NO ONE MAKES RAIN SO MANY WAYS.

RAIN-BIRD
Simply Better

Circle No. 138
Reader Inquiry Card
An announcement of major importance to utilities and tree companies.

In tree growth control, time saved is money saved. Now you can increase your cost effectiveness and on-the-job efficiency by using Atrinal®, a new, injectable tree growth retardant that can extend your tree trimming cycle by one year or more.

After trimming, Atrinal solutions can be injected into the trunks of common broadleaf tree species such as sycamore, silver maple, eucalyptus, cottonwood, London plane, and water oak to provide effective, long-term growth retardation. Arborists will find Atrinal especially useful in maintaining utility rights-of-way, city streets, parks, and similar areas. Treatments can be made quickly with a pressurized injection system. And Atrinal tree injections also eliminate many problems associated with spraying.

Today, effective tree growth control demands a reliable product. Trust Atrinal as a practical means of reducing the frequency of manual trimming. To get all the facts, see your distributor or write—Maag Agrochemicals Marketing, Hoffmann-La Roche Inc., Nutley, N.J. 07110
Drive disease off fairways too, with Daconil 2787.
Daconil 2787 Flowable Fungicide is the product of choice on tees and greens because it controls more diseases than any other turf fungicide. And in 12 years of continuous use, resistance has never been reported.

You can count on it to perform on fairways, too. To help you achieve a longer, more profitable playing season. A better looking course. More enjoyable play. Plus a better return on course investments already made.

Daconil 2787 controls such turf ravaging diseases as dollar spot, leaf spot, red thread and large brown patch on fairways. Its proven residual effectiveness at recommended application rates, plus the fact Daconil 2787 has a built-in surfactant, makes it economical to use.

The 500 formulation of Daconil 2787, introduced in 1978, gives you the additional advantage of fast, easy handling because it flows readily and disperses quickly.

When it comes to disease control, make Daconil 2787 your fungicide from tee to green. Use it on labeled ornamentals around the club house, too. It'll keep your course fit for the masters.

Always follow label directions carefully when using turf chemicals.

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JT&I
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Landscape Contractor News
Government Update

GREEN INDUSTRY NEWS
Change from bermudagrass to bentgrass at Masters irritates some pros . . . Nurserymen and florists plan major summer meetings . . . Nursery Marketing Council pushes promotion in drought

FEATURES
Suspicion Over Sodded Lawn Problems
In his speech prepared for the American Sod Producers Association this summer, Jerry Faulring, president of the Professional Lawn Care Association of America, stresses the importance of cooperation.

Sod Growers Learn Respect for Marketing
Slow times for sod growers have proven the necessity for marketing. Those interviewed tell what they do to boost sales.

Ground Covers in Low Maintenance Areas
Horticulturist Doug Chapman explains that not only do ground covers look attractive, but they also provide a real alternative to turf in sun or shade.

Establishing Seed on Steep Slopes
Seed drills will provide good seed/soil contact without high seed rates or water at the site, according to a reclamation expert.

Weed Control for Working Ponds
Managing ponds for all the functions they must perform entails care and expertise.

Lining Pond Bottoms Aids Weed Control
Two Michigan scientists relate their successes and failures in trying to control aquatic weeds with a screened netting.

Updating Old Business Ideas
Rehabilitation of properties, quantifying all costs, and pin-pointing profit contribution of equipment are a few of the topics Dave Johnstone addresses in this column.

Vegetation Management
Sod Producer News
Events
Letters
Products
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Advertiser Index

Tough rental trenchers that turn profits easily.

More often than not, rental customers today prefer Case. And for a lot of good reasons.

Case trenchers are easy to operate. But they’re also tough in the trenches. The walk-behind units have multi-speed transaxles and are well balanced for easy steering. And all controls and instructions are conveniently grouped at the rear.

The 16+4 and 25+4 compact ride-ons have Mono-Stick control. Operators simply push the stick the direction they want to go. And both machines have hydrostatic ground drive and articulation. Which means more maneuverability. More traction. More jobs.

Case rental trenchers are also easy to service. With quick-remove panels that make daily maintenance faster. For longer life, 25,000 lb. test chain line is standard. Case trenchers spend more time working ... less time in the shop.

Case studies hard to make sure rental trenchers last longer, perform better. Because we know your bottom line is more rental turnover. And more profits.

