These scholarship winners reflect TUCO's commitment to the turf industry. Committed not only to product development and research, we also share the industry's professional goals. TUCO has awarded these scholarships since 1974. We're dedicated to meeting the industry's present and future needs.
Now, a second choice in shafts for your first choice in trimmer/cutters.

Introducing the Hoffco JP225 straight shaft.

It's the Hoffco trimmer you wanted for those hard-to-reach jobs like cutting under fences and pruning dense vegetation.

Our patented flexible drive shaft delivers full power from the 22.5cc Fuji-robin engine, also protects gears and engine from shock loads.

Hoffco's Guardian Triangle is a three point suspension that promotes operator efficiency, comfort, safety. Two-line monofilament cutting head is standard; tri-kut weed blade and brush blades are optional.

For lighter work, our lightweight WC215H.

It's got reach, maneuverability and the power to go after grass and weeds every day, all season long. Engine is the dependable 21.2cc Kioritz, proved on the job in Hoffco professional/commercial models.

Vibration-dampening loop handle, fatigue-reducing shoulder harness and two-line monofilament cutting head all come standard.

TOUGH ON THE JOB.
EASY ON YOU.
Isadora's interiorscape

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Chosen by IPA
Firmly established as an important part of the landscape market, interior landscaping awards become a regular annual feature.

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Cover: Mower demonstrations during the New Jersey Turf-grass Field Day in October.
The new WhisperGlide.™
Delivers up to 35% better fuel economy.

In our tank-to-tank, on-course testing, WhisperGlide kept passing the pump for an equivalent of 30, eighteen-hole rounds... up to 35% better fuel economy than the competition.

This superb fuel economy results from a new WhisperGlide engine that's able to achieve full vehicle speed at only 2800 rpm. And, an exclusive new transmission with overdrive, a new carburetor, newly designed cylinder porting and a modified exhaust system.

Never before has there been a golf car that offers so much and asks so little. Dependability, reliability, simplified servicing, the quietest operation for the rider on the market and unparalleled fuel economy. Backed by our 2-year parts warranty on key engine components.

See your Harley-Davidson Dealer for a demonstration.

Ask about our complete line of gas and electric cars and genuine Harley-Davidson replacement parts.

For more information write or call: Harley-Davidson Motor Co., Inc. 3700 W. Juneau Ave., P.O. Box 653 Milwaukee, WI 53201 414-342-4680.
Residential construction is a moving target

Many facets of the Green Industry depend upon the residential construction market. Tight money is causing an acceleration of changes in this business sector. The landscape industry must accelerate its changes to keep up.

Residential construction starts are down severely while apartment conversions are way up. Condo or coop living is gaining acceptance. The young, home-owning family is disappearing in the suburbs as is construction of small, single family homes. The big homes are being built at a conservative pace.

First time home buyers are getting older and are in higher income brackets. Nevertheless, due to high mortgage payments, they have no more disposable income than younger couples of five years ago.

Many families are asking if a single family residence is worth the money and effort to maintain. They have a better selection of condominiums to choose from, where they can avoid yard care worries.

Of course, the harder you work for something, the better you take care of it. Those that struggle and succeed in breaking the new home barrier are more careful and more interested in their property. They won't jeopardize the value of their home with a cheap landscape.

For this reason, the willingness of a homeowner to call a professional landscaper is greater. They want the job done properly. If they don't enjoy the landscape, it is at least insurance for property values.

Contractors should realize their residential customer is older, wiser, and probably more concerned about the landscape. They want to know more than the garden center can provide. They know good things are more expensive.

The landscape nurserymen, the original landscape contractor, no longer has the time to assist a customer design his landscape and select the proper plant material. The large garden center has let service slip to keep up with the volume demand of mass merchandising. Too often, there is only one knowledgeable person to answer the questions of tens of customers. That is insufficient to answer the questions of new homeowners who want to make sure they are not buying a mistake.

Garden centers must make a better effort to educate by wall displays, brochures, and knowledgeable sales people. If they do not, the homeowner will pay the landscape contractor to do the job correctly.

