New water soluble packaging conquers one more hazard.

DURSBAN® 50W insecticide: even more operator safety. Because it's a wettable powder, DURSBAN 50W insecticide contains no irritating solvents. Now it comes in water soluble pre-measured packets which are even safer for operators to handle since they do not need to come in contact with the powder.

Reduced phytotoxicity, too. DURSBAN 50W controls insects on turf, trees, and ornamentals without causing damage. Even sensitive bentgrass varieties in greens are not harmed by treatment with DURSBAN 50W.

Controls a wide range of pests. DURSBAN 50W is particularly effective against cutworms, armyworms, billbugs, sod webworms and chinchbugs, among others. And it remains effective for significantly longer periods than solvent-based insecticides.

Priced for value. Available in 2-lb. fiber containers as well as the new water soluble packaging, DURSBAN 50W is priced in line with other comparable insecticides. Four 4-oz. water soluble packets are sold in foil-wrapped 1-lb. pouches. For golf course and turf uses, one packet in 100 gallons of water will treat 5,000 sq. ft.

DURSBAN 50W insecticide in water soluble packaging. One less hazard for your course. See your ag chemicals distributor.

DURSBAN® 50W
One less hazard
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- Quality
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OUTSTANDING FEATURES

- Rugged lightweight high-stress steel frame
- Variable reel speeds, independent of travel speed
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- Unique pivot design to follow contours
- Highest quality steel reel blades for prolonged life
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16 COVER STORY: DRESSED UP
Landscaping is big business at the nation's big businesses. An attractive landscape conveys a positive image.

26 INSECT CONTROL GUIDE
26 Turf Insect Control Guide
50 Woody Ornamental Insect Control Guide

59 HIGH-TECH OVERLOAD
Computerization of the irrigation industry is here to stay. Now it's up to the individual companies to educate their clients on the variety of new technology.

66 RUNNING FOR THE ROSES
Landscaping at Churchill Downs in Louisville, Ky., is year-round for one of sports great days: the Kentucky Derby.

74 THE BENTGRASS DESTROYER
Take-all patch, a disease first reported in Holland, has crossed the ocean and now presents a major problem for U.S. golf supers.

82 THE PATCH WARS
As the temperature rises, so does the number of patch disease problems. Identification is the key to control.
Rubigan is the best value for dollar spot, and it effectively controls fusarium blight, snow mold, stripe smut and is active on large brown patch when used with a Daconil 2787® tank mix.

Four years of field use show excellent control of dollar spot—even resistant dollar spot, at only 10-14 cents per 1,000 square feet per day of control.

For gradual reduction of *Fba annua* use cumulative rates of 2-3 oz./1,000 square feet and proper management practices. With Rubigan, you can maintain disease-free *Poa* or gradually reduce it.

For more information, call your distributor or write:

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**Rubigan® controls dollar spot on greens, tees and fairways.**

And you get more for your dollar.
Costlier homes, landscapes on upswing

Demand for new luxury homes in the United States has soared, according to recent real estate reports. One report said that eight out of 10 builders will be catering to upscale buyers by 1990, compared to last year's 66 percent.

Part of the reason for this new demand is that baby-boomers are no longer first-time buyers. They are now becoming what are termed "move-up buyers."

Because more emphasis is being placed on luxury homes, the trend is expected to carry over into the landscaping market. It would be natural for homeowners to also place more emphasis on luxury landscapes, too.

And that could be a big boon to the landscape contracting industry.

More bluegrass billbugs?

Dr. Paul Heller of Penn State University thinks that the bluegrass billbug is pushing white grubs and chinchbugs as the No.1 insect problem in turf.

"And it's not just on bluegrass," he claims. There is another problem, he adds: "It is mis-diagnosed 50 to 75 percent of the time as disease or drought resistance."

According to Dr. Heller, the St. Louis area and parts of the east coast had severe outbreaks of bluegrass billbugs last year that peaked in late May and early June.

"We are trying to get you folks out there to do a little sampling," Dr. Heller told Maryland Turfgrass Conference attendees. "You have to get out there and monitor them. Insects won't wait for you, and they are out there doing the damage."

Seed report was misleading

An article in the March issue of WT&T was misleading. It reported a pessimistic outlook for 1986 turfseed availability. In truth, availability for the 1986 crop is undetermined.

"References were to the 1985 crop, which supplies seed for spring and summer usage in 1986," points out Art Wick of Lesco, Inc. "The 1986 crop will be harvested in July and August of this year. All species look very promising at this time. Seed from the 1986 crop should be available beginning in late August."

