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Outlook

GREEN INDUSTRY NEWS
First Lawn Care Convention pleases suppliers, delegates ... Landscape contractors stress diversity at Denver show ... Independent outdoor equipment dealers form association ... Warren’s Turf Nursery purchased by diversified Illinois corporation.

FEATURES
Energy Saving Concepts for Landscapes
This excerpt from a new book by Cornell Professor of Architecture Marc Schiler and horticultural writer Anne Moffatt describes the scientific factors which can be modified by well-designed landscapes for energy saving.

Deciduous Trees Modify Building Temperatures
Oregon State University Professor of Horticulture Robert L. Ticknor covers the value of early to late foliating and defoliating trees as methods to conserve energy in buildings.

Vegetative Windbreaks as Building Insulators
Donald Hanley, extension forester of the University of Idaho, describes windbreak placement and construction. Plant density is compared.

Wood Production for Energy
Washington State University forest scientist Paul Heilman explores the production of trees for energy uses. Type of tree determines growth rate and heat produced.

Greenbelt Surrounds Canadian Steel Plant
Manufacturing facilities need not be stark projections into a green environment. Toronto steelmaker shows concern for its neighbors.

Non-Native Viburnums Thrive in Sandy Loams
Columnist Douglas Chapman covers the exotic relatives of the native viburnums. Often the non-natives are used more than natives.

Poa annua and Low Phosphorus Rootzones
Well-known golf course superintendent Paul Voykin gives an inside look at maintenance practices which encourage dominance of Poa annua.

Birch Selection Increases Borer Resistance
Author and director of the University of Georgia Botanical Garden, Mike Dirr, gives a research perspective on the failure of white birch species and the development of borer resistance.

Vegetation Management

Events

Products

Classifieds

Cover: Welcome home hostages! Research assistant takes notes on amazing growth of a nine-year-old cottonwood hybrid, a good prospect for fuel production in the future.
How to get better turf next season.
Diamond Shamrock has a quality line of TURF CARE™ products that will help you solve nearly any turf problem effectively and economically.

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Always follow label directions carefully when using turf chemicals.

AMINE 4D. Selective herbicide recommended for control of many broadleaf weeds, including dandelions, morning glory, plantain. For lawns, golf courses, parks.

So start planning now to get a head start on next season's turf problems. Your Diamond Shamrock distributor can help you plan your full season program today.

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AGRICULTURAL CHEMICALS DIVISION
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The value of energy is causing a change in demand. Conventional fireplaces are being replaced with more efficient devices. Builders use smaller windows or double-paned windows in construction of new, energy efficient homes. Even the Internal Revenue Service has created a new deduction for taxpayers to encourage use of energy saving devices.

Homeowners and businessmen are investing in energy conservation to insulate themselves from future energy price increases. However, they often overlook one of the biggest factors in energy conservation, the natural surroundings of a structure. Properly promoted, this area of energy conservation may represent the largest single opportunity for growth of landscape construction and maintenance companies.

The opportunity is not limited to landscape contractors. Landscapes for energy efficiency can be utilized by golf courses, parks, shopping centers, and cities to save money AND improve the appearance of an area at the same time. There isn't a sector of the Green Industry that can't participate in this new area of growth.

Landscape architects should place strong emphasis on energy efficient landscapes. Some conflict between aesthetics and energy efficiency may arise, but basically no one can turn their back on this area of concern to the public.

In this issue of Weeds Trees & Turf, we present a number of articles to help illustrate the potential for more energy efficient landscapes. Energy saving landscapes was a major topic at the most recent Ornamentals Northwest Show in Seattle. They are also the subject of a book to be released this March by Moffat and Schiler of Cornell University.

As we face a possible flat year, we have a new card to play. Energy evaluations of landscapes are a good start. Hopefully this could pay off in new construction business from both residential and commercial accounts. It is not cold opportunism. It is application of an overlooked area of technology which can save your customers money in the long term.

