NOW YOU'VE GOT TWO CONVENIENT WAYS TO APPLY THE NUMBER 1 NAME IN TURF HERBICIDES

With Chipco® Ronstar® G and new Chipco Ronstar WP, problem weeds never see the light of day.

Golf course superintendents have made Chipco® Ronstar® herbicide the product of choice for pre-emergence weed control. And rightly so.

Just one application of Chipco Ronstar provides season-long control of 25 tough broadleaf and grassy weeds. Without the root pruning or leaching you get with other turf herbicides.

Plus, Chipco Ronstar still ranks as the Number 1 way to control stubborn crabgrass and goosegrass. Test results prove it.

Summary of 9 years of testing conducted by University Experiment Station and Rhone-Poulenc personnel.

And now, Chipco offers you the choice of easy-to-spread Chipco Ronstar G granules or easy-to-spray Chipco Ronstar WP wettable powder.

So start the season with Chipco Ronstar G or new Chipco Ronstar WP—the best way to keep weeds out of sight and out of mind.

Rhone-Poulenc Inc., CHIPCO Department, P.O. Box 125, Monmouth Junction, NJ 08852.

CHIPCO RONSTAR®

Please read label carefully and use only as directed. Apply Ronstar only on turfgrass varieties included on the label.

CHIPCO® and RONSTAR® are registered trademarks of Rhone-Poulenc Inc.
*Balan is a registered trademark of Eli Lilly.
*Betasan is a registered trademark of Stauffer Chemical Co.
*Dacthal is a registered trademark of SDS Biotech.

Circle No. 141 on Reader Inquiry Card
Wouldn’t it be great if your old standby broadcast herbicide could also handle early-emerging HTCs?

*Hard-to-control weeds like oxalis, ground ivy, prostrate spurge and wild violet.

Circle No. 114 on Reader Inquiry Card
16 GIVE US YOUR BEST
Major mower manufacturers tell what is their strongest product and what features make the product their best seller.

32 THE GOLF CAR GAME
An improving economy and the maturing 'Baby Boomer' generation create a growing need for golf cars. The industry has responded.

36 COVER STORY: THE LAWN CARE CRISIS
Chemical lawn care companies face pressure from media and lawmakers. But their friendly insurance agent might post the most urgent problem.

37 LAWN CARE ... CAREFULLY
42 STANDING TALL
44 LIQUI-LAWN KEEPS ROLLING

48 LOCATING THE CUSTOMER
In order to grow efficiently, lawn care operators must determine those most likely to seek lawn care services.

Cover illustration by Joel Rogers
Introducing your new old standby.

That old standby broadcast amine turf herbicide of yours has just been made obsolete with new TURFLON® II Amine Herbicide from Dow.

**Stops HTCs in the broadcast round**
You see, TURFLON II does everything your old standby does, and a whole lot more. Like control those hard-to-control weeds that can emerge early and sneak through your old standby. Weeds like oxalis, ground ivy, prostrate spurge and wild violet. Weeds that keep your phone ringing and your cash register quiet.

**New turf chemistry**
With TURFLON II you can stop those early-emerging, hard-to-control weeds in their tracks and significantly reduce the need for spot treating later. TURFLON II does so much more than other broadcast herbicides because it contains triclopyr, the first new turf herbicide chemistry in 16 years.

**Safety tested**
The low volatility of the TURFLON II activated amine formulation gives you less odor to worry about. It has a proven safety record and won't migrate in the soil to the roots of ornamental plants.

So if you're tired of being let down in the broadcast round by your old standby, turn to TURFLON II this year.
Superintendents taken out of the closet

The golf course superintendent's contribution and importance to the game has been in the public eye during the 1986 pro golf season. ESPN-TV's "Inside the PGA Tour" featured a segment on golf course superintendents in a recent broadcast. Reported by PGA agronomist Bill Buchanan, the feature noted the superintendent's job is to keep a proper balance between what is best for the turf on his golf course and what is best for the golfer.

Claud Corrigan, editor of the Mid-Atlantic Association of Golf Course Superintendent newsletter, notes: "The show was just one more example of the excellent media coverage superintendents have been getting, which may indicate that (our) public relations efforts are paying off."

Additionally, superintendent Peter Smith of Shinnecock Hills GC appeared on "Good Morning America" during this year's U.S. Open to acquaint millions with the super's role.

Bad news for pesticides

Amendments to the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) have now been approved by the Senate Agriculture Committee. In June, the House Agriculture Committee had approved a similar bill. That means the bills for stronger pesticide controls need only be approved by both houses of Congress to become law.