Mike Robinson, president of Seed Research of Oregon, Inc., agrees. "The supply for fall 1986 won't be harvested until July," he says. "If we have a good spring, weather-wise, we will have a better crop than last year."
A PREVIEW OF OUR COMPETITORS' 1989 MODELS.

You're looking at a new tractor that will still be new three or four years from now. That's about how long we estimate it will take our competitors to play catch-up.

In the meantime, our L2850 is loaded with forward thinking.

Under that streamlined hood is a 4-cylinder high torque-rise diesel engine. Most competitive tractors are 3-cylinder. It also has direct fuel injection, a feature no competitive model has.

Other advanced engineering ideas add to maneuverability. A mechanical shuttle transmission is one. Another is 4-wheel drive with our bevel gear system.

Of course, our Kubota L2850 works best with Kubota implements. They're perfectly matched to each other. For example, you can attach the mid-mount mower without removing the subframe or front loader. It's a neat trick.

With all of these new L Series models (rated at 27, 23.5 and 21 PTO hp), Kubota hasn't just left the competition behind. We've left them behind the times.

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Circle No. 126 on Reader Inquiry Card
Premiums to rise through 1988, says exec

There’s not much relief in sight for insurance policy holders in the green industry and the general population. As long as interest rates stay low, insurance rates will continue to rise, says James Leatzow, president of Leatzow Agency/Financial Guardian, an Oak Brook, Ill., insurance agency.

He predicts a 10 to 25 percent increase over the next two years. “I don’t think (interest rates) are going to change until after the election,” he told his audience at the recent Landscape Expo in Valley Forge, Pa.

Policy holders can expect their agents to pitch a theme of higher deductibles, he says, and one would be wise to accept the higher figure.

He notes several factors that have contributed to sky-rocketing rates: the insurance companies themselves who have been way behind in the development of computerized records (“they literally don’t know how much to charge,” he says); the public’s propensity to sue; lawyers (in the U.S., there’s one lawyer for every 600 people, he says, and that number will increase to one for every 250 by 1990); and juries (juries tend to draw people who are satisfied with the $25 per day you get to sit there, he says).

Juries, he says, have fallen into the “deep-pocket theory” where the injured party is entitled to recovery no matter who is at fault.

To avoid the lawsuit he suggests several points:

1) find an insurance broker who “speaks your language, communicates, and specializes;” 2) examine your own procedures and management (know exactly what is insured and what isn’t); 3) document everything you do (with photos, for example); and 4) manage your loss control (losses do occur so try to minimize them).

When shopping for insurance, one should learn about the industry; avoid choosing the low-baller; and call on the services of a third party (a consultant).
TECHNOLOGY

Ex-fireman hopes to ignite the golf car industry

Fireman-turned-entrepreneur Tony Bonito mated your basic putt-around-the-course golf car with a Pac-Man machine.

And gave birth to what he says "is the most exciting thing to happen to golf cars in 20 years."

The product, the Pro Cart Computer, gives a graphic display of the layout (on a six-inch screen) of each hole of a given course. Sandtraps, trees, lakes, and greens are shown along with the hole's distance from each of its three tees. Flashing lights indicate the hole's 150-yard markers.

But that's not all, says Bonito, who just one year ago was fighting fires in south Florida and now heads a 40,000 sq. ft. computer manufacturing facility in Hollywood, Fla.

The Pro Cart Computer, with the addition of game cartridges, can be used to figure the scores of nassaus, scrambles, and other unique scoring methods. A stop at a printing station spits out 9- and 18-hole totals.

Bonito claims his invention can help speed play with its 4½-hour "diminishing clock." And, if that isn't enough, the unit monitors the cart's batteries.

Says Bonito: "When a cart dies on the course, about a third of its power is forever lost. Since there are six batteries in a cart and each one costs about $40, it is an extremely huge expense when a cart stalls out on the course."

Bonito claims the idea of computerized score-keeping came to him five years ago after losing his pencil on a course. When he couldn't generate enough interest with golf car manufacturers, he decided to market the idea and resulting product himself.

"Most people don't realize the size of the golf car rental business," he points out. "Last year, it was $1.7 billion in rentals. There are 750,000 cars in use."

Bonito's first units are expected to start turning up on golf courses this summer.

SURVEY

It's no surprise: money is No. 1 motivator

Money is the best way to keep employees happy in their jobs. A WEEDS TREES & TURF survey shows that wages, bonus pay, and paid vacation are the most popular ways to motivate workers.