The landscape is no longer valued merely by its pleasant appearance, soundproofing, or abstract additional value to the price of property. It can be measured in terms of gallons of oil, cubic feet of gas, and kilowatts of electricity, and these numbers carry more weight than the dollar at present. Ask the customer to divide his energy costs by three. Then tell him you can possibly cut his bills by that much by planting attractive plants on his property. Back it up with the articles in this issue. If you can get the customer to think two or three years ahead, you may be able to gain new business equal to one year's energy cost for that account.

Like anything else it is an opportunity for the con artist selling poor quality plants, planting them poorly, and leaving town. Even though a planting may save energy costs, it also adds to maintenance costs if not properly designed and specified. Advancements in disease and insect resistant plants should be combined with the knowledge of energy conservation. Attention to design for aesthetic reasons should be maintained. Without control we could return to the house surrounded by unattractive barricades of plant material. There are trade-offs still and some compromises may be needed to achieve both aesthetic and energy conservation goals.

Nevertheless, the opportunity is worth the challenge and extra effort. It also teaches us an area of landscaping we should have known all along.

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**Letters**

**"Dutch Elm" hits target**

My congratulations to you for the publication of the thoughtful and well written article by Hart on the very serious problem of Dutch Elm Disease ("Tragedy of Dutch Elm Disease Bears Hope for Modern Control" by John L. Hart, November). Hart evidently has studied the problem carefully. His presentation is excellent in my opinion.

For what it is worth, you may give some weight to the above. I led the research on the disease for the U.S.D.A. for about 35 years.

Respectfully,

Curtis May

**Benefits from magazine**

Upon reading your "Outlook" column in the November issue of WTT, it prompted me to write to you about your magazine. I find your magazine to be extremely beneficial to me and my department. It seems like every time I am thinking about a project or a variety of tree or research information, I receive a copy of WTT and there it is, all my questions answered. You have an excellent magazine.

Sincerely,

John Andrew Fik
Landscape Supervisor
Darien Lake Fun Country

**Objects to chlordane**

Dear Dr. Funk:

In the November 1980 issue of Weeds Trees & Turf, a pest control service person asked how to get rid of crayfish. Your answer was to check with the local Cooperative Extension Agent on the status of chlordane. Velcicol Chemical Company, the sole U.S. producer of chlordane, agreed to voluntarily cancel most uses of chlordane, effective March 6, 1978. The only uses not cancelled were termite control and dipping of roots and tops of non-food plants. Unless the service person could obtain some chlordane manufactured and labeled prior to March 6, 1978, it would be illegal to use chlordane in such a manner.

In view of this fact and the cancellation of lawn uses of chlordane other than for termites, I feel that another chemical should have been recommended instead of chlordane.

Sincerely,

Amy E. Brown
Assistant Pesticide Coordinator
When this low-growing, Swedish lawn beauty first stepped into the turf world it revolutionized the lawn industry.

Now another step! Fylking Kentucky bluegrass costs less than most other elite bluegrasses!

Fylking establishes fast, develops a greater density of rhizomes and root system. Fine-textured, velvety green, Fylking performs well when cut low (even low as one-half inch), and may need less mowing. Amazingly tough, Fylking Kentucky bluegrass has improved disease resistance to leaf spot, stripe smut, stem rust and leaf rust, as rated in tests by many major universities and institutions. Physically pure, genetically true seed, Fylking contains no annual bluegrass (Poa annua), bent grass or short-awned foxtail.

Take a giant step ahead by using Fylking as the backbone bargain of your next lawn turf mix. Ask for the Swedish beauty, Fylking Kentucky bluegrass at your local wholesale seed or sod distributor.

FYLKING KENTUCKY BLUEGRASS

Another fine, quality-controlled product of Jacklin Seed Company.

