Pair for the Course

Penncross Penneagle

Penncross greens are known around the world for their consistent, high quality putting surface. Penncross has genetic diversity assuring disease resistance... germinates fast, establishes quicker... superbly consistent, less grain for true putts... greens up earlier, holds summer color better... great for overseeding winter greens in south.

Penneagle was developed through 18 years of research and 5 years of testing. This new variety of creeping bentgrass has these selected attributes of a great all-purpose grass for the entire course. Penneagle has a broad genetic base for greater climatic adaptability... is not overly aggressive, but competitive with Poa annua... has tight, more upright growth characteristics... is finer leafed than most bents... has excellent putting and playing qualities... was bred for disease resistance.

For more information about Penncross or Penneagle write:

Penncross Bentgrass Growers Assn.
1349 Capitol N.E., Salem, Oregon 97303

Write 145 on reader service card
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Cover: Female gypsy moth and egg masses. (Courtesy David Nelson, PH.D.)
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.
The high energy, aggressive business tactics of the 60's and 70's have temporarily fallen to the conservative, cautious methods of the 80's. Emphasis has switched from growth to control. Accordingly, concern over share of market and constant growth is now focused upon efficiency and taking care of the core business.

The questions now are: Will the pace and excitement of the 60's return? Will we be able to rein in our thought from new ventures to improving our basic skills? Will a temporary return to improvement of skills prepare us for another round of growth when recession lifts? And will we be satisfied with our positions in life and get off the fortune hunter kick?

Don't kid yourself. Although we will benefit from the temporary concentration on current skills, we will never have the slow, exacting pace of previous generations. Technology will not permit stagnation.

So, while we wait for the cloud to lift, we should be researching ways to expand our businesses. That computer you thought may not be necessary should be ordered and an employee trained to run it. If you have put off building needed storage space, get the blueprints back out and get bids. Hire a trainee for positions where growth will require backup like an accounting assistant, shipping clerk, or salesman. Now is the greatest opportunity to train for future needs.

How about design training for landscape contractors? My sources tell me enrollment in two- and four-year landscape design courses is high. As typical residential installations reach $5,000, copying out of landscape photo books will not work. Knowledge of low maintenance plant material and energy saving design is a valuable asset to the modern landscape contractor. Better knowledge of landscape structures is also advised. If landscape architects can specify structures at a cost two-and-one-half times the cost of plant material, so can landscape contractors with design capability.

Finally, do not moderate price increases expecting lower costs. The investment for growth has not vanished. If investment is delayed, invest in short term certificates. Don't pay off cheap credit. Be ready to roll when the opportunity is identified.

The businessman who uses slow periods to prepare for future opportunities will find economic recovery an organized, goal-oriented progression rather than a total rebuilding process.

WT&T
Versatile Sof’n-Soil gypsum helps turf maintenance professionals boost business. Spring and Fall. In Spring, this natural soil conditioner loosens heavy clay soil structures and promotes drainage to increase fertilizer efficiency. In Fall, Sof’n-Soil gypsum protects against the harmful effects of winter deicing salt. Sodium chloride, toxic to most plants, causes heavy clay soils to tighten. This keeps water from leaching out the salt. The available calcium in Sof’n-Soil replaces toxic sodium attached to clay particles—permits new seed or sod to grow normally.

And it’s 100% safe! Non-burning. Non-toxic. Harmless to people, plants and pets. Look into the multi-profit opportunities of adding Sof’n-Soil gypsum application to your lawn service programs. Write to us for specifics at 101 S. Wacker Drive, Chicago, IL 60606, Dept. WTT581
Outstanding residential designs take top honors

Landscape firms throughout the nation received six residential landscape awards and eight certificates of merit for distinguished work in residential landscaping by the National Landscape Association.

John Wight, Jr., president of the American Association of Nurserymen, presented the awards at a luncheon this winter during the Landscape/Garden Center Management Clinic in Louisville, Kentucky.