It's simple. You can't afford to rent anything less than Case.

J I Case
A Tenneco Company
Light Equipment Division
P.O. Box 9228 Wichita, KS 67277 U.S.A.
Verdict Is In on Bentgrass
At Last Year’s Western Open

A panel of experts led by Virginia Tech’s Dr. Houston Couch has reported its conclusions on the embarrassing decline of Toronto C-15 bentgrass prior to the Western Open last year at Butler National. The study has to have been one of the most extensive ever in U.S. golf history.

The early theories that the decline was caused by the fungal diseases, cool-temperature *Pythium* or red leaf spot were ruled out. Couch reports that the Toronto died from root and crown diseases. Low iron content in the soil, high humidity, cool temperatures, high sunlight, poor drainage, and alkaline soil may have contributed to the disease, but the suspected insect is now bacteria-like organisms such as *procaryotes*. The infected Toronto was also traced to one sod nursery, Warren’s. Parasitic nematodes, pesticides applied, and fertilizer used were also termed innocent.

The study proves turf management is more than a simple trade and research is far from complete on many aspects of turfgrass health. In addition, it highlights what cooperation among turf groups can accomplish. In this case the GCSAA, USGA Green Section, Chicago Superintendents Association, and the Chicago District Golf Association donated time and money to the cause. Virginia Tech, Ohio State University, and the University of Illinois should be recognized for their continued support of turfgrass pathology.

As public dollars for research shrink, associations and foundations will have to pick up more of the bill. Objective research performed by specialists outside of chemical company influence must continue. Not that chemical companies would be dishonest, but they go only as far as the profit does. They have stockholders, don’t forget.

There is a case against large investments in research to solve rare instances. The Butler case has to be considered a rare instance for now. Many courses have renovated Toronto greens to Pennagross or Penneagle. This, however, may be an incomplete solution with only short-term benefits.

The answer is “science.” Is turfgrass management a science? In science you don’t stop until all events can be repeated exactly and all reasons for the events are fully understood. Clearly we have not achieved this position yet. The practical benefits of knowing all turfgrass factors may appear limited from a curative viewpoint. But

Few people trust self-promoting surveys. In the case of *Readex*, the research is performed by an independent firm specializing in publication performance, Reader Interest Research, Inc., in St. Paul, Minnesota. This firm has built a large data base on industry publications. It can detect weaknesses based upon comparisons with many other industry publications.

If you were not asked to participate in the March study and have comments to make on the magazine, you have two choices. The first is to wait to become part of a future *Readex* study (the group changes each time). Or, you can write to me in New York. Your comments are always welcome. August will be the next *Readex* issue.

Average readership of national industry magazine features is 56 percent according to the *Readex* data base. The March features on turf weed control and fertilization received more than 80 percent readership. Only two out of 11 features fell below the 56 percent mark. Overall, 74 percent of the readers read the entire magazine spending more than one hour.

Typically a good advertisement will receive less than 20 percent readership, depending upon the size, color, and design. Nearly 50 percent read the PBI/Gordon ad on Trimec in the March issue. Nearly 46 percent read the Monsanto ad on Roundup. The Diamond Shamrock ad on Daichal received 42 percent readership. Jacklin Seed Co., Ciba Geigy, Union Carbide, and Estech all had scores over 30 percent.

Obviously you’re interested in weed control and fertilization during March. This, combined with market knowledge and common sense, helps us plan editorial content to best meet your needs.

The point is *Weeds Trees & Turf* may be the oldest magazine serving the landscape markets, but it is also the most current because it invests in research to meet your needs.
You just can't buy better gang mowers.

It's been proven time and again, day after day, acre after acre. You just can't buy better cutting gang mowers. For a very convincing demonstration, call your Jacobsen Distributor.

JACOBSEN
TEXTRON

Jacobsen Division of Textron Inc.

Jacobsen: You just can't buy any better.
GOLF

Greens at Masters once too slow, now too fast

Although there is a definite hush and adherence to protocol at Augusta National, the conversion of its greens from Bermuda to bentgrass to add challenge to the course irritated some professionals during the Masters.

Some newspapers, such as the Chicago Sun Times went to lengths to infer that grass was a small matter of no general consequence and that courses should convert to Astroturf. Cute quips from sportswriters only added to the ignorance of the public to golf management.