The landscape contractor must also allow time to answer customer questions. Work with homeowners who must phase landscaping. Stress that plant varieties commonly found in mass merchandising establishments have weaknesses not found in improved varieties. Excite them with your designs and earn their dependence with quality installation.

Part of the success of the lawn care market is the professionalism of its marketing material. Simple doorhangers don't work anymore. It takes colorful, educational, and impressive literature to get the attention of today's homeowner. They require more of your time to explain things. Price ironically is less a factor than quality. They need to see that the landscaper knows horticulture and design.

The residential property owner is changing. It's time to change our methods of reaching him or her.

This winter is a critical time to evaluate your promotional literature for residential sales. Get professional advise yourself from a small, local advertising agency. If you are near a college with an advertising program, approach instructors. Printers can help for small jobs and may have a graphic artist.

Experts are now setting mid-82 for recovery of housing and real estate. If this works out, demand will be extremely high next summer and fall. Some predict a boom in housing of unprecedented proportions. Don't sell construction equipment yet. You are going to need it before the end of 82. WTT
Should an aerator that produces greens like this be considered a luxury?

Aerating the delicate turf of a green is not like any other aerating job. It requires deeper penetration. More soil removed. And no torn turf.

The one way to get that kind of greens aeration is with a self-propelled Ryan Greensaire® II.

Unlike the rolling action of most aerators, the Greensaire's tines penetrate the turf in a fast, up-and-down motion. The aeration is so precise that even fresh holes shouldn't affect the roll of a golf ball.

GREENSAIRE II

- Yes, I'd like a demonstration of the Greensaire II.
- Please send me your 1982 turf-care catalog.

THE RYAN GREENSAIRE II.

Name
Title
Company
Address
City
State ZIP

Greensaire aeration is thorough, too. Its tines remove 36 cores, up to three inches long, from every square foot of turf. And it can be equipped with a Core Processor that collects the thatch and returns the soil as top dressing in one operation.

The Ryan Greensaire II. When you consider that grounds are first judged by your greens, it's anything but a luxury.
Winter Marks Beginning of Show Season

As the cool weather began to roll into the various parts of the United States, three well-attended turf shows in such diverse areas as New Jersey, California and Florida marked the beginning of show season.

More than 600 turf managers attended the New Jersey Turfgrass Field Day at Rutgers Stadium in October. Dr. Henry Indyk led demonstrations of athletic field care and renovation while distributors displayed their equipment on the nearby golf course.

Seed, chemical and equipment distributors were able to show their wares, describe them, and clear up confusion as to shortages for the coming year. Equipment distributors showed their new models for 1982. Show attendants were able to try out all models for themselves if they chose.

There was considerable discussion of shortages of Dacthal and possible substitutes, especially in fertilizer mixtures. Seed and chemical company technical representatives were there to explain management techniques and product performance.

The field day precedes the New Jersey Turf Expo in Cherry Hill by two months, so those who were introduced to products at the field day can get final answers at the Expo on December 7-10. It is a system that New Jersey turf managers appear to like and support.

California

"Well planned, superbly conducted; informative and fulfilling" were some of the comments of the 185 industry personnel who attended the University of California Turfgrass Field Day at the South Coast Field Station, Santa Ana, CA.

Highlighting the latest research information were farm advisors John Van Dam and Mike Henry, turfgrass specialist Dr. Victor Gibeault, plant continues on page 12

John Van Dam (second from left) discusses cool season cultivars with industry leaders at the University of California Turfgrass Field, South Coast Field Station, Santa Ana, CA.
A devastating grass disease virtually destroyed the greens at Butler National Golf Club, Oak Brook, Illinois, home of the Western Open, shortly before the 1980 tournament. The Butler Board of Directors decided to replace the grass on all greens and after viewing several varieties of bent-grass in the Chicago area, they selected Penneagle Creeping Bentgrass for the restoration program.

