Service calls running you into the ground?

It could be your herbicide.

Lazy products may not control all the weeds they should. They may miss wild violet, for example, or spurge, oxalis, ground ivy... or something else your customers may have. And there's no surer invitation to a profit-robbing service call.

Weed out lazy herbicides, and start using TURFLON* D, the herbicide that delivers really broad spectrum control of broadleaf weeds to keep your customers happy and maintain profits. It gets hard-to-kill weeds, and the easier dandelions, plantains and clovers as well... over 50 different annuals and perennials in all. And it doesn't injure established cool-season turf such as tall fescue, bluegrass and perennial rye.

TURFLON D herbicide has been thoroughly researched and proven in years of university testing and under Experimental Use Permits. And it's continuing its outstanding performance this season in day-to-day use on LCO route trucks across the country. A combination of triclopyr and 2, 4-D, TURFLON D is a low-volatile ester that is highly efficacious without causing off-target problems when professionally applied.

In addition to its broad spectrum control, TURFLON D has proven to be extremely cost-effective. Lawn care operators who have used it find that it does in one or two treatments what other products fail to achieve in three applications a year. And its overall performance can mean a significant reduction in service callbacks... plus a marked improvement in customer retention.

TURFLON D herbicide. It could be just what you need, if service calls are running you into the ground. Talk to your distributor today.

REMINDER. Fall is the best time to stop broadleaf weeds.
Amendments to RCRA
New federal regulations will impact on small quantity generators of hazardous waste, including applicators of turf chemicals.

Optimistic but wary
Green industry suppliers are becoming more aggressive despite tighter margins.

Sun Belt success
DeBra Turf & Industrial Equipment is growing with Florida's green industry.

1986 Buyer's Guide
A quick and comprehensive reference to locate sources of new and existing products.

DEPARTMENTS
4 Trends
8 Green Industry News
20 In the Middle
26 Sports Turf
155 Events
146 Problem Solvers
148 Jobtalk
150 Products
156 Classified
158 Outlook
No matter what demands you put on Warren's® new ADVENTURE Turf-type Tall Fescue — turf quality . . . color . . . density . . . texture . . . toughness . . . heat and drought tolerance . . . you can count on performance that's proven superior against leading competitors.

The finer blade of ADVENTURE provides a denser more attractive turf than the older unimproved varieties. It requires less water and fertilizer than Kentucky Blue-grass or perennial ryegrass and is suited for heavy shade conditions as well as full sun.

In comparisons to "cool season grasses" ADVENTURE survives much better in the "transition zone" of the U.S. where it is often very hot and droughty. Wear tolerance for athletic fields, especially in the transition zone, is far superior to the old tall fescues.

The superior performance and quality of Warren's® ADVENTURE has made it one of the leading brands of Turf-type Tall Fescue on the market. For more information, contact your Warren's® Turf Professional, Warren's® Seed Supplier, or call 1-800-828-TURF (8873). In California call 1-707-422-5100.

Wherever you put down roots, go with the PRO's.

Warren's offers only professional turf products.
Condo growth spurring industry

Condo dwellers want—and will receive—better quality landscape plantings and maintenance. This represents an additional market for the nursery and landscape industries, reports a select committee of the American Association of Nurserymen.

“New plant material introductions emphasizing small garden, high-intensity planting concepts must occur,” says the committee, which meets annually to prepare a list of trends. “Like the single-family home dweller, there will be an increasing need to enhance property value and provide the psychological benefits of a beautiful environment.”

Some developers, committee members feel, will operate their own nurseries and maintain landscape crews for the planting and maintenance demanded by tenants of multi-family units.

‘Working’ folk boost golf’s impact

It’s not the “idle rich” you see approaching that putt. It’s working folk just like you and me. Or maybe our children, our spouses, or our retired parents.

The National Golf Foundation says 60 percent of golfers in the Southeast are either retired, students, or homemakers. The 40 percent making up the “employed” segment of golfers have a median income of $33,000.

How much do golfers spend on their hobby? A Foundation golfer profile survey of the Southeast suggests an annual figure of $1,280 for green fees or dues, equipment, cart rental, clothing and shoes. Again, this is a median, meaning that half the respondents reported lower expenditures, half higher.

Distributor turns baseball sponsor

David Meyer, secretary-treasurer of L.W. Meyer & Son in Sullivan, Wis., an Ariens distributor, is a big sports fan. He has found a way to plug both his company and his Milwaukee Brewers.

