We were helping LCOs stay ahead of the pack before there was a pack.

Back when you could count lawn care operators on one hand, Dow perfected a highly effective insecticide for use in turf. Research showed that this insecticide, called chlorpyrifos, gave immediate control over a broad spectrum of surface feeding insects. And it kept on controlling them for weeks.

That was the start of DURSBAN* insecticides. They were developed and registered for turf applications before any other use. And as the lawn care profession grew, the reputation of DURSBAN spread. LCOs across the country, looking for cost-effective insect control, have found the answer in DURSBAN.

They know that it stays where it's applied, because it bonds tightly to organic material in soil as soon as it dries. So it won't cause damage to non-target species. Won't wash away with rain or watering. And retains its control power for 6 to 8 weeks. They like its broad spectrum label for turf, ornamental and shade tree insects.

And now, DURSBAN Turf Insecticide contains a new, more highly purified grade of chlorpyrifos. The result: far less odor to trigger complaints from neighbors and customers, and more pleasant working conditions for applicators.

DURSBAN effectiveness has been thoroughly researched and confirmed in decades of testing at leading universities. And DURSBAN is the only turf insecticide on which human toxicity testing has been conducted. So lawn care applicators can apply it with complete confidence, and customers need not worry about the safety of their pets and children after the treated surface has dried.

Dow's partnership with lawn care professionals and golf course managers goes far beyond supplying advanced products. We also conduct many types of market and product research, and share the results for your benefit. We produce helpful training materials for applicators, operators and others. In cooperation with the PLCAA, we have prepared materials to answer frequently asked consumer questions concerning the effect of chemicals on the environment.

DURSBAN insecticides. Developed for lawn care operators—preferred by lawn care operators. Available as emulsifiable concentrates or wettable powders. If you're not using DURSBAN, you could get left behind. Talk to your distributor today.

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A bull market, yet manufacturers aren’t certain what turf managers really want.

A recent survey shows the chemical lawn care and landscape maintenance market hitting $2.8 billion this year.

A Michigan company has found that you can successfully blend pest control and lawn care operations.

Youthful Southern California has been slow to develop its lawn care industry. A Riverside firm is growing with the market.

Learning by doing is why a North Carolina community college is thriving.

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We stand behind the performance and durability of every new Front Line mower with a 2-year warranty.*

The 1986 Cushman Front Line is not the cheapest mower you can buy.
But it is most certainly the least costly mower you can own. Simply because it’s built to last years longer than any other mower made today.
Here’s the proof.

A PROVEN 22-HP ENGINE.
Every gas-powered Front Line is equipped with our proven 22-hp Cushman engine.**
It gives you the power to maintain speed through tall grass, dense weeds and other conditions that might stop other mowers.
It’s built the way you want an engine built—tough. The crankshaft is forged alloy-steel. The cylinder heads are reinforced for extra strength under stress.

And all the details—from the Teflon-coated O-rings and the swaged-in-place valve guides, to our exclusive Clean-Air Induction System—were designed with one goal in mind.
Years of dependable performance.

BUILT TO LAST:
The Front Line is 1300 pounds of mowing muscle.
Its mowing deck is 12-gauge carbon steel; reinforced, arc-welded and surrounded by a tubular torsion system that prevents twisting.
From the machine-sharpened, heat-treated steel blades to the diamond-plate steel floorboard, this is clearly a machine made for hard work.

FIRST CLASS MOWING.
Here’s where it all pays off: the quality of a Front Line mowing job.
The three cutting blades are positioned to overlap each others’ swath slightly. So no grass is left uncut. The driver can maneuver around bushes, trees and sidewalks with incredible precision, thanks to the Front Line’s Dual Traction Assist pedals—separate braking for each of the two front wheels that gives you a zero turning radius.

THE CHOICE IS YOURS.
No other mower can be equipped to match your needs as perfectly as the Front Line.
For instance, you can add the exclusive Cushman Grass Caddy™ system, which lets you cut, catch and hydraulically dump 16 bushels of clippings without leaving the driver’s seat.
You can choose our original 3-wheel design, or Cushman’s 4-wheel model (a big plus on delicate turf or steeper grounds.)
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**Diesel power is also available.

Circle No. 105 on Reader Inquiry Card
A new name?
The Golf Course Superintendents Association of America did an extensive survey of members last year. One of the statistics resulting from the survey was that 36 percent of the golf courses in the United States are nine-hole courses.

But an even more important statistic is that a very high percentage of golf course superintendents didn’t like their title. Forty-five percent of the superintendents surveyed, in fact, preferred the title “golf course manager.”

If this trend continues, it could present the Golf Course Superintendents Association of America with an interesting problem.

Talking lawns on the train

Usually, as the train pulls out of the rail station and makes its way to New York City, the morning chatter centers on last night’s Yankees game or the latest news from Wall Street.

But, during last May and June, the main topic of discussion was lawn care, thanks to Dr. Henry Indyk of Rutgers University.

Dr. Indyk, specialist in turf management at the university’s Cook College, gave tips to commuters on how to take care of lawns. The seminars were a part of an on-board lecture series offered by New Jersey Transit.

The lectures, held on four different rail lines, were a success. In all, more than 400 commuters took advantage of the seminars, which were held in a designated rail car. “It certainly was a moving experience,” said Dr. Indyk, playing on words. “It's a great idea, and it's probably the most unusual place I've given a lecture.”

