

IF YOU OWN A SCAG, YOU ALREADY OWN A MULCHING MOWER.



WITH SCAG'S UNIDECK™ DESIGN, ONE DECK DOES IT ALL.

That's right. Forget your dedicated mulching deck. Throw those baffles away. If you own a Scag mower, you already own a recycling mower.

Scag's versatile Unideck™ design lets you convert your Scag cutter deck from dispersing to catching to mulching in a matter of minutes, right in the field.

With our Unideck™ design, a deeper cutter deck and higher blade tip speed combine to provide better air flow under the deck. This stands the grass up and cuts it cleanly. Clippings are held above the blade

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Our simple and economical mulching kit fits on virtually all Scag walk-behinds and riders, current and non-current models with 32", 36", 48", 52" and 61" decks.

Plus, every new Scag cutter deck now features our exclusive low-maintenance taper roller bearing spindle (patent pending). Testing has shown this sealed

spindle lasts longer than traditional ball bearing spindles.

No mulching mower can mulch under all conditions. But mulching with a Scag gives you the cutting options you need to get the job done. See your local Scag dealer for a demonstration today.

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Would ChemLawn, by any other name, still be ChemLawn? Stay tuned.

'EcoScape' tag is spanking new; owner by mid-year likely will be new, too.

■ The 1992 lawn care season will be business as usual for ChemLawn, except ChemLawn will:

- probably have a new owner;
- likely have a new name on the side of its trucks—"EcoScape by ChemLawn."
- attempt (again) to offer a more comprehensive package of lawn/landscape services.

Ecolab Inc., which bought ChemLawn in 1987, announced early this past March that it will sell most of its subsidiary and take a \$275 million fourth-quarter bath.

Ecolab's decision to put the "For Sale" sign on ChemLawn does not surprise many people in professional lawn care, or in the investment community, either.

Financial analysts say Ecolab spent too much for ChemLawn to begin with.

The St. Paul, Minn.-based maker of cleaning and sanitizing products paid about \$370 million for ChemLawn in 1987. This was about \$100 million more than Waste Management, Inc., the huge Chicago-based waste hauler, had initially offered in February 1987. (WM did, later, sweeten its offer.)

The Ecolab/ChemLawn marriage was not a good one.

As ChemLawn remained the most visible provider of professional lawn care, it likewise retained its uncomfortable role as lightning rod for anti-lawn-care, anti-pesticide criticism.

Moreover, the company's management changed substantially since lawn care's halcyon years in the early and middle 1980s.

But most significantly, sales stayed flat; ChemLawn couldn't add to Ecolab profits despite the synergy Ecolab felt would develop between the cleaning and sanitizing services it offers to commercial/institutional clients and lawn/landscape ser-

Ecolab's decision to put the "For Sale" sign on ChemLawn does not surprise many people in professional lawn care, or in the investment community, either.

vices. Competition is, if anything, as intense in big-acreage accounts as it is for home lawns, Ecolab discovered.

In 1989 ChemLawn showed a \$42.7 million operating loss (\$34 million from a one-time charge), and in 1990, with net sales of \$383.9, a \$2.45 million loss. *The Wall Street Journal* reported in March that ChemLawn will post a \$10-\$15 million loss for 1991.

Apparently in an effort to present a new face, this past February ChemLawn provided 140 company-owned and 50 franchisees with ads offering up EcoScape, a new name for an expanded lawn, tree and shrub service.

Many ChemLawn trucks got a new paint job too with the name EcoScape prominently displayed. The name, and the new service offerings it represents, will be introduced to the public through "slow, steady marketing," said a ChemLawn source.

ChemLawn seeks to boost sales of add-on lawn and landscape services; this while it preserves its position as the nation's most recognizable residential lawn care provider.

"Options range from landscape installation to controlling weeds in flower beds," said ChemLawn President David L. Siegfried. Lawn aeration, renovation, mulching and pruning: these are services of EcoScape too.

In mid-March, Siegfried also announced that ChemLawn's company-owned branches would offer an all natural organic fertilizer as an option in 1992. An organic-based program launched by ChemLawn during the 1991 growing season captured few people's attention, including customers.

According to Ecolab, the company hopes to have a buyer for ChemLawn by mid-year. Stuart Pulvirent, an analyst with Shearson Lehman Brothers, said the price tag would be somewhere in the neighborhood of \$100 million, reported *The Wall Street Journal*.

