After 54 years: We're still the ONE

• 54 years in the manufacturing of Irrigation Equipment
• Originators of the first Automatic Controller for irrigation systems
• Pioneers in Electric and Hydraulic Brass Valves
• Manufacturers of quality, reliable brass Impact and Sprayhead Sprinklers

The first Automatic Controller

MOODY SPRINKLER CO., INC. 3020 Pullman Street, Costa Mesa, California 92627
Revegetation: Putting the Puzzle Back Together

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

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

Foot and vehicle traffic on golf courses, athletic fields, and other turf should be restricted during frost conditions to prevent damage.
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 program, NMC will receive its financial support from contributions based upon ¾ 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.

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.
If your equipment is Kohler powered, you know what we mean by "Beautiful."

You judge the beauty of your equipment in terms of long life, rugged dependability and strong factory service support.

It's the kind of beauty that lasts. Not the shiny paint and flashy chrome kind of beauty, but the kind of beauty that comes with years of dependable performance.

Dependable performance that adds value to your equipment. Value you can measure in hours, days, weeks and years on the job.

This is just one of the many beautiful examples that will convince you to specify Kohler cast iron 4-cycle engines (4 to 23 h.p.) on your equipment.

If you'd like more information on Kohler's Cast Iron beauties, write:

ENGINE DIVISION
KOHLER CO. KOHLER, WISCONSIN 53044
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 Alginicin® PLL-C and Slow Release Algicin® PLL-C (a tablet) and than information about these products can be obtained by writing to us.

Agronotics Manufacturing Co.

It has come to our attention that in your September issue of Weeds Trees & Turf, on page 3-D, you have our Agtronics Manufacturing Co. address incorrect. It should be directed to this address.

Arsenical agricultural products (about 20 labels) from earlier this year Drexel Chemical acquired the non-arsenic products. Shredders are the major products of Royer and our ad- dress is Box 9306, 2487 Pennsylvania St., Memphis, Tn. 38136. Any further reference should be directed to this address.

Drexel Chemical Co.

In the September issue The Ansol 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 Ansol Company. Included in the list was the growth retardant, “RETARD”. Ansol 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 arsenic 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.
All water insoluble nitrogen (W.I.N.) fertilizers are not alike. Some are activated by soil bacteria. Others by temperature. But IBDU® (31-0-0) and PAR EX fertilizer mixes with IBDU are activated very slowly by soil moisture. Nitrogen is released at a controlled, even rate that can't be hurried by high temperatures or excessive moisture.

It's important on high maintenance turfgrass to control the level of nitrogen feeding. Excessive bursts of nitrogen can be a greater problem than a nitrogen deficiency.

Custom formulated to exacting specifications of the professional turfgrass manager, IBDU and PAR EX fertilizer mixes with IBDU provide a controlled level of nitrogen nutrition that stimulates root growth, shoot density, rich green color and improves overall plant hardiness.

Let water insoluble IBDU (31-0-0) and PAR EX fertilizer mixes with IBDU perform for your turf. After all, performance is the name of the game.

Swift Agricultural Chemicals Corporation
Professional Products Division
P.O. Box 1996
Winter Haven, Florida 33880
Build your reputation for beautiful turf – even under low maintenance...

PLANT

Birka

Kentucky Bluegrass

A newcomer to the ranks of low maintenance Kentucky bluegrasses...one we're glad to stake our reputation on.

And you will, too. Because Birka has consistently proven its ability to maintain attractive appearance under low maintenance programs throughout eight years of testing at research stations in the U.S. and Canada.

If mildew or other common turfgrass diseases are a problem in your turf areas, Birka is a wise choice. It's ideal for golf courses, home lawns, athletic fields, any area which demands a combination of hardiness and good looks.

You won't have to pamper Birka. Yet if you do, it will reward you with even better performance. Birka greens up early in the spring and keeps its dark green color late into fall. Its narrow leaves, excellent creeping ability and dense growth provide a beautiful turf even under heavy use.

Birka is a turfgrass that can build your reputation. It's building ours!

E. F. Burlingham & Sons, P.O. Box 217, Forest Grove, OR 97116. Phone: (503) 357-2141; Telex: 36-0274; Cable: Burlingham.
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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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Please check the one item which best describes your primary type of business:

1. Rights-of-Way Maintenance  
   □ a. Highway  
   □ b. Utility  
   □ c. Railroad

2. Chemical Applications (vegetation and structural)  
   □ a. Commercial/Industrial ground applicators  
   □ b. Aerial Applicators

3. Extension Services; Forestry; Federal and State Regulatory Agencies

4. Parks and Grounds Maintenance — Federal, State, Municipal (does not include Forestry)

5. Golf Courses

6. Cemeteries

7. Industrial Parks

8. Shopping Centers

9. Hospitals, Nursing Homes, Schools, Colleges and Universities (Grounds maintenance personnel only)

10. Athletic Fields

11. Race Tracks

12. Airports

13. Military Installations

14. Grounds or Landscape personnel in businesses not specified above

15. Mine Field Reclamation

16. Chemical lawn care companies

17. Landscape contractors

18. Landscape architects

19. Sod Growers

20. Seed Growers

21. Tree Service Companies/Arborists

22. Wholesale nurseries/Tree Farms

23. Irrigation and Water Drilling Contractors/Consultants

24. Chemical Dealers/Distributors

25. Equipment Dealers/Distributors

26. Other (Specify)
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.
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 Electric Manufacturing has called a hiatus of at least three months in the production of their four-wheel electric golf cars, according 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.

Bogue cart production temporarily halted

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 designed 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