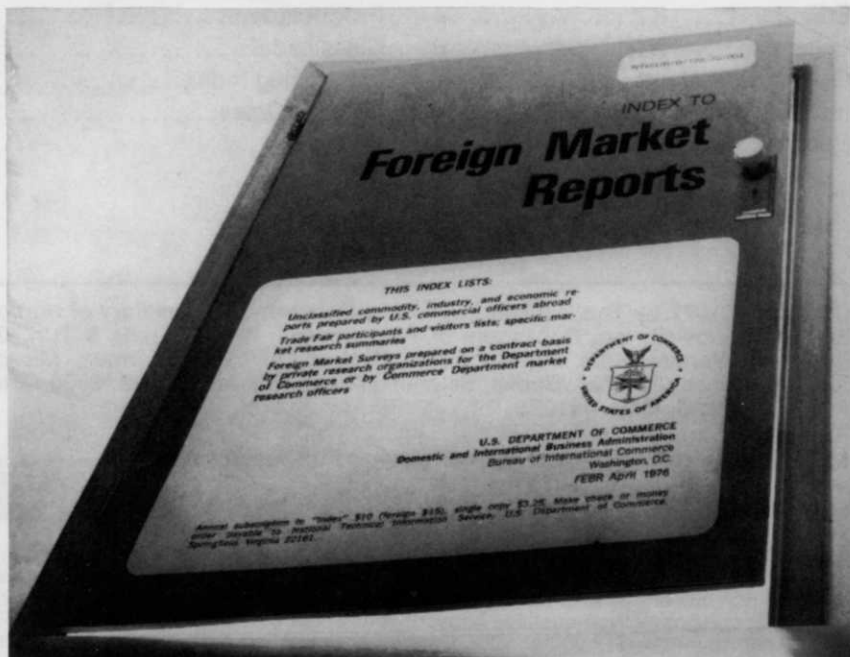
The association will direct NMC's programs to **benefit not only the nursery industry, but also all businesses that serve to support and enhance nursery products.**

We think it is a very worthwhile cause. We also believe it presents **an opportunity for landscapers to piggy-back on national promotion with local advertising of their own.**

NMC is just beginning its research work. Promotion will not begin likely until the end of next year or possibly 1979. We urge you to support it through your nursery wholesaler and to prepare a local marketing plan of your own to go into effect at the same time NMC's promotion goes national.

Bruce F. Shank

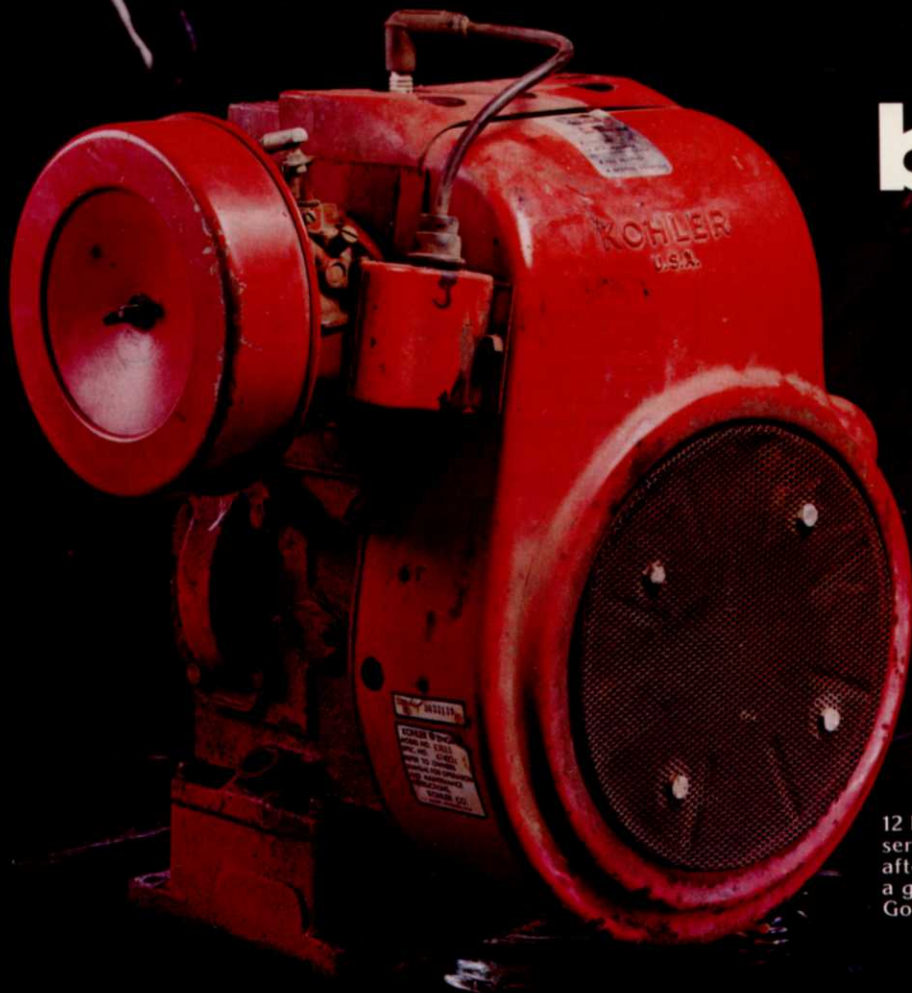
If you're into exporting, or about to take the plunge, this could be your market research department.