In each of the last three seasons, he has given the Brewer grounds crew Ariens equipment for field maintenance in exchange for a sponsorship role in local Brewer broadcasts fed to some 50 stations in Wisconsin and Michigan’s Upper Peninsula. The Brewers’ Charlie Moore is the Ariens spokesman during the telecasts.

“It’s helped us,” he says, “especially from a product awareness standpoint.” On July 22, the Brewers held the third annual Ariens Dealer Appreciation Night where Ariens equipment was paraded around the field prior to the game. Some 256 people representing 100 dealers attended the event.

“The event has grown every year even though the Brewers are far from first place” and not drawing well, he says.

Harry Gill, superintendent of grounds and maintenance at Milwaukee County Stadium, and his grounds crew are now using the equipment on the field, where football’s Green Bay Packers play half their home games. Meyer & Son is located some 30 miles west of Milwaukee.
UNBEATABLE CUT, UNBEATABLE PRICE.

**INTRODUCING THE LOCKE PROFESSIONAL.**

Locke, the name that revolutionized the home landscape industry with the technologically revered triplex reel mowers, is making news again!

Introducing the new Professional. The first Locke mower designed especially for large grounds where a precision cut is mandatory, like golf courses, playing fields and other fine grounds.

**THE FIRST REEL MOWER WITH A REAL DIFFERENCE.**

Up until now, the only way to get a superior, high-quality cut was to buy an expensive hydraulic reel mower. The Locke Professional has changed this.

The Professional has a proven mechanical cutting system that delivers a great looking turf that is sure to meet the standards of even the most discriminating golf course superintendents.

Incredibly, the Professional delivers this unbeatable cut at an unbeatable price. With the Professional, you can save thousands of dollars versus the cost of hydraulic reel mowers.

**BUILT STRONG FROM THE INSIDE OUT.**

One look at the Locke Professional and you know it was built with extraordinary quality...engineered for reliability and durability.

The Professional offers a broad range of features designed to give you maximum performance: 3/8-2 1/2 inch cutting height, up to 87 inch cutting width, grass catchers and micro-reel adjustments. Features that will help you cover more ground in less time.

If you’re considering a new mower, discover the reel mower with a real difference. Discover the Locke Professional and get an unbeatable cut at an unbeatable price.

Contact Locke for your local authorized dealer, today, at (203) 333-3157, 1100 Boston Avenue, Bridgeport, CT 06610

Circle No. 254 on Reader Inquiry Card
1. SPRAY  DAY 1
2. SLICE  DAY 10
3. SEED  DAY 10
4. RENOVATION IN PROGRESS DAY 15
5. COMPLETED RENOVATION DAY 30
"LAWN RENOVATION WITH ROUNDUP HERBICIDE IS ABOUT 30 TO 40% MORE PROFITABLE FOR US THAN CONVENTIONAL METHODS."

We put Roundup herbicide on our customer's lawn, came back 10 days later to power rake it and then seed it. About 10 days after that, the perennial ryegrass we planted came up. We were just amazed at how good it looked.

We used to have to plow or disk the lawn we were renovating or use a sod cutter to remove it. With Roundup, it only took us 6 man-hours to do a job that used to take 24. And the results were just as good.

Our customers like Roundup almost as much as we do because the lawn holds up really well under light traffic all during the renovation period.

For us, it extends the season by about a month and turns a normally slow fall into a profit opportunity season.

We plan to use Roundup for lawn renovation from here on in.”

IF YOU WANT TO LEARN MORE ABOUT LAWN RENOVATION WITH ROUNDUP, CALL TOLL FREE 800-621-5800 FOR YOUR FREE LAWN RENOVATION GUIDE.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP

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Monsanto

VERSATILE

EFFECTIVE
ChemLawn initiates sign-posting program

ChemLawn has begun posting signs on lawns after chemical treatment as part of a test program initiated in July in Montgomery County, Md. The signs read: “Lawn care application. Keep off until dry.”

ChemLawn president Jack Van Fossen told a news conference in Rockville, Md., that other parts of the right to know program include notification of application product content, filing of chemical information with local government authorities, licensing of pesticide applicators, and prior notification to those hypersensitive to lawn care chemicals.

While ChemLawn recognizes the safe nature of the products used in lawn care applications, it also recognizes that both its customers and the community at large may benefit from knowing when and where applications are made, whether on public or private property, says Van Fossen.

He says the right to know program is a result of pending legislation in Montgomery County as well as the trend toward local regulation of pesticides.