The survey went to 300 grounds workers at golf courses, parks and sports complexes, schools, industrial areas and cemeteries. About 23 percent of those surveyed responded.

Of those, 17 percent say they have an established program for motivating employees, although only five percent have such a program for seasonal employees.

Wages, bonuses, and other monetary incentives are used by 33 percent of those responding. One employer said, "Recognition is vital, but it must be accompanied with cash or a substantial prize to avoid a hollow, cheap effect."

Bonus programs vary greatly. One employer gives his workers a bonus at the end of the year if the department comes in under budget expenses. Another offers each crew a certain percentage of the profits if there are no complaints about the job.

Good benefit packages are also important. One lawn care company gives Saturday off with a set amount of production dollars. Most companies (77 percent) offer overtime pay and paid vacations.

Environment was rated second as a motivating factor. "A company must be a winner, a grower, to create more opportunities for employees, instill pride. A person's work has got to amount to more than pay," said one respondent. Another emphasized the importance of working with employees. "Sometimes it helps the Indians' attitude if the chiefs get down and dig a little dirt too."

Praise and good communication are also important in the employer/employee relationship. "If good work goes unnoticed, employees tend to feel it is not appreciated or necessary and slack off on the job next time," says one employer.

"Let the employee know where he stands and what opportunities are available for advancement...if he has no goals to strive for, he will be a ship without a rudder," says another.

Quality equipment also keeps workers interested in their job. "If equipment is broken down, the employee is on the defensive, whether a problem is his fault or not. In either case, he is unable to accomplish anything."

WHAT BENEFITS DO YOU OFFER?

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<th>Benefit</th>
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<td>Paid vacation</td>
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MAY 1986/WEEDS TREES & TURF 7
Thatch misunderstood, says MSU's Dr. Vargas

Most people need a lesson in thatch, a most misunderstood turf component, says turf guru Dr. Joe Vargas of Michigan State University.

"Thatch is a tightly intermingled layer of living and dead leaves, stems, and roots between the soil surface and green vegetation," he told the Nassau-Suffolk Landscape Gardeners Association in February.

People should not think in terms of killing thatch, he said. Rather they should think in terms of "managing thatch."

Thatch is not all bad, he said. It reacts well to aeration and is resistant to compaction. However, it has poor moisture and nutrient retention capabilities.

He destroyed another myth: vertical mowing does not eliminate thatch.

"The only way to get rid of thatch is through coring," he said.

ASSOCIATIONS

PGRs spotlighted at IVMA meeting

If you attended the recent Industrial Vegetation Management Association (IVMA) meeting in Kansas City, you got the impression that the members believe plant growth regulators (PGRs) have a major growth potential for the industry.

Members, mainly right-of-way contractors, were briefed on several of the PGRs now on the market including Short-Stop, Limit, Oust, and Embark.

Most said they are now using a PGR or will soon in the future.

In addition, members had the opportunity to peruse the latest in bare ground and aquatic herbicides, and spraying equipment. The insurance liability question was examined.

And finally, IVMA named its officers for 1987: president, Robert Cope, Weedcope, Omaha, Neb.; vice president, Paul Jaechsch, JPD Weed Control, Broomfield, Colo.; and secretary-treasurer Larry Crane, Habco, Kansas City, Mo.

The 1987 meeting is tentatively scheduled for Dallas. For more information, write the IVMA, 1015 N. 122nd St., Omaha, NE 68154.

RESEARCH

Bouncing drops key to pesticide study

How many times will a spray droplet bounce before it sticks to a leaf?

"Up to six times," says USDA engineer Donald L. Reichard, who uses high-speed motion pictures to find the answer.

And what will make those droplets stick?

The answer could lead to more economical methods of making pesticides stick to leaves.

"Surfactants appear to be the most effective way of reducing rebound," Reichard tells WEEDS TREES & TURF.

Reichard and colleagues, using experimental equipment they developed, produce high-speed motion pictures that show large portions of droplets rebound as many as six times on the leaf surface.

"One of our major goals in protecting fruit trees from insects is to apply the least amount of pesticide needed to do the job to all sectors of a tree and nowhere else," says Ross D. Brazee, agricultural research engineer. "If we can do this then we can reduce the cost of pest control agents as well as the risk to the environment."
The first heavy-duty work vehicle that's light on your turf.

The Hahn Multi-Pro 44 work vehicle sprays, fertilizes, top dresses, seeds, aerates, dumps and hauls... yet is gentle enough on turf to be used on delicate greens.

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