It's your guide to one of the most useful libraries in the world. And it's issued by the U.S. Commerce Department on a monthly basis. Inside, you'll find a list of reports containing a wealth of information for the overseas marketer. Spot news; timely surveys of industrial, commodity, commercial and economic conditions in more than 100 countries; in-depth market research performed by the Commerce Department or private research firms overseas; as well as reports sent to Washington by U.S. Foreign Service Officers. For a free sample, write Secretary of Commerce, U.S. Department of Commerce, BIC-10B, Washington, D.C. 20230.

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Letters

Directory Corrections

A number of errors slipped through our hands and into the September Manager's Guide to Chemicals and Supplies. Please note the changes in your directory.

Great Lakes Biochemical Co., Inc.

We would appreciate your notifying your readers that Great Lakes Biochemical Co., Inc. of 6120 West Douglas Avenue, Milwaukee, WI 53218 are manufacturers of liquid Algimycin® PLL-C and Slow Release Algimycin® PLL-C (a tablet) and than information about these products can be obtained by writing to us.

Agtronics Manufacturing Co.

It has come to our attention that in your September issue of Weeds Trees & Turf, on page 3 D, you have our company's address listed as 1560 State Street, Barstow, Calif. This is no longer our correct address.

We are now located at 756 Lakefield Road, Westlake Village, California 91361. Any further reference should be directed to this address.

Drexel Chemical Co.

In the September issue The Ansul Company is still listed as a producer of herbicides and growth retardants.

Earlier this year Drexel Chemical acquired the non-arsenical agricultural products (about 20 labels) from The Ansul Company. Included in the list was the growth retardant, "RETARD". Ansul discontinued production and sale of their agricultural product line the end of 1976 although they are still negotiating the sale of their brand names and labels for the arsenical herbicides.

We would appreciate being listed in future guides as the producer of growth retardant, "RETARD". Our address is Box 9306, 2487 Pennsylvania St., Memphis, Tn. 38109. (901/774-4370)

Royer Foundry & Machine Co.

On page 23-D, of your September issue, you list Royer Foundry & Machine Co. as a manufacturer of Brush Cutters, Chippers, Shredders and Woodsman Land Clearing Machines. On page 39-D, under the heading of Shredders, Royer isn't listed. Please, before using any such listings again, make the correction required. Shredders are the major products of Royer and it's downright embarrassing to see that they aren't even listed as manufacturers in WEEDS, TREES AND TURF.

Ditch Witch Equipment Co.

Ditch Witch is located in Perry, Oklahoma, not Perry, Ohio, as it was listed in your directory.

Par ex® distributors
PROFESSIONAL PRODUCTS

Capitol Nursery Supply, Inc.
Phoenix, Arizona 85005
602/272-5508

Swift Agricultural Chemicals Corp.
Los Angeles, California 90023
213/264-5800

Foster-Gardner, Inc.
Coachella, California 92236
714/398-6151

Foster-Gardner, Inc.
Anaheim, California 92801
714/761-2521

Agri-Turf Supplies
Santa Barbara, California 93101
805/963-3691

Abate-A-Weed
Bakersfield, California 93308
805/589-0615

Robinson Fertilizer Company
Orange, California 92666
714/538-3575

Wilbur-Ellis Company
Chula Vista, California 92012
714/422-5321

Caceres Chemical Company
Los Angeles, California 90046
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Moyer Chemical Company
San Jose, California 95108
408/297-8088

