With labor and gasoline what they are today, the cost of a call-back is frightening. Add in the hidden costs of unhappy customers, and it’s enough to scare you to death.

That’s why you need DURSBAN* insecticide in at least two of your yearly applications. You see, in most parts of the country, insects are a problem in both the Spring and later on in the Summer. If they don’t get you the first time, they just might get you the second.

And that can mean costly call-backs. So think twice before you decide to skimp on DURSBAN. And think about how little it costs—as little as $3.50 for a 10,000 sq. ft. lawn. Which is a lot less than the cost of a call-back.

DURSBAN insecticide gives you results you can count on, too. It gets all your major problem bugs. And it controls them for up to eight weeks instead of the more common four to six.

DURSBAN. Makes sure all your returns are happy returns. Available in 2E and double-strength 4E liquid formulations. Plus, new 50W wettable powder.

See your Dow distributor. Also ask him about our new “DURSBAN delivers the goods” incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

DURSBAN
Call-backs haven’t a ghost of a chance.

Dow Chemical U.S.A.
*Trademark of The Dow Chemical Company.
24 Zoysiagrass Stands Up to St. Louis Conditions

A complete management program for zoysiagrass is outlined as a solution to the cold winters and hot summers of the transition zone by Stan Zontek, north-central director of the USGA Green Section. Zontek compares planting and management techniques tried at various golf clubs in St. Louis.

31 Multi-Course Management and the SUPER-intendent

Companies which operate or maintain more than one golf course are growing rapidly. More and more superintendents are responsible for a number of courses with superintendents under them. Weeds Trees & Turf talks to the super-superintendents and the owners of these companies.

67 Unions . . . Handle with Care or Face a Strike

Labor lawyer Richard Lehr gives key points in dealing with unions where they exist and how to prevent their development where they have not organized.

39 Business Surpasses Mother Nature

Time, money and personnel present greater problems to today's golf course superintendent than anything mother nature can dish out. Weeds Trees & Turf reports the findings from its latest industry survey.

42 Six Courses on 850 Acres, That's Pinehurst

Two Pinehurst superintendents give "day-in-the-life" accounts of managing six prestige courses with a $1.55 million budget.

50 Milwaukee CC Boasts of Tree and Student Programs

Danny Quast believes in delegating responsibilities and grooming future superintendents at his 350-member private club.

60 Renovation of Illahe Changes Priorities for Super

Illahe was already fast, but the Greens Committee asked superintendent Swancutt to reshape lakes and bunkers to make the course in Salem, Oregon, as attractive as the mountains in the background.
In a survey of state extension authorities and university tests, Betasan® emerges as the number one choice for crabgrass control. Again.

Comparing published test results from six different universities stretching across the U.S. from Rhode Island to California, no other herbicide consistently scores so high on crabgrass control, yet so low on injury to existing turf. No other herbicide even comes close for poa annua control.

Betasan is the only safe and effective product on bentgrass. It's also safe on established bluegrass, centipede, fescue, perennial ryegrass, Bermuda grass, bahia, Zoysia, St. Augustine and dichondra. That makes it safe for your tees, fairways and greens — the safest crabgrass control of all.

Betasan not only offers longer protection than most other herbicides, but with multiple applications at a reduced rate, you can achieve control of goosegrass, barnyardgrass, redroot pigweed, shepherdspurse, lambsquarters and deadnettle, as well as crabgrass and poa annua. Keeping more weeds out of play. Longer. For all those reasons experts say, "Betasan has always been best." For all those reasons, it still is.

Always follow label directions carefully.
Stauffer Chemical Company, Agricultural Chemical Div., Westport, Connecticut 06881.
Our line breaks down easily. Our tractors don't.

Outdoor jobs are as simple as mowing a lawn or clearing a driveway. And as tough as grading a home site or digging a drainage ditch.

The only thing most commercial outdoor jobs have in common, in fact, is that John Deere has diesel utility tractors to handle them all.