Pierson M. Grieve, Ecolab's chairman, president and chief executive officer, said that the divestiture of ChemLawn "focuses all our (Ecolab's) strategies on our strong world-wide cleaning and sanitizing business opportunities."

—Ron Hall

Green media is 'ho-hum' on environmental claims

Writers believe they should keep readers informed.

■ So, who believes the hype anyway? Not the media, or so it appears.

When 503 garden writers responded to a recent survey, only 14 percent were con-

vinced that products described as environmentally correct were what they claimed to be.

Furthermore, the respondents—all members of the Garden Writer's Association of America—split down the middle over the use of terms like "environmentally correct" or "environmentally friendly" to market products. Only 30 per-

cent approved the use of the term "environmentally preferred."

Nine out of 10 of the garden writers surveyed, however, said "yes" they did have a responsibility to inform their readers about environmental issues and water conservation.

The survey was conducted by Hinsdale Marketing Services, Oak Brook, Ill., on behalf of Aquapore Moisture Systems, Phoenix, Ariz. Aquapore, which manufactures soaker hose and other water-saving products, was not identified in the survey as the sponsor.

HERE'S SOMETHING TO REFLECT ON...



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"JOHNNY-COME-LATELY" NATURAL ORGANICS?**

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Each year, fire ants spread further across the South, stinging millions of people. And professional Lawn Care Operators have seen the pain they cause to humans and pets and the damage to valuable lawns, plants and property.

KILLS THE QUEEN. KILLS THE MOUND.

There are many fire ant products on the market. But the only way to REALLY get rid of fire ants is to kill the queen. Because only the queen produces more fire ants. So, when the queen dies, the mound dies.

And now, more and more professionals are protecting their customers' plants, ornamentals and lawns with AMDRO® insecticide fire ant killer. Because only

AMDRO is specifically formulated to kill the queen.

HIGHLY EFFECTIVE BAIT FORMULATION

Fire ants treat AMDRO as food. They find it when they are foraging, carry it back to their mound, and feed it to ALL the ants in the mound...including the queen. Once the bait kills the queen, the whole mound dies in a matter of days.

FOR BROADCAST OR SPOT TREATMENT

Nothing is as effective or easy to use as AMDRO. Just apply straight from the package. There's no mixing, no watering in, no dust, no mess. And unlike some other mound treatments, AMDRO has no offen-

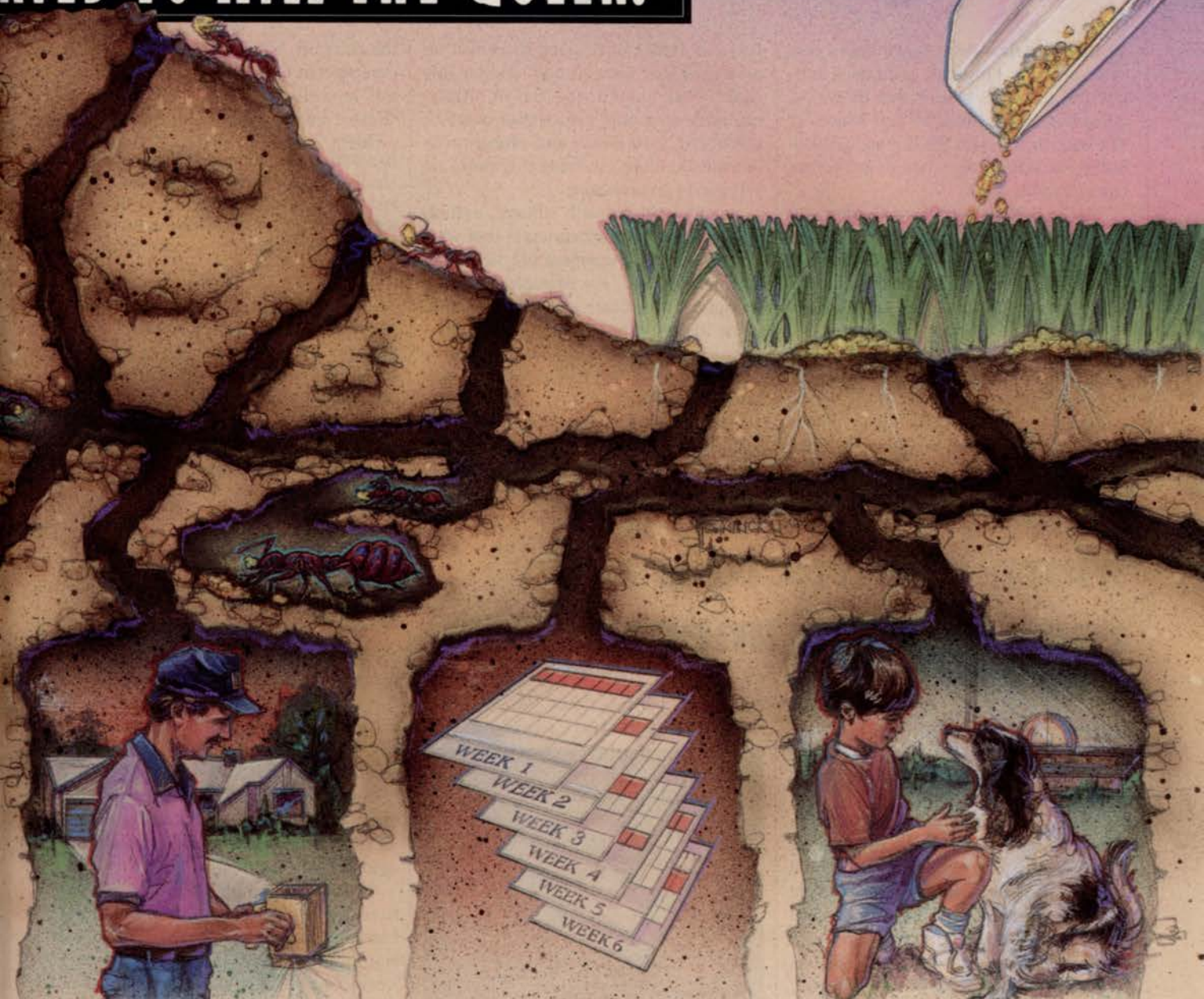
sive odor. For established mounds, simply sprinkle AMDRO insecticide around the base of each mound, according to package directions. (Do not apply directly to the top of the mound.)