In the single family residence category, John Sterling of Sterling Landscape Co., Boise, ID, received one of two first place awards for the design and planting of a home in Boise. Chazz Cox Associates and Gateway Gardens, Inc., both of Florida, received the other first place award in this category for their design and planting of a Winter Park, FL, home.

Wight presented certificates of merit to Rudi Harbauer of Atlantic Nursery & Landscaping of Freeport, NY, for design and planting of a Bellmore, NY, home; and Alley Pond Nurseries of Huntington, Inc., Melville, NY, for design and planting of a home in Laurel Hollow, NY.

The top honor in the entrance category went to Jim Gibbs of Green Brothers Landscape Co., Smyrna, GA, for his design and planting of an entrance area for an Atlanta home. Two others received certificates of merit: Thornton Landscape, Inc. of Maineville, OH, for landscaping the entrance to a Crescent Springs, KY, home; and Harold Timmer of Bunch Nurseries, Inc., Terre Haute, IN, for the design and planting of a Terre Haute home.

In the active use category, Steven Dubner Landscaping of Dix Hills, NY, was awarded the first place honors for a Dix Hills residence. Dubner also received a certificate of merit for a residence in Kings Point, NY, and Michael Hartnett of Contemporary Landscape, Inc., Fairlawn, NJ, received a merit honor for a residence in Pompton Lakes, NJ.

Two entries were recognized with first place awards in the passive use category. Vista Landscaping, Inc. of Orlando, FL, and Bunch Nurseries, Inc. of Terre Haute, IN, received first place honors for residences in their respective cities. Green Brothers Landscaping of Smyrna, GA, was awarded a certificate of merit for the planting of an Atlanta home and Lakeland Nursery of Willmar, MN, was awarded a certificate for the planting of a Spicer, MN, home.

This year’s award winners will be displayed in color and in greater detail in the July issue of Weeds Trees & Turf. We will discuss the challenges each landscaper faced with his particular site and the judges’ comments.

Continues on page 7
GEAR-DRIVE REARARMOUNT MOWERS

...new mowers geared to your needs

Now you can choose Woods rearmount mowers from either belt or gear-drive models.

Woods new gear-drive rearmount mowers feature heavy-duty cast iron gear boxes designed and built by Woods especially for rotary mower use...plus, all the field proven convenience, performance, and safety features that have made Woods belt-drive rearmounts Number One! New gear-drive models are available in 4, 5, and 6 ft. cutting swaths for most tractors rated 10-35 hp.

Woods offers more rearmount and undermount models than any other tractor-powered mower manufacturer. New tractors or old, import or domestic, Woods has a mower to fit both the tractor and mowing job.

Send for complete gear-drive specifications today.

Woods mowers are backed with 33 years of dependable quality

Write 152 on reader service card
Texas short course features merchandizing

Melvin Brady of Brea, California, gave Texas Nurserymen a brief course in marketing at the nurserymen’s short course at College Station.

Brady talked about meeting the challenge of the discount chains by (1) defining your target market, (2) matching your inventory to that market, (3) finding the unique selling point to make your nursery different, (4) practicing differential pricing, and (5) providing knowledgeable service.

In merchandising, stores are usually classified by what they sell, Brady said. But he proposed a different classification, by type of merchandise: convenience, shopping, or specialty items. A nursery is a specialty store, he said, and its target market is the middle income, middle-age market — the people who are established in a home, have a family, and are interested in creating a beautiful environment for that family.

Neil Sperry of Dallas praised radio as an advertising medium for the nursery industry. In the past 10 years, Sperry said, radio listenership has gone up 63 percent while newspaper readership has gone down 4 percent. The cost of radio has risen 63 percent, while newspaper advertising has gone up 111 percent.

CONVENTION

Mid-Am/81 show sets record at new site

The 1981 Mid-America Horticultural Trade Show attracted 6,240 at the new Hyatt Regency Chicago, surpassing the former record of 5,744 that attended Mid-Am/80.