A 2-cylinder, 14.5 PTO horsepower model. A 60 PTO horsepower, 4-cylinder model. And six sizes in between.

For mowing, loading, grading, backhoeing, whatever job you need to get done, quickly and reliably.

As much as our tractor lineup varies in size, there are many similarities you'll see on a closer look.

Like dependable sliding gear transmissions. Water-cooled diesel engines designed for hour after hour of productive work. Safety and comfort features that make long hours on the job easier for you.

Even our more than 50 capacity-matched attachments carry on the John Deere reputation. And of course, you can rely on John Deere dealer service.

If you're in the market for a utility tractor your business can depend upon, you need only see one company: John Deere.

For the name of the nearest dealer, or free folders on our compact utility line, call 800-447-9126 toll free (Illinois 800-322-6796) or write John Deere, Dept. 67, Moline, Illinois 61265.

John Deere utility tractors. As a line, they hold together very well.

Individually, they hold together even better.

Nothing Runs Like a Deere®

Circle No. 111 on Reader Inquiry Card
Large buyers want same deals as municipalities and military

Equipment and chemical manufacturers to the Green Industry have made very few exceptions over the years to the dealer/distributor network. One exception has been special prices and direct selling to government buyers. The bid process often required in selling to the government has made this exception necessary.

Now, managers of large landscaping and lawn care companies want equal consideration when they buy. Bruce Wilson, president of Environmental Care Inc. of Calabasas, CA, thinks manufacturers will have to give large buyers as much attention as the government in the future to get the business. "We make our own tree nursery bid for work our construction division does," says Wilson. "Competition is critical within our firm and the same is expected to apply to our suppliers. We buy as much as many government agencies during a year and should receive the same consideration."

American Golf leases equipment to speed growth, watch cash flow

American Golf Corp., Los Angeles, is adding golf courses monthly to its contract maintenance and operation service. This rapid expansion could easily get out of hand if management at AGC didn't insist each course support itself.

One of the secrets, says AGC regional superintendent Mike Heacock, is equipment leasing. In the past six months the company has leased more than $250,000 worth of equipment for its family of 40 golf courses nationwide.

"Our operating capital is the same as a daily fee course, greens fees and clubhouse income," Heacock told Weeds Trees & Turf. "In the long run it may be cheaper to buy all the equipment needed to maintain a course, but, when you're leasing the course, the long run is uncertain. Equipment leasing allows us to manage our debt as we manage our income, month-by-month or year-by-year."

Briggs keeps tough stance while settling long strike

The four-month-old strike by workers at Briggs and Stratton in Milwaukee was settled in November. The fact management stood firm on its offer to the union and that they kept one out of a dozen production lines open throughout the strike, is a message to workers at other U.S. engine manufacturers that competition against foreign companies is a greater threat to their jobs than robots and work assignments.

In the future, management will be forced to consider international competition equal to union concerns. The survival of the company must be of higher importance than wages or individual job security.
Welcome to the South's next great winter golf green.

—Howard Kaerwer, Director of Turf Research at Northrup King's Research Center

From one of these unlikely looking clumps of ryegrass will come the next improvement in Northrup King Medalist Brand® Overseeding Mixtures. The South's most successful blends for over a decade. Howard Kaerwer and the Northrup King research team have devoted thirty years to developing new grasses and perfecting blends. The results are products such as Medalist 7 Brand, the rugged, dependable ryegrass blend that lets you control transition. And new grasses like Delray, with lower nitrogen requirements and better tillering than any other ryegrass on the market.

When Howard isn't in the lab he's on the links talking to superintendents, conducting field experiments and collecting new grass samples to bring back for testing.

Has Howard's hard work paid off? Ten years after the introduction of Medalist Brand, 90% of 250 original customers were still with Northrup King. And since then, the number has grown to over 400 golf courses throughout the South.

Ask your Northrup King distributor how to make your course even better with Medalist Brand, the South's most successful winter overseeding blends.