Or, you may use a hand-held applicator or vehicle-mounted Herd GT-77 spreader to broadcast AMDRO® over large areas to control existing mounds, as well as small, unseen mounds, and reduce the risk of reinfestation. Broadcast rates are only 1 to 1½ pounds per acre for total control.

USE WITHOUT WORRYING

AMDRO® insecticide contains an exclusive patented biodegradable ingredient, hydramethylnon, incorporated into a highly

ATED TO KILL THE QUEEN.



attractive and unique bait formulation. So, when the fire ants are gone, AMDRO is, too.

THE CHOICE OF PROFESSIONALS

AMDRO is used by more lawn care

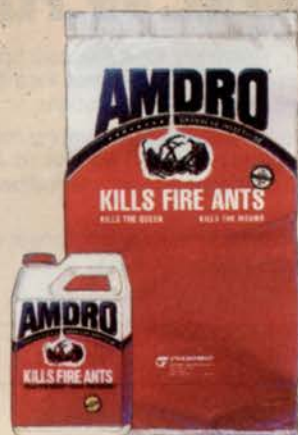
professionals than any other product. It's a very valuable, and profitable, additional service you can provide your customers. It's also easily incorporated into scheduled

treatments. So, protect your customers and their property from fire ants. Give them complete fire ant control with the only product specifically formulated to kill the queen. AMDRO. Available in 1-lb. containers, or economical 25-lb. bags.

HOW AMDRO BEATS THE COMPETITION

Active Ingredient	Trade Name	Mode of Action	Low Odor	Low Dust	Ready To Use Broadcast	Toxicity To Birds, Honeybees	Pasture or Rangeland	Leaching Potential	Time Required For Control
hydramethylnon	AMDRO®	BAIT Ingestion (Stomach Insecticide)	Yes	Yes	Yes	Low	Yes	Low	7 Days
fenoxycarb	Logic¹	BAIT Growth Regulator (Stops egg laying)	Yes	Yes	Yes	Low	No	Low	3-5 Weeks
avermectin	Affirm² Fire Ant Ender³ Ascend⁴	BAIT Growth Regulator (Stops egg laying)	Yes	Yes	Yes	Low	No	Low	6-8 Weeks
acephate	Orthene⁵	CONTACT	No	No	No	High	Yes*	Moderate to High	3-7 Days
diazinon	Spectracide⁶ Green Light⁷ (various others)	CONTACT	Yes	Yes	No	High	No	Moderate	Immediate
dursban	Green Light⁷ (various others)	CONTACT	Yes	Yes	No	High	No	Low	Immediate

(*grazing restrictions apply-see label)



AMERICA'S NUMBER ONE FIRE ANT KILLER.