Dr. Joseph M. Duich, professor of Turf Science, Penn State University, and developer of Penneagle bent was called in as a consultant. Working closely with Oscar Miles, Course Superintendent, the re-seeding of Butler National was begun in mid-August 1980. Before the project was completed, the entire course was seeded to Penneagle Bentgrass.

By November the course was pronounced in excellent condition and by the 1981 Western Open the course drew raves from players and spectators alike.

The TEE-2-GREEN CORP., marketers of Penneagle and Penncross bent-grass has published a booklet complete with photos of the Butler restoration program. The step by step program at Butler is available free of charge.

For your copy write:

Tee-2-Green Corp.
Information Coordinator
1349 Capitol St. N.E.
Salem, Oregon 97303
Phone: (503) 363-1022
ONE OF A KIND
Now golf course superintendents have an up-to-the-minute source for late-breaking show news and new product lines: The International Turfgrass Show Dailies. Published by Weeds, Trees & Turf, they’re the only newspapers at the GCSAA International Turfgrass Show in New Orleans. And the perfect place to showcase your ad before thousands of interested buyers. A sure way to increase your booth traffic…and your sales.

DOOR-TO-DOOR DISTRIBUTION
International Turfgrass Show Dailies will be distributed door to door at major show hotels to give you early morning visibility while your prospects and customers are planning their convention day. Thousands more copies will be distributed on the convention floor to give you further at-the-show impact.

VITAL EDITORIAL
Both issues will be packed with new products, industry trends and information convention-goers need, including:
- Reports on conference events
- Previews of show activities
- Complete exhibitor lists and floor plans
- Guide to New Orleans restaurants and night life

FREE EXTRAS FOR ADVERTISERS
As an advertiser you’ll get—FREE—
- A product news release
- A photo of your key personnel
- Your booth location printed below your ad
- Your name in boldface type in the exhibitor lists
Along with your ad, these extras make the Show Dailies a sound advertising investment.

SPECIAL RATES
If your advertising schedule includes the January issue of Weeds, Trees & Turf, you qualify for special reduced rates in the International Turfgrass Show Dailies. For further information—and to reserve your space—call Dick Gore, Jim Brooks or Ron Kempner at (404) 233-1817. Or call Bob Mierow at (206) 363-2864.
Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

**READER SERVICE INFORMATION CARD 12-81 1**

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

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**A. LANDSCAPING GROUND CARE FACILITIES:**
- 0005 GOLF COURSES
- 0010 SPORT COMPLEXES
- 0015 PARKS
- 0020 RIGHTS-OF-WAY MAINTENANCE FOR HIGHWAYS, RAILROADS, & UTILITIES
- 0025 SCHOOLS, COLLEGES & UNIVERSITIES
- 0030 INDUSTRIAL & OFFICE PARKS/PLANTS
- 0035 SHOPPING CENTERS, PLAZAS AND MALLS
- 0040 PRIVATE/PUBLIC ESTATES & MUSEUMS
- 0045 CONDOMINIUMS/APARTMENTS/HOUSING DEVELOPMENTS/HOTELS/RESORTS
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- 0055 HOSPITAL/HEALTH CARE INSTITUTIONS
- 0060 MILITARY INSTALLATIONS & PRISONS
- 0065 AIRPORTS
- 0070 MULTIPLE GOVERNMENT/MUNICIPAL FACILITIES

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**
- 0105 LANDSCAPE CONTRACTORS (INSTALLATION & MAINTENANCE)
- 0110 LAWN CARE SERVICE COMPANIES
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- 0120 TREE SERVICE COMPANIES/ARBORISTS
- 0125 LANDSCAPE ARCHITECTS
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- 0135 EXTENSION AGENTS/CONSULTANTS FOR HORTICULTURE
- 0140 IRRIGATION CONTRACTORS
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**C. SUPPLIERS:**
- 0205 SOD GROWERS
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Approximately how many acres of vegetation do you maintain or manage?

What is your title? (please specify)

NAME

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I WISH TO RECEIVE (CONTINUE RECEIVING) WEEDS, TREES & TURF EACH MONTH □ YES □ NO

SIGNATURE DATE