Or write: Medalist Turf Products, Northrup King Co., P.O. Box 370, Richardson, TX 75080 or P.O. Box 959, Minneapolis, MN 55440.
Pay attention now, or go out of business

A shift in pesticide legislation from the Federal to the state and local levels may put some lawn care companies out of business. The message of three speakers at the Professional Lawn Care Association of America 4th Annual Conference in Indianapolis, IN, was sobering, but it was honest and supported with facts.

The speakers may have seemed too direct for such a positive show as this year’s PLCAA Show. A record number of exhibitors, a record number of people attending, and a sense “the market has arrived” balanced the somber words of the speakers. But, as a result, the show was a responsible one and not just a social event.

Not all sessions were “downers”. They were historical, such as the speech by ChemLawn President Jack van Fossen. They were problem-solving, like talks on saving cancellations by incoming PLCAA President John Kenney, assuming contracts extend year after year by past president Marty Erbaugh and L.D. Anderson of Fertilawn, and how customers see lawn care businesses by researcher Carol Scott with Barrickman Advertising. They were also educational with many speakers from universities, lawn care companies, and manufacturing.

But, closest to the pocket book were three speeches. The first by Ray Russell, government relations director for Dow Chemical, illustrated shifts in pesticide regulation. Russell pointed out that efforts to protect pesticide users at the Federal level were missing more than 80,000 other governmental bodies capable of restricting pesticides. “Twenty-six states have controversial legislation regarding pesticides,” Russell said. “Environmental groups are organizing on the local as well as the Federal level. We must shift or expand our efforts to protect ourselves.”

Other shifts identified by Russell are from legislation to restrict use rather than products. Russell used the term chemical trespass to point out legal terminology developing to restrict pesticide use.

“Environmental groups are attacking potential registrations while EPA is processing them rather than waiting for them to reach the marketplace,” Russell said. There is also a shift in attacking pesticides for urban use rather than agricultural use.

Recent proposed amendments to the Federal Insecticide Fungicide Rodenticide Act (FIFRA) would make it easier for opponents to get injunctions to stop pesticide use, increase record keeping and access to records, and require buffer zones and posting.

Lawn care businessmen can protect themselves by taking action now, Russell said, by getting their businesses in order, becoming better informed on local legislation, developing public affairs skills, and supporting pesticide applicator coalitions.

Ian Oppenheim, executive director of Rational Approach to Pesticides Inc., asked the lawn care businessmen whether they wanted to face growing legislation alone or as part of a unified...
OUR GROUNDSMASTER® 62.
WE PICKED ITS ENGINE APART.

BECAUSE WE'RE PICKY ABOUT POWER.

When Toro develops a riding rotary mower, you can be sure it's engineered to keep you cutting.

Because, for one thing, we never forget that engineering begins with engine. Picking exactly the right power to match width of cut and kinds of attachments.

Too much power wastes fuel and is inefficient. Too little power stunts productivity and works the engine to death.

So we've powered our Toro Groundsmaster® 62 with an Onan 20 hp, twin cylinder engine. But only after considering 10 excellent candidates, narrowing them down to 3 for testing, then literally picking apart our final choice.

We tested it on a dynamometer to verify its power rating. We tore it down and inspected it part by part for durability. We tested it for noise. We tested it for vibration. We tested it for fuel economy. Then, we ran it hard for 1,000 hours to make sure it was up to going to work for our Groundsmaster 62. And you.

And, to keep you cutting, we evaluated its serviceability, too. Made sure its routine maintenance points and replaceable oil filter are easy to get to.

Call your Toro distributor. He'll tell you more about our Groundsmaster 62. The high capacity 62" professional now teamed with our Groundsmaster 52® and gas and diesel Groundsmaster 72s to offer you a complete line of riding rotaries.

"Toro" is a registered trademark of The Toro Company.
8111 Lyndale Ave. So., Minneapolis, Minnesota 55420.

Circle No. 148 on Reader Inquiry Card

JANUARY 1984/WEEDS TREES & TURF 9