The amendments would accelerate the EPA's program for retesting older pesticides, would establish new health and safety standards to protect against contaminated drinking water, and would require companies to complete thorough health and safety standards on minor ingredients in their pesticides.

Long-term impact on the green industry? Fewer pesticides with higher price tags. Not good news.

And more bad news

In a related development, the U.S. House of Representatives voted 329 to 4 to strengthen the law protecting public health and the environment from chemical pesticides, according to the New York Times. The legislation comes in the wake of a series of biased media reports on the risks of pesticide exposure.

If passed by the Senate and signed into law by the President, the bill would accelerate the retesting of more than 600 herbicides and would require the retesting of all chemicals registered before 1972 to be completed over the next nine years.

The bottom line: the amendment may be doomed to failure because it does not provide sufficient funds to enable the EPA to meet retesting deadlines.
HIRE A TOUGHER WORKER THAT CAN PUT IN LONG HOURS, CARRY A HEAVY LOAD AND WON'T COMPLAIN.

How much do you have to spend to get a hard-working truck? One that can measure up to just about any job? One that can hold your maintenance costs way down? Very little.

The Standard Regular Bed is Nissan's least expensive Hardbody Truck, yet it still delivers outstanding ruggedness and reliability that you can count on day after day. For instance, there's increased corrosion protection to help keep this Hardbody Truck strong. And the cargo bed features double-steel walls along with a payload capacity of up to 1000 pounds. There's also a truckload of additional standard features, including a powerful, fuel-injected, 2.4-liter, twin-spark, hemi-head engine to help you tackle the tough jobs and a big, 104.3-inch wheelbase for improved stability. Plus, the roomy cab and three-across seating make it convenient to carry both passengers and equipment. Put it all together and you've got a tough worker and a tremendous value you'd be really hard put to beat.

For more fleet information see your local Nissan dealer today or contact our National Fleet Sales Department at Nissan Motor Corporation in U.S.A., 18501 South Figueroa, P.O. Box 191, Gardena, CA 90247.

The Nissan Standard Regular Bed. It's a tough worker that won't cost you a lot of money. The quality is great. The name is Nissan.

FOR VALUE AND TOUGHNESS
THE NAME IS NISSAN

Circle No. 136 on Reader Inquiry Card
'Black layer' damaging nation's greens

It doesn't matter whether it's an old green, or a new one; in California or New Jersey; summer or fall. Black layer will strike greens anywhere, at any time.

James Snow, director of the USGA Green Section's Northeastern Region, says black layer is a layer of anaerobic material, rotting organic matter, resulting from poor drainage in the green.

Superintendents usually discover it when the turf becomes weak and develops poor root systems and the soil remains saturated. A soil probe will show the black layer at the same level in the green.

Snow says that a number of things could have gone wrong in the green's construction, causing black layer.

"The materials rototilled into the top layer may not have been mixed properly. Water backs up and rots the material," Snow explains. "Maybe they never sent materials to our soil lab in Texas. Or, maybe they did, but the sand they sent wasn't a representative sample."

Gary Watchke of the USGA in Connecticut fought black layer in his greens at Iowa State University. "We found root-rotting pythium and algae which thrive on free water," Watchke says. "I've seen black layer more frequently in high sand greens, maybe because superintendents water those more often."

Black layer can hit at any depth of the green. Snow recommends careful watering and frequent aerification, which helps break through the layer. Watchke says the fungicide systemic Aliette can fight pythium in the roots.

If the layer is deep in the green, it may need to be rebuilt. In some cases, however, Snow says drainage lines can be installed without rebuilding the green.

Black layer can hit at any time, but is more common in the summer when the green is under stress, and during persistent rainfall. Watchke says the problem will often resolve itself after several years when the soil regains a balance.

Corporate 'bad breath' costly, expert warns

Telephone skills can be powerful tools for any landscape company. Telephone skills produce new business, promote company goodwill, build confidence, elicit cooperation, resolve doubts, and lower tension.

"In that first moment of contact, a well-trained receptionist is more valuable to the company than its highest-paid estimator," says Richard Lambert, author of a new audio cassette series entitled "Professionally Speaking."

But the opposite can also be true. "Corporate 'bad breath,' as we call it, can be a costly problem," advises...
OMC Lincoln buys Brouwer Turf Equipment

OMC Lincoln, the parent company of Cushman-Ryan, has acquired Canadian-based Brouwer Turf Equipment. OMC president James Chapman and Brouwer president Gerry Brouwer agree that the Sept. 5 acquisition will provide growth opportunities for both companies.