Van Fossen says the use of markers on chemically-treated lawns will expand if well-received in Montgomery County. “It is our hope that these markers will become a universally recognized symbol of lawn care application, whether by service companies or the homeowner,” he says.

Other points of the right to know program may be expanded if ChemLawn’s evaluation, scheduled for later this year, shows a positive public reaction.

RESEARCH

Weed control is cited No.1

Weed control is the key to holding down chemical lawn care customer turnover.

According to a survey conducted at last year’s Professional Lawn Care Association of America convention, unsatisfactory weed control was the No.1 reason given for customer loss among firms with 5,000 or more accounts. Among the largest operations—those with 20,000 or more customers—poor weed control accounted for 58 percent of customer losses.

The No.1 culprit named in the survey was wild violet, with 75 percent of the respondents ranking it the toughest-to-control. Oxalis and spurge were next, followed by ground ivy, crabgrass and veronica/speedwell.

Overall, 40 percent of those surveyed reported customer retention rates of 90 percent or more, and 58 percent reported rates of 80 percent or more.

The survey was conducted by Dow Chemical Co., Midland, MI.

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**Level of control difficulty for specific weeds**

- Wild Violets
- Saurce
- Oats
- Oxalis
- Ground Ivy
- Crabgrass
- Veronica/Speedwell
- Dandelion

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**Magnitude of environmental pesticide issue as perceived by LCOs**

- Major problem and an issue, now 59%
- Not an issue 20%
- Issue within a year 21%
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We Are

Whether it's a troublesome backflow preventer in Phoenix or a malfunctioning satellite controller in St. Louis, Rain Bird is at your service. Rain Bird — the world's leading manufacturer of irrigation products — maintains a nationwide network of Authorized Service Centers to meet the contractor's every service need. Located at select Rain Bird distributors, these specially certified centers are staffed with well-trained technicians qualified to solve most irrigation equipment problems.

Your Rain Bird Authorized Service Center offers:
• Local repair of equipment
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• A large inventory of Rain Bird parts

Just look for the Rain Bird Authorized Service Center sign.
Rain Bird ... where quality service is a matter of policy.
$1.7 billion spent on course maintenance

A joint National Golf Foundation/Golf Course Superintendents Association of America study says U.S. golf courses spend $1.7 billion annually on maintaining their facilities.

"The Golf Course Maintenance Report," available through the NGF, is based on data from a fall, 1984 survey of more than 2,300 golf courses nationwide.

The study indicates $137 million is spent each year for new maintenance equipment and $103 million is spent on projects to improve existing facilities. The remaining $1.5 billion represents yearly maintenance operating costs.

"Personnel costs constitute the largest single expense category for maintaining the nation's golf courses," says GCSAA executive director Jim Prusa. "On the average, 60 to 70 percent of a golf course maintenance budget is for personnel costs, including salaries and wages, payroll taxes and employee benefits."

Dr. Joe Beditz, NGF director of research, tells WT&T that the courses surveyed ranged from the very small to the very large. "I consider the figures to be conservative," he says.

The study also says the nation's golf courses have a maintenance equipment inventory valued at over $1.8 billion.

Dr. Beditz says the expenditure figures will rise steadily in the future as the baby-boom generation ages and more courses are needed to accommodate the number of golfers.

He says another larger, more in-depth study will be conducted this fall on the nation's golfers and courses.

ASSOCIATION

Gail Morgan resigns as ALCA director

Gail Morgan, executive director of the Associated Landscape Contractors of America (ALCA), has resigned her position effective this month to begin a new pursuit.

"I'm taking on a new career of a husband and step-child," she tells WEEDS TREES & TURF. Morgan has been executive director since 1983.

She and her fiance will marry this fall. They are in the process of building a home on Maryland's eastern shore. Morgan says she will continue with ALCA on a temporary part-time basis to make for a smooth transition.

Landon Reeve, ALCA past president, is heading a search and selection committee to find a replacement.

ALCA says it would like to replace Morgan before she moves to temporary part-time.

"I leave with many, many regrets," she says. "I've made many good friends. ALCA has been my family the last couple years."

ASSOCIATIONS

GCSAA gives $12,000 to research program

The Golf Course Superintendents Association of America (GCSAA) presented a $12,000 check for turfgrass research to the United States Golf Association (USGA) at the 1985 U.S. Open in Birmingham, MI.

GCSAA says the funding signifies the group's continuing commitment to the USGA/GCSAA Turfgrass Research Program.

"We look forward to continued success on our working relationship with our good friends at the GCSAA,"