Write 130 on reader service card
If you're serious about protecting your turf against diseases, give it your best shot. Spray Chipco 26019 fungicide. Thousands of superintendents have switched to Chipco 26019 in the past two years. And no wonder: Chipco 26019 gives you the longest residual. You can cut the number of sprays in your program, and that cuts your costs. And Chipco 26019 prevents the major turf diseases with unsurpassed effectiveness. You'll get good results with Chipco
Chipco 26019 is effective against dollar spot (including benomyl-resistant dollar spot), Helminthosporium (leaf spot and melting out), brown patch, Fusarium blight and Fusarium patch (west of the Cascade Mountains). Chipco 26019 also suppresses grey and pink snow molds. Ask your Chipco distributor or Rhône Poulenc representative about effective, long-lasting Chipco 26019...the strong medicine in turf disease prevention. Rhône Poulenc Chemical Co., Agrochemical Div, Rhône Poulenc Inc. Monmouth Junction, NJ 08852.

Write 151 on reader service card
First lawn care conference pleases suppliers, delegates

Hot on the heels of what many exhibitors and lawn care businessmen called "the best show we've ever attended," the Professional Lawn Care Association of America (PLCAA) has finalized plans for next year's conference and show — to be held Nov. 18-20, again at the Commonwealth Convention Center in Louisville.

More than 700 lawn care businessmen traveled from all over the country to attend PLCAA's first annual conference and show. This figure does not include representatives from the more than 50 exhibiting companies who filled close to 100 booths.

Exhibitors were happy, especially Lakeshore Equipment & Supply Co., Elyria, OH, and Professional Turf Specialties, Normal, IL. Lakeshore wrote over $1 million worth of orders on the show floor, and Professional Turf sold its demonstration truck right off the floor. Dan Duncan and Ed McKinzie of Apex Pest Control & Lawn Care, Inc., picked up the keys to the 1,200-gallon tank spray truck following the show and drove it home to Bradenton, FL.

Standing-room-only education sessions were the rule for the three-day conference, including excellent presentations by Gordon Ober, Dr. Roger Funk and Jerry Faulring. Ober, general manager of Davey Lawnscape Service, Kent, OH, brought the house down with a comical yet informative slide presentation on employee training. The final-session talk by Davey research director Dr. Funk on pesticide use in the 1980's kept attendees in their seats until the end. And Faulring outlined a blueprint for the lawn care industry with his "Issues You Can't Avoid in the 1980's." Faulring, of Hydro Lawn, Gaithersburg, MD, was elected president at PLCAA's first annual business meeting.

Elected as vice president was Douglas Baker of Leisure Lawn, Dayton, OH, John Latting of Lawn Groomer, Normal, IL, was elected secretary-treasurer. Elected to the board of directors were: Larry Brandt, Spray-A-Lawn, Cincinnati, OH; Don Burton, Lawn Medic, Bergen, NY; Steve Derrick, Latick, Inc., Normal, IL; Rick Eldred, A-Perm-o-Green Lawns, Austin, TX; Dr. Robert Miller, Chem-Lawn Corp., Columbus, OH; Davey's Ober; Dr. Paul Schnare, Atkins Lawn Care, Columbia, MO; Richard White, Village Green Lawns, West Chicago, IL; and Ronnie Zwiebel, Chem-Care Lawn Service of Birmingham, AL.

Robert Earley, editor/publisher of LAWN CARE INDUSTRY was named industry liaison.

For information about attending or exhibiting at next year's PLCAA Conference and Trade Show, contact: Jane Stecker, PLCAA, Suite 1717, 435 N. Michigan Ave., Chicago, IL 60611, (312) 644-0828.

ENERGY

Peat may be Canadian energy alternative

The construction of a peat-fired steam-electric generating station in northeastern New Brunswick would be technologically and economically feasible, according to a preliminary study prepared for the Canadian Government by Montreal Engineering Company Limited.

The study indicates that, as in Ireland and Finland, peat could be an economical alternative to oil in Canada and could create a significant number of permanent jobs. The preliminary findings will be evaluated by the federal and provincial governments and the New Brunswick Electric Power Commission to determine whether there is a basis for proceeding with pre-engineering and detailed design studies.

SALES

Greater demand for horticultural service

Horticultural services are on the increase, according to statistics released...