"Our company was not for sale," Brouwer tells Weeds Trees & Turf. "But OMC approached me with an interesting growth plan that changed all that. With an aggressive plan of introducing several new products in the years ahead, we now have the resources to accelerate their introduction."

In 1985, Brouwer reported sales of more than $10 million in the U.S. OMC's sales were about $880 million. "As the turf installation and turf care business grows, so does the demand for turf equipment," Chapman notes.

Bad Breath from page 6

Lambert. "Our surveys show that seven out of 10 people who decide not to do business with a landscape contractor make that decision because of the way they're treated on the phone. There's strong evidence to show that poor phone skills do real damage to a contractor's business relationships."

When consulting with contractors, Lambert says the telephone is usually his starting point.

"Creating a good first impression is critical when you're marketing an intangible such as landscape services. The telephone either helps or hurts you immediately.

The biggest complaint appears to be putting callers on hold.

Recorded on three audio cassettes with an accompanying study manual, "Professionally Speaking" is available for $68 postage paid from The Idea Bank. For more information, call (800) 621-1136—in Arizona, (602) 829-1233.

ATHLETIC TURF

Athletic turf tips (continued)

Weeds Trees & Turf has received many inquiries about the athletic field articles which appeared in our September issue. Here are some answers:

- We encourage you to promote safer playing fields to your community. Tell your P.T.A. and administration the critical role safe fields play in education. Show them the articles.

- If you want copies or reprints, contact Kathleen Maciuszko at (216) 826-2839.

Since the articles carry a copyright, you are bound by law to request permission if you wish to use lengthy excerpts from them. Always credit WT&T and send us a copy of how the article is used.

We would also like to hear the reaction you get within your community or school system. Please write us: Weeds Trees & Turf, 7500 Old Oak Blvd., Cleveland, OH 44130.

WITH LESS TRACTOR

11½' unit folds up its outboard reels automatically for easy trailering and storage.

For all the details and a free demonstration, call or write today for the name of the dealer nearest you.

National Mower Company
700 Raymond Avenue
St. Paul, Minnesota 55114
612/646-4079.

Circle No. 135, on Reader Inquiry Card
THE SECOND ANNUAL LANDSCAPE EXPOSITION
MARCH 3-5, 1987
O'HARE EXPOSITION CENTER, ROSEMONT, ILLINOIS

THE RIGHT STUFF FOR LANDSCAPE PROFESSIONALS

If you're a landscape professional looking for the 'right stuff' to operate more effectively and efficiently in the future, look no further. Landscape Expo has it. In fact, we are the established national forum for landscape professionals.

Over 225 national manufacturers of power equipment, chemicals, fertilizers, seeds and irrigation systems will be on display. See new equipment, products, supplies, and services that will enhance your operation, make you more efficient and increase your bottom line. Choose from over 30 conference sessions and workshops that explore the critical business challenges facing green industry professionals. Learn practical, hands-on management, marketing and technical skills and strategies you can put to use immediately.

Landscape Expo has the active support of the industry's leading associations: * THE PROFESSIONAL GROUNDS MANAGEMENT SOCIETY * THE ASSOCIATED LANDSCAPE CONTRACTORS ASSOCIATION * THE PROFESSIONAL LAWN CARE ASSOCIATION OF AMERICA * ILLINOIS LANDSCAPE CONTRACTORS ASSOCIATION.

Landscape Expo is in the right place too. O'Hare Exposition Center in Rosemont, Illinois is convenient to airports, major highways and is close to the sights and attractions of Chicago. O'Hare is at the heart of an area with over 16,000 landscape professionals within 300 miles.

Join your colleagues at the Second Annual Landscape Expo, March 3-5, 1987, O'Hare Exposition Center, Rosemont, Illinois. You'll come away with the right stuff.

Take advantage of the best offer you'll have in 1987: to be part of the year's most exciting marketplace. Call or write now for more information.

Produced and Managed By: HBJ EXPOSITIONS & CONFERENCES
Sponsored By: Weeds Trees & Turf and Lawn Care Industry Magazines

Mail this now and plan to attend or exhibit:

Landscape Exposition
P.O. Box 5555, 50 Washington Street, Norwalk, CT 06854
Phone: (203) 850-0400 (800) 240-2815

YES! I'M INTERESTED!
Please send me, at no cost or obligation, an "Exhibitor's prospectus and application
"Attendee's information package

Name
Title
Company
Address
City
State
Zip
Telephone
Business Function