NEW DURSBN
ENDS ODOR
PROBLEMS

LOW ODOR
REDUCES
COMPLAINTS
NOW THE INDUSTRY’S FAVORITE INSECTICIDE IS PLEASANT TO WORK WITH.

Best news since DURSBAN: No more odor problems.
Frankly, the strong odor of DURSBAN* insecticide hasn’t been a real favorite with applicators. Especially on hot, muggy days, it could keep them from doing their best work. At spraying, and at dealing with people.

Here’s news to change all that.

New technology.
DURSBAN Turf Insecticide now contains a more highly purified grade of chlorpyrifos, its active ingredient. By minimizing the impurities the odor was reduced. Just a faint scent remains as a subtle reminder to the customer that the lawn has been sprayed.

Applicator comfort.
That means DURSBAN Turf Insecticide can be used whenever it’s needed, even on the hottest days. Without operator discomfort. And with practically no odor, DURSBAN is less likely to trigger complaints and reduce productivity. You can use it with confidence, because it has a proven human safety record.

Insect control remains unparalleled.
The chances of getting called back for re-treatment are slight, too. DURSBAN is famous for effective control of most any surface feeding insect you’ll encounter. And for its 6 to 8 weeks of residual control, to catch late-arriving insects.

DURSBAN bonds tightly to organic matter in soil as soon as it dries. So it stays put and keeps controlling. Won’t wash away.

Improved packaging.
New DURSBAN Turf Insecticide still contains 4 lbs. a.i. chlorpyrifos per gallon. It’s available in 2.5 gal. plastic jugs and 55 gal. drums. If you prefer a wettable powder you can get the same advantages in DURSBAN 50W, now available in water soluble packets for the easiest, quickest mixing ever.

First in the industry.
DURSBAN insecticide’s first label was for turf applications, indicative of Dow’s continuing commitment to the lawn care industry. And DURSBAN has earned the industry’s respect for its broad spectrum effectiveness, residual control and lowest cost of any comparable insecticide. Others cost more, but none do more.

New DURSBAN Turf Insecticide is the best news for applicators since DURSBAN itself. Get the full story on DURSBAN Turf Insecticide from your chemical distributor today.

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It's no secret that among America's top lawn care companies, more use Betasan® from Stauffer Chemical for preemergence control of crabgrass than any other herbicide.

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Story: chemicals replacing people

You won’t see as many Milwaukee (Wisc.) County workers performing the maintenance chores in the local parks as you once did. And the Milwaukee Journal says it’s because of that little jug of pesticide the county has in its garage.

In a recent story, the newspaper says that chemicals are increasingly taking over from county workers the task of park maintenance.

The Journal says the county had 872 full-time employees in 1981 compared to 763 today, a 12.5 percent cut in four years. Since 1980, chemical purchases (mostly pesticides) have jumped 61 percent, from $87,000 to $143,000 in 1985. The story projects the 1986 chemical budget at $155,000.

According to Journal logic, this means that pesticides are replacing people. We think the recession of the early 1980s played a larger role in reducing the number of workers. And we still don’t know of a product on the market that puts itself on the ground.

While we don’t agree with the story’s deduction, we believe it shows that the chemical market is on solid ground and ready to expand even further in the future.

Just what is an infrastructure?

The City of Placentia, Calif., has recently begun a program designed to educate its citizens about their infrastructure. City administrator Roger L. Kemp tells WT&T that a city’s infrastructure is vitally important. “We felt that our citizens should be made aware of what constitutes the term ‘infrastructure,’ as well as the value of their municipal improvements,” he says. It’s also a unique way of campaigning for a tax increase to support the infrastructure program.

To that end, the city designed an official-looking “Infrastructure Stock Certificate” that defines the word “infrastructure” in layman’s terms and notes the value of the city’s capital assets. The certificate, entitling each holder to one share of the city’s infrastructure stock, was distributed to all residents and businesses.

Funding for the five-year Infrastructure Development Plan was decided in a November election.