Moyer Chemical Company
Santa Ana, California 92707
714/549-2871

Agri-Chem, Inc.
Ft. Lupton, Colorado 80621
303/288-4281

Avon Cider Mill
Avon, Connecticut 06001
203/677-0343

Swift Agricultural Chemicals Corp.
Winter Haven, Florida 33880
813/293-3147

McMullen Feed Store
Clearwater, Florida 33516
813/446-5961

Swift Agricultural Chemicals Corp.
Pompano Beach, Florida 33060
305/772-5550

Swift Agricultural Chemicals Corp.
Atlanta, Georgia 30304
404/955-0774

Lawn & Turf, Inc.
Conyers, Georgia 30207
404/483-4743

Swift Agricultural Chemicals Corp.
East St. Louis, Illinois 62201
618/271-5650

Turf Products, Ltd.
West Chicago, Illinois 60185
312/668-5537

Turf Management Supply Company
Rockton, Illinois 61072
815/624-7578

Paarburg Chemical Company
South Holland, Illinois 60473
312/474-3086

Olsen Distributing Company
Barrington, Illinois 60010
312/381-9333

Professional Turf Specialties
Bloomington, Illinois 61701
309/829-5031

Indiana Seed Company, Inc.
Noblesville, Indiana 46060
317/773-5813

Deisch-Benham, Inc.
D/B/A Desco Chemical
Nappanee, Indiana 46550
219/773-7781

Chemi-Trol Chemical Company
Indianapolis, Indiana 46225
317/634-7963

Seedkem, Inc.
Evansville, Indiana 47708
812/424-2401

Tri-State Toro Company
Davenport, Iowa 52802
319/326-4416

Leisur-Aid A Division of Aidx Corp.
Council Bluffs, Iowa 51501
712/336-2441

Toro Service Center
Des Moines, Iowa 50318
515/243-0498

Big Bear Equipment Company
West Des Moines, Iowa 50318
515/243-1271

Champion Turf Equipment, Inc.
Wichita, Kansas 67209
316/943-0283

Rhodes Chemical Co.
Kansas City, Kansas 66103
913/432-2424

Swift Agricultural Chemicals Corp.
Glen Burnie, Maryland 21061
301/760-5927

Cornell Chemical & Equipment Co, Inc.
Baltimore, Maryland 21227
301/247-1525

Vaughan's Seed Company
Div. of Vaughan - Jacklin Corp.
Landover, Maryland 20785
301/322-8800

R.F. Morse & Son Company
Wareham, Massachusetts 02571
617/295-1553

L. & E. Chemical, Inc.
Div. of Lawn Equipment Corp.
Royal Oak, Michigan 48067
313/398/3636

J.J. Dill Company
Kalamazoo, Michigan 49005
616/349-7755

Turf Supply Company
St. Paul, Minnesota 55121
612/454-3106

Swift Agricultural Chemicals Corp.
Jackson, Mississippi 39205
601/366-4401

Champion Turf Equipment Inc.
Kansas City, Missouri 64114
816/333-8000

Champion Turf Equipment, Inc.
Springfield, Missouri 65803
417/869-2551

Professional Turf Specialties
St. Louis, Missouri 63155
314/225-7515

Big Bear Equipment, Inc.
Omaha, Nebraska 68137
402/331-0200

Rhodes Chemical Company
Lincoln, Nebraska 68507
402/466-8156

Clark County Wholesale Mercantile
Las Vegas, Nevada 89101
702/382-7700

The Terre Company
Saddle Brook, New Jersey 07662
201/843-6655

Vaughan's Seed Company
Div. of Vaughan - Jacklin Corp.
Bound Brook, New Jersey 08805
201/356-4200