Landscape architects, landscape contractors, nurserymen, garden center operators, florists, and other horticultural professionals purchased more than $1.5 million worth of goods and services at the three-day show. Both buyers and suppliers, representing virtually every aspect of the industry, journeyed from all regions of the country to inspect products and services. Among the suppliers were sellers of plant materials, stock, all types of machinery and heavy equipment, soil conditioners, chemicals, lawn and garden accessories, watering systems, communications systems, ornamentals, tools, and data processing systems.

HRI publishes 1979 operating cost study

The 1979 operating cost study, tenth in a series begun in 1965 by the Horticultural Research Institute, presents operating costs for retail, landscape, and production firms.

The study presents three separate cost studies in a single volume, according to HRI president, Bob Siebenthaler. “This means that retail garden centers, landscape firms, and growers can compare their operating costs with all other firms doing the same type of business and similar operations of comparable size,” says Siebenthaler.

In an annual trends section, there is a seven-year comparative history, showing information gathered from previous studies for landscape firms, a six-year comparison for growers, and a five-year comparison for retail garden centers.

The study reveals that the total cost production for landscape firms decreases as sales volume increases. Conversely, gross profit increases slightly as sales volume increases. In addition, selling expenses decrease as firm size increases.

A copy of the full report can be obtained for $6.50 from HRI, 230 Southern Building, Washington, D.C. 20005.

Massachusetts pros discuss state topics

An expansive array of subjects and exhibits brought success to the seventh annual Massachusetts Hort Congress at Dunfey’s Hyannis Resort.

The congress broke all records for attendance and exhibitors, who displayed nursery stock, sod, fertilizers, irrigation equipment, tools, chemicals, seeds, birdfeeders, and pottery.

The 1,000 registered attendees heard discussion on topics, such as gypsy moth control, guarantees, marketing, fertilizer, cost accounting for proper bidding, and trends in workmen’s compensation. One speaker examined energy saving usages of plant material and another discussed horizontal and vertical solutions to difficult landscape situations.

Members of the Massachusetts Nurserymen’s Association and Massachusetts Arborists Association moderated the educational sessions. These groups, along with the state’s cooperative extension service, sponsored the event.

Brochure published for consumers of L.A.

The California State Board of Landscape Architects has recently published a brochure entitled, “Professional Responsibility: The Landscape Architect,” authored by Nancy Hardesty, current president of the California State Board.

The brochure supports Governor Jerry Brown’s policy of consumer protection and education. This policy is further reflected in the governor’s appointments to the board, which now has four public members and two landscape architects, Ms. Hardesty of Northern California and Paul Saito of Southern California.

Ms. Hardesty has spent two years assembling the data for the brochure, which is written “in an easy, light style for consumer understanding,” she says. “It describes the landscape architects’ educational background, areas of expertise, design responsibilities and California license requirements, and includes a section on how to locate and hire a landscape architect.” The board plans to distribute the brochure at local chambers of commerce, city and county building departments, and at high school career days.

Continues on page 11
A Widely Tested and Highly Rated Superior New Kentucky Bluegrass

At a wide variety of locations, in comprehensive trials, Merit Kentucky Bluegrass has proven itself one of the better new varieties on numerous counts. Merit consistently rated high in disease-resistance, turf quality and color. Merit produces a dense, dark green, high quality turf, and has also shown good resistance to leaf and dollar spot.

Merit was also lauded for its excellent spring color in tests at several locations.

Here's How Merit Has Performed

• NE-57 TESTS IN 1972 — Overall, Merit's rating was superior to that of Pennstar, Fylking, Geronimo, Nugget, Park and Glade.

• Five-year New Jersey trial — Merit out-ranked Baron, Nugget, Kenblue, Park, Delft, Windsor and Geronimo.

• New York trial — Merit ranked above Baron, Kenblue and Park.

• Three-year Ohio trial (two locations) — Location # 1, Merit rated above Nugget, Fylking and Kenblue. Location # 2, Merit's ratings superior to Baron, Nugget, Kenblue and Fylking.

• Four-year Missouri trial — in season-long turf-quality ratings, Merit highest in a field which included Baron, Bristol, Fylking, Nugget, and Bonnieblue.

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