Oh, by the way, a city’s infrastructure includes among other things, its median islands, parks, and public facilities.

Five-year forecast is bright

According to Chuck Greenidge, Greenidge & Associates, the next five years look good for the lawn and garden market. Greenidge, speaking at a national hardware show, noted that residential and commercial interior landscaping is increasing and is expected to maintain a growing pace into the late 1980s.

He predicted total industry sales for 1985 will increase 23 to 28 percent over last year.
That's because Derby, Regal and Gator are the three turf-type ryegrasses which are used in the Super Bowl when that game is played on natural turf.

In Super Bowl games XIV, XVII and XVIII this masterful blend carried the brand name Ph.D. In the San Francisco Bay area this blend is known as Celebrity and it was sown on the turf at Stanford stadium for Super Bowl XIX.

Turf wizard George Toma, who prepares the playing surface for all Super Bowl games as well as managing the playing and practice fields for the Kansas City Chiefs and the Kansas City Royals, chooses a blend of Derby, Gator and Regal because he knows it will perform.

It's the blend which germinates in 5-7 days, quickly develops an excellent root system, stands up to hard use, responds rapidly to fertilizer and produces a dark green, handsome, fine-leaved turf.

The combination of Derby, Regal and Gator has also been used on many prestigious golf courses including Bermuda Dunes, Tamarisk and Indian Wells, three of the four courses of the 1985 Bob Hope Classic, as well as Eldorado Country Club in Palm Springs.

You can trust the combination of Derby, Regal and Gator to perform whether you know it as Celebrity in the San Francisco Bay area or as Ph.D. in other regions of the U.S.

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*Customer eligibility for Toro's Unit Down and Direct Ship Programs, and responsibility for freight and handling options, subject to local distributor option.

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TRADE SHOW

Sun shines for English turf show

Good news in threes for the grounds industry in England this September.

Consider. The IOG International Exhibition at the Royal Windsor Racecourse (about half an hour’s drive from London’s Heathrow Airport) drew 33,800 visitors in three days. The site’s 30,000 square meters of outdoor exhibition space showcased 301 exhibitors.

And perhaps the biggest surprise: sunshine smiled on organizers all three days.

“This is the best weather we’ve had in September since 1969,” says Richard Frost of the Institute of Groundsmanship (IOG) which sponsors the sprawling outdoor display of grounds equipment and supplies. “The weather gave us some extra visitors.”

This, the 40th anniversary year for the exhibition, was a record breaker. In 1984 the show drew 31,396.

“The response we’ve had from exhibitors was fantastic. They did a tremendous business and many are already booked for next year’s show,” Frost tells WEEDS TREES & TURF, the only U.S. publication attending the show.

As expected, the majority of visitors to the show were from the United Kingdom with the European contingent the next biggest group. Several major U.S. manufacturers exhibited, but Americans made up less than one percent of the visitors.

With an eye to attracting even more international interest, organizers are changing the name of the show in 1986 to the IOG Sports & Leisure World Trade Exhibitions. This year products from 20 nations competed for buyer attention with UK offerings.

“By changing the name, we think Americans will get a better understanding of what we’re doing,” Frost says. “Also, we’re covering a much broader spectrum now including landscaping, management, and maintenance.

Dates for next year’s show at Windsor are Sept. 16-18.

For information contact The IOG, 19-23 Church St., The Agora Wolverton, Milton Keynes Buckinghamshire MK12 5LQ.

ACADEMIA

WT&T advisor promoted

A. Martin Petrovic, a member of the WT&T editorial advisory board, is now associate professor, with unlimited tenure, in the College of Agriculture and Life Sciences at Cornell University in Ithaca, N.Y.

Petrovic, a turfgrass scientist, has been a faculty member in Cornell’s Department of Floriculture and Ornamental Horticulture since 1979.

“I think it shows the steady development of the turfgrass program at Cornell,” he tells WT&T of the tenure appointment. “The program is something we’ve been trying to build for years. It shows stability.”