Death of a lawn mower

Power lawn mowers are dying prematurely across the country, victims of owner abuse and neglect, according to a survey of mower-care professionals.

The poll—dubbed the “Mower Murder” survey by Autolite Spark Plugs—was taken at the Lawn and Garden Expo in Louisville, Ky., this past summer. Of 1,715 mower-care specialists queried, 20.8 responded.

A majority (50.4 percent) said that properly maintained mowers should last five to ten years. Nearly as many (42.9 percent) pegged it at 10 years or more. More than 80 percent said that most engine failures could be avoided with preventative maintenance.

Top causes of engine failure were, beginning with the most-cited:
- insufficient oil (89.4 percent)
- poor air filter maintenance (60.2 percent)
- striking rocks or objects with mowers (51.8 percent)
- old oil in the crankcase (47.1 percent) and
- overheating due to clogged cooling fins (37.5 percent).
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It can help put you ahead of your competition, too. From custom-designed turf care programs to a solid nationwide distribution network, Lebanon can assure you of knowledgeable, prompt service. And our entire range of proven top-performance products are developed to help you give your customers better lawn care where it counts. From the ground up.

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We'll send you a free copy of our agronomy manual at no obligation. And we'll tell you how we can start giving you and your customers better quality turf from the ground up.

Call our Greenline today at 1-800-233-0628; in Pennsylvania, 717-273-1687.
Firestone gets cosmetic surgery

Firestone Country Club in Akron, Ohio, looked a bit tattered in September: all that lied at the end of each fairway on the South Course were craters and mounds of dirt.

No worry, says club superintendent Brian Mabie, who oversaw the replacement of all 18 greens after a two-year fight against bacterial wilt.

"You've got to make a mess to make progress. We had a lot of work to do," he tells WEEDS TREES & TURF. But by the spring, "all we should have to do is put on finishing touches."

Work began immediately after the annual World Series of Golf held Aug. 21-25, says Mabie.

And it was more than just replacing greens. At the same time, Firestone employees and independent contractors installed a drainage system beneath all greens where previously there was none.

Spectator mounds were constructed and small, subtle changes made.

It was all part of bringing the course up to USGA specs, he says.

Some of those changes: slope alterations on 10 greens with a severe contour change on No. 17; widening both the pond and fairway on No. 16 (the Monster); shortening No. 5 to 200 yards (from 234); reducing the green at 18 to almost half of what it was; and a general rebunkering.

"We're not trying to redesign things here. We're doing what everyone has suggested doing for years. We're working with a design that was developed in the 1920s," says Mabie.

Tom Pearson, respected architect for Golforce Inc., suggested the changes after perusing the Firestone layout. Golforce Inc. is owned by Jack Nicklaus.

"It was a tough thing that Tom did," says Mabie. "We've tried to improve the course without losing the characteristics that make it Firestone."

Mabie called in Tifton, Ga., resident Ernest Jones to shape the greens to specs suggested by Golforce.

Those greens were seeded with Penncross bentgrass, says Mabie. No more local bentgrasses for Firestone.

The old Nimisila bentgrass developed bacterial wilt in the spring of 1984 and was effectively controlled with a bactericide over two golf seasons.

"It's funny," says Mabie. "They say the disease is stress-related but I didn't have it in my stress areas."

He continues: "We're one of the few course in northeast Ohio to have the disease, but it's really not that big of deal. I was amazed at the misinformation that came out about our greens."

Mabie says not one media type contacted him during tournament week to get facts on the problem.

Firestone, owned and operated by Club Corporation of America (CCA), will be new and improved by next spring, says Mabie, for both the golfer and spectator.

—Ken Kuhajda

Survey lists turf maintenance problems

Annual bluegrass, dandelions and crabgrass are the most prominent problem weeds in the green industry, according to a survey recently released by the Mobay Chemical Co., Kansas City, Mo.

Forty-nine-and-a-half percent of all golf course superintendents who responded to the survey indicated that crabgrass was a major summer weed problem. Fifty percent said that dandelions were a major spring weed problem. Poa annua was most-cited as a major problem in the fall and winter.

Leading disease problems, by season, were helminthisporium leaf spot (spring), brown patch (summer), dollar spot (fall) and fusarium patch (winter). Each of those diseases was named as a problem by more than 50 percent of the survey respondents.

Fusarium and fairy ring were called the "most difficult to control diseases because there's no effective product on the market" by 6.1 and 5.8 percent of golf course superintendents polled.

Cutworms were cited as a major summer insect problem by the most superintendents. Grubworms were ranked first in the spring and fall, and mole crickets were tops (on only 3.4 percent of responses) in the winter.

Most-named "difficult-to-control insect problem because there's not an effective product on the market" was the mole cricket, cited on 4.5 percent of the returned questionnaires.

Approximately 300 responses were received from golf course superintendents. Questionnaires were also received from three other turf care segments: chemical lawn care, landscape contractors and grounds superintendents. Results of those segments closely approximated those from the golf course market.

Specific to the golf course market, however, was one question: "What trends most affect golf course management?"

Most frequent responses, in order of frequency, were:

- "increased maintenance costs/budget cuts"
- "increased play that is hard on the course"
- "restrictions on pesticide applications"
- "increasing green speeds that require more maintenance" and
- "lower fairway mowing heights."