Wagner Seed Company, Inc.
Farmingdale, New York 11735
516/293-2920

Eastern Turf Equipment, Inc.
Fayetteville, North Carolina 28301
919/483-0179

Swift Agricultural Chemicals Corp.
Wilmington, North Carolina 28401
919/371-2216

Sidney L. Dryfoos Company
Cleveland, Ohio 44146
216/439-4363

Van Atta Seed & Imp. Company
Cincinnati, Ohio 45225
513/541-2051

C.O. Lowe Sales
Columbus, Ohio 43229
614/891-9668

Lee Road Nursery, Inc.
Cleveland, Ohio 44101
216/561-3786

Larry's Garden Center, Inc.
Maple Heights, Ohio 44137
216/662-3884

Binding Stevens Seed Co.
Tulsa, Oklahoma 74135
918/627-4480

Lawn & Golf Supply Co., Inc.
Phoenixville, Pennsylvania 19460
215/933-5801

Allen's Seed Store, Inc.
Slocum, Rhode Island 02877
401/294-2722

Bell Oil Company
No. Myrtle Beach, So. Carolina 29582
803/249-2616

Swift Agricultural Chemicals Corp.
Columbia, South Carolina 29250
803/254-5189

Central South Turf Distributor, Inc.
Nashville, Tennessee 37211
615/832-7725

Swift Agricultural Chemicals Corp.
Houston, Texas 77002
712/682-6217

Turf & Garden
Division of Todd Farm Equipment, Inc.
Chesapeake, Virginia 23320
804/543-2071

Swift Agricultural Chemicals Corp.
Vancouver, Washington 98660
206/696-3321

Turf Management Supply Company
Sun Prairie, Wisconsin 53590
608/837-5598

Reinders Brothers Inc.
Elm Grove, Wisconsin 53122
414/786-3300

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141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
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221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
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710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

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Are you interested in receiving or continuing to receive WEEDS TREES & TURF? If you are, complete all the information on this card and mail today.

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<input type="checkbox"/> a. Commercial/Industrial ground applicators
<input type="checkbox"/> b. Aerial Applicators | 13. <input type="checkbox"/> Military Installations |
| 3. <input type="checkbox"/> Extension Services; Forestry; Federal and State Regulatory Agencies | 14. <input type="checkbox"/> Grounds or Landscape personnel in businesses not specified above |
| 4. <input type="checkbox"/> Parks and Grounds Maintenance — Federal, State, Municipal (does not include Forestry) | 15. <input type="checkbox"/> Mine Field Reclamation |
| 5. <input type="checkbox"/> Golf Courses | 16. <input type="checkbox"/> Chemical lawn care companies |
| 6. <input type="checkbox"/> Cemeteries | 17. <input type="checkbox"/> Landscape contractors |
| 7. <input type="checkbox"/> Industrial Parks | 18. <input type="checkbox"/> Landscape architects |
| 8. <input type="checkbox"/> Shopping Centers | 19. <input type="checkbox"/> Sod Growers |
| 9. <input type="checkbox"/> Hospitals, Nursing Homes, Schools, Colleges and Universities (Grounds maintenance personnel only) | 20. <input type="checkbox"/> Seed Growers |
| 10. <input type="checkbox"/> Athletic Fields | 21. <input type="checkbox"/> Tree Service Companies/Arborists |
| 11. <input type="checkbox"/> Race Tracks | 22. <input type="checkbox"/> Wholesale nurseries/Tree Farms |
| | 23. <input type="checkbox"/> Irrigation and Water Drilling Contractors/Consultants |
| | 24. <input type="checkbox"/> Chemical Dealers/Distributors |
| | 25. <input type="checkbox"/> Equipment Dealers/Distributors |
| | 26. <input type="checkbox"/> Other (Specify) _____ |

Government News

As predicted, cadmium is about to become the first naturally occurring substance subject to a notice of rebuttable presumption against registration (RPAR). The EPA's position document points to findings by the Carcinogen Assessment Group (CAG) that: (1) the number of tumors at sites removed from the site of injection increased significantly in animals injected with cadmium; (2) significant increases in prostate cancer were found in persons occupationally exposed to cadmium; and (3) chronic oral studies, reported as negative by their authors, must be considered inconclusive because of histopathological deficiencies. Cadmium triggers not only the oncogenic and mutagenic criteria for an RPAR but also can be considered to cause a human risk because of its teratogenic and fetotoxic effects, according to the document.

Contingency approval has been given to the Illinois pesticide applicator certification plan. The Department of Agriculture was noted as the State lead agency in administering the plan. An estimated 2,200 commercial applicators and 80,000 private applicators will need certification.

Amendments to the Montana plan were also published. They included adding an option which allows qualification of private applicators by completion of an approved training course and stating more clearly the responsibilities and duties of the Montana Department of Agriculture when conducting an inspection.

The Missouri applicator certification plan has been granted an extension of contingency approval until January 10, 1978.