At present, Petrovic and colleagues are working on the AREST facility (Automated Rain Exclusion System for Turfgrass studies), where they are researching water use on turfgrasses and the fate of fertilizers and pesticides.

The project will be functional next year and should provide several years of research data, he says.

Petrovic has authored or co-authored some 60 technical and popular articles on wide-ranging turfgrass science topics.

Other research projects he has been involved with include the effect of the soil-dwelling fungus, Mycorrhizal, on the drought tolerance of turfgrasses, and the factors that influence the development of thatch in turfgrass culture.

The Cornell turfgrass program head holds both bachelor’s and master’s degrees from the University of Massachusetts. He earned his doctorate degree from Michigan State University in 1979.

ASSOCIATIONS

ALCA chooses exec. director

Terry Peters has been chosen new executive director of the Associated Landscape Contractors of America. Peters began work at the ALCA office on Oct. 21st.

The Reston, Va., resident most recently was director of member services for the International Hardwood Products Association. Since 1979, he has also worked as director of exhibitions at the Rehab Group Inc. and as convention and exhibit coordinator for the International Concrete and Aggregate Show.

Peters was finalist from among approximately eight people called in for interviews by ALCA’s Search Committee.

He is a graduate of Juniata (Pa.) College with a degree in psychology. He and his wife have two children.

Peters takes the reins from Gail Morgan, who resigned at the end of September to marry and relocate.
Toro distributor has mower deal

Toro distributor North Coast Distributing Inc. of Warrensville Heights, Ohio, (a Cleveland suburb) introduced a novel plan to market its out-front rotary mowers.

Local dealers will receive a substantial discount on the price of the mowers if they adhere to guidelines established by North Coast.

The guidelines, presented to dealers at North Coast’s field days Oct. 2-3, say a dealer must:

1) attend the mid-size mower sales training seminar (held in November) presented by Toro personnel; 2) identify five potential new accounts by Nov. 30 and 15 by Jan. 31; 3) schedule sales calls with the potential accounts by Feb. 21; and 4) schedule a field day or open house in March or early April at their locations or North Coast.

By following the guidelines, a dealer gets a hefty chunk off the cost of mid-size commercial mowers (minimum: five units).

North Coast vice president of marketing Mike Muetzel says the promotion is part of a concentrated effort to market the out-front rotary mowers.

"We’re giving the boat away, but you have to follow the guidelines to get the discount,” he tells WT&T.

In the process, he hopes dealers will improve both their organizational and sales skills.

ASSOCIATIONS

Landscape contractors to meet in Denver

The Landscape Contractors Division of the Associated Landscape Contractors of America will hold a conference Dec. 7-10 at the Denver, Colo. Fairmont Hotel.

The theme “Selling Performance” will focus on professional sales skills. John M. Grogan will make a two-day presentation.

For more information, write the ALCA office at 405 N. Washington St., Suite 104, Falls Church, VA, 22046 or phone (703) 241-4004.

The Homelite Jacobsen snow almanac for 1985-86.

West Germans plan 2,000 new athletic fields

To those in the turf business looking to expand but not knowing where to go, how about West Germany?

As part of its “Golden Plan,” the German Athletics Association (GAA) has called for construction of 2,000 new athletic fields, each offering about 28,000 square meters (33,600 square yards) of usable space.

The GAA says the plan is in response to a still unsatisfied need for athletic fields and leisure-time recreation areas. About 4.5 square meters of recreation space per citizen is GAA’s goal.

The fields won’t stand alone, the GAA says. They will be integrated into the overall landscape and feature dressing rooms and ample parking for visitors and public vehicles.

Today in West Germany there are 242 million square meters of athletic surfaces but the GAA says many need major renovation.

The GAA isn’t stopping there. It plans to preserve new and reconstructed facilities by initiating economical and efficient maintenance procedures.

To those in the turf business: “Sprechen Sie Deutsch?”
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