The course maintained its tight policy that only the club chairman could speak on club matters, thus stopping any interviews with the superintendent. The full story is still not known and pieces of information, right or wrong, are coming from players rather than the superintendent.

The greens were renovated last August after an advisory committee and a number of other consultants met with Hord Hardin, the chairman. The Bermuda greens were fumigated with methyl bromide and seeded with Penncross. The greens were not rebuilt to USGA specifications for bentgrass. The club thought they could limit rebuilding to only those greens which showed problems.

Weather took over from there with an unusually hot September, rainy October, and cold winter. Club members were allowed to play on the greens in mid-October. Some inferred fungicides had burned some of the young Penncross but this has not been proven.

So far the problem has only been linked to bad weather and the poor soil structure of some greens.

If you consider the number of experts that were involved and who made the final decisions, superintendent Lloyd Mackenzie should be clear of any guilt.

In an article in Golf Digest, Hardin said those greens that were involved are likely to be rebuilt as originally planned.

Some players inferred that the greens have been hard for a long time. The lure of fast greens in the future may be tempered with consideration of the rootzone.

CONVENTION

Nurserymen to hold annual in Cincinnati

The American Association of Nurserymen is planning its 106th annual convention and trade show at Stouffer's Cincinnati Towers July 18-22.

Themed "An Industry Together-Pathway to Profit," the convention will highlight educational sessions by each of the AAN family groups: Garden Centers of America, Wholesale Nursery Growers of America, National Landscape Association, and Horticultural Research Institute.

Topics will deal with concerns of the nursery industry and solutions to existing problems. Tours of Cincinnati-area wholesale, retail, and landscape businesses and tours for spouses attending the convention are also planned.

For more information, write American Association of Nurserymen, 230 Southern Building, Washington, D.C. 20005, 202/737-4060.

PROMOTION

Clifford advances in post at Mallinckrodt

Mallinckrodt, Inc. has promoted Nick Clifford from senior business manager to business director for specialty agricultural products in the specialty chemicals division.

Clifford joined Mallinckrodt, a leading supplier of specialty agricultural chemicals to the turf and ornamental industries, in 1965. He has held a variety of sales and marketing positions in the specialty chemicals division.

CONVENTION

Florists to stress marketing at meeting

Themed "Advertising, Merchandising and Marketing: Strategy for Success," the annual meeting of the Society of American Florists promises to focus on the critical issue to the floral industry. Speakers and programs at the meeting planned for July 29 through August 1 at the Denver Hilton have been specifically scheduled for their expertise in marketing.

Somers White, a nationally known motivational speaker, will address the crowd on "Being Sold on Yourself and Selling to Others." Herb Mitchell, AAF, AIFD, will discuss "Teaching Your Employees to be Salespeople." George Kresch, professor of marketing at Colorado State University, will give a program on various types of advertising, analyze the good from the bad, and explain what members of the association can do.

Former President Gerald Ford will speak at the Friday luncheon. The New Varieties Exhibit on the first day gives growers a chance to compare their fresh flowers, decorative foliage, flowering plants, foliage plants, and bedding plants with their competitors.
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 6-81**

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

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**

- 0105 LANDSCAPE CONTRACTORS (INSTALLATION & MAINTENANCE)
- 0110 LAWN CARE SERVICE COMPANIES
- 0115 CUSTOM CHEMICAL APPLICATORS (GROUND)
- 0120 TREE SERVICE COMPANIES/ARBORISTS
- 0125 LANDSCAPE ARCHITECTS
- 0130 EROSION CONTROL COMPANIES
- 0135 EXTENSION AGENTS/CONSULTANTS FOR HORTICULTURE
- 0140 IRRIGATION CONTRACTORS

**C. SUPPLIERS:**

- 0205 SOD GROWERS
- 0210 EQUIPMENT DEALER/DISTRIBUTOR

Approximately how many acres of vegetation do you maintain or manage?

What is your title? (please specify)

---

**NAME**

**BUSINESS NAME**

**ADDRESS**

**CITY** **STATE** **ZIP** **TELEPHONE**

**WISH TO RECEIVE (CONTINUE RECEIVING) WEEDS, TREES & TURF EACH MONTH**

[ ] YES  [ ] NO

**SIGNATURE**

**DATE**