A summary of the Alabama plan estimated 16,000 private and 1,000 commercial applicators will need to be certified. The plan calls for commercial applicators to pass a written exam and notes that private applicators must complete necessary paper work, discuss use of the pesticide with the County Extension Agent. The agent then certifies the form and forwards it to the Department of Agriculture where the decision is made whether to issue a restricted use pesticide use permit.

Wisconsin's plan offers three options for private applicator certification, including: (1) successful completion of a Wisconsin Cooperative Extension Service training session; (2) passage of written exam; and (3) non-reader certification by oral evaluation. The plan estimates 7,000 commercial and 40-80,000 private applicators will need certification.

Industry News

Gypsy moth damage doubled in 1977

The U.S. Department of Agriculture reports that tree defoliation by gypsy moth caterpillars in eight northeastern states totalled 1.6 million acres in 1977. This is nearly double the damage caused by the pests last year.

Pennsylvania forests bore the brunt of the infestation, as they have for the past several years. Nearly 1.3 million wooded acres in that state were hit. Pike County alone suffered damage on 264,284 acres.

Other states affected were Massachusetts with 133,081 defoliated acres; New York with 91,313; New Jersey with 39,185; Vermont with 33,435; and Maine with 2,010. New Hampshire and Rhode Island got off lightly by comparison. A total of only 445 acres were affected in those two states. Last year the caterpillars attacked over 7,580 acres in Rhode Island alone.

The excessive damage this year is believed to have resulted from conditions favorable to gypsy moth survival, according to USDA's Animal and Plant Health Inspection Service (APHIS). The potential exists for a similar situation in 1978. APHIS officials say the pests have not yet reached their peak strength. The infamous "Winter of '77" may have killed off many beneficial parasites, leaving the gypsy moth virtually unscathed.

APHIS officials say the moths are moving in a southwesterly direction, along the Appalachian Mountains. Oak trees, a favorite gypsy moth host, are abundant along this range.

Bogue cart production temporarily halted

Bogue Electric Manufacturing has called a hiatus of at least three months in the production of their four-wheel electric golf cars, ac-

ording to Anthony Sabbatino, executive vice president. The company has been awarded a \$22.6 million government contract which will require total utilization of its plant in Patterson, N.J.

The golf car will be back in production in a separate plant by January 1, 1978. Considerable research and development will be on-going during the intermediate time to affect improvements in design, style and operating features, added Sabbatino.

LCC is third group to affiliate with ALCA

The Landscape Contractors of Colorado have established formal affiliation with the national Associated Landscape Contractors of America, following approval actions by the Boards of Directors of both organizations. LCC, headquartered in Denver, becomes the third state group to be affiliated with ALCA as a Sponsoring Member. The California and Illinois Landscape Contractors Associations are the other two.

The Sponsoring Membership category is the term for organizational membership in ALCA and is the mechanism by which state or regional groups can affiliate with the national organization.

Under the arrangement, ALCA publications will be sent to LCC for reproduction and distribution to LCC members. LCC members will also be able to attend ALCA meetings and seminars at the member rates and will be able to purchase additional copies of ALCA publications at the member price.

New PGA headquarters complex to be built

A proposed new home for the Professional Golfers' Association is

to be developed in northwest Palm Beach County, Florida, according to a recent announcement made by President Don Padgett and Palm Beach County developer E. Lloyd Ecclestone, Jr.

The PGA will retain five acres of a 625-acre tract upon which it will build its headquarters office building. The remainder will be leased to Ecclestone, who will build three golf courses, the clubhouse, a Hall of Fame, a library and museum and an educational facility. Development costs for the project are estimated at \$15 million.



Chevron begins Unipel fertilizer production

Chevron Chemical Company has begun production at its new \$9 million ORTHO complex fertilizer plant in Kennewick, Washington. The plant is expected to produce some 190,000 tons of Unipel fertilizer pellets annually.

The Unipel pellets contain various combinations of nitrogen, phosphate and potash and are manufactured to suit various soil and crop requirements. Each pellet is produced to operate with maximum efficiency in mechanized fertilizing equipment. The precise ingredient composition and uniform sizing will help growers achieve maximum benefit and cost control.

The plant itself is as high as a 10-story building and occupies more than 20,000 square feet. Chevron is also planning to begin production at newly constructed nitric acid and ammonium nitrate plants at Kennewick this month.

News continues on page 28