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Effluent great for turfgrass, study contends

TUCSON, Ariz.—After more than three years of study, University of Arizona agricultural scientists believe that municipal effluent is ideally suited for turf irrigation. The water is safe—for the turf and groundwater—and effectively produces golf course fairway-quality grass.

At the Arthur Pack Golf Course and Ocotillo Golf Course here and in Chandler, soil scientist Ian Pepper and plant scientist Charles Mancino proved that effluent irrigation must be managed differently. Higher levels of nitrogen, phosphorus and potassium in wastewater can reduce reliance on commercial fertilizer, particularly in the summer.

“Daily applications of effluent offer a built-in advantage,” says Pepper. “It’s like spoon-feeding nitrogen to the turfgrass.”

He and Mancino compared soil samples

taken at depths of two and three feet on plots irrigated with effluent and potable water. They found that levels of nitrate-nitrogen, ammonia (which also contains nitrogen), potassium and phosphorus remained uniform, showing they posed no problem to groundwater.

In soil irrigated with effluent, sodium and phosphorus reached levels that warrant different management practices than customarily used. For example, reducing phosphorus fertilizer applications would allow the grass to use the nutrient contained in the effluent. And applying calcium sulfate or sulfur would reduce the sodium in the soil.

Mancino says turfgrass turning yellow (chlorosis) in the summer is the greatest problem resulting from effluent irrigation. An application of foliar iron takes care of

the chlorosis, but that’s expensive. “It’s an expense that municipal golf courses might not be able to carry,” Mancino says. “Resort-owned courses should have no problem.”

Except for its cost, municipal effluent is ideally suited for irrigating turf, Mancino and Pepper believe. “Irrigating turfgrass with effluent is an advantageous way to go, with good management—except for the high cost,” Pepper says.

Most golf courses have their own wells, and irrigation water costs between \$40 and \$150 per acre-foot in this part of the country. In Tucson, buying effluent carries a price tag of about \$400 per acre-foot, and using drinking-quality water costs \$440.

For more information on their research, contact Mancino at (602) 621-1851 and/or Pepper at (602) 621-7234.

More contractors are renting equipment

CHICAGO—Since the 1986 tax reform and the loss of the Investment Tax Credit, construction contractors who use heavy equipment have increasingly turned to renting their machines.

Heavy equipment studies conducted in 1986 and again in 1990 by the market research firm of MacKay and Co. found that the number of owned and leased machines at work in the U.S. increased just 3 percent from 1986 through 1990. Rental machines more than doubled in number during the same period.

The survey was sponsored by Construction Equipment magazine, whose

editor Kirk Landers notes, “When investment tax credits were wiped out and

Heavy equipment trends			
33 types of paving, lifting and earthmoving equipment			
	1986	1990	%change
Rented	58,834	123,565	+110%
Owned/leased	643,496	660,210	+3%
Total machines	702,330	783,775	+11%

Source: MacKay & Co.

depreciation allowances reduced, the cost of owning high-ticket capital equipment went up substantially.

“When ownership costs go up, so does the liability for an under-utilized machine. From 1986 to 1990, a lot of equipment users just said ‘no’ to more liability. They made short-term rental commitments instead of long-term purchase or lease commitments.”

Some of the machine types that are essential to the country’s efforts to rebuild its transportation infrastructure have also aged since the tax reform.

“The average wheel loader in a highway fleet is more than eight years old,” says Landers. “In 1986, a wheel loader that old would be scrapped or put into backup work. Today, the contractor replaces or rebuilds the machine’s key components and tries to keep it working.”

B&G'S NEW KP-4

Strap on the comfortable, lightweight KP-4 Knapsack Sprayer and enjoy the convenience and mobility it affords. Designed for a multitude of uses, the KP-4 is tough enough for all sprayable solutions.

Easy to use with the lever-operated high pressure continuous action pump. Only minimal effort is required to maintain effective spraying pressures. The generous 4 gal. high density polyethylene tank allows for an extended application period.

For more information about the KP-4 Knapsack Sprayer or to inquire about all your spraying needs, call 1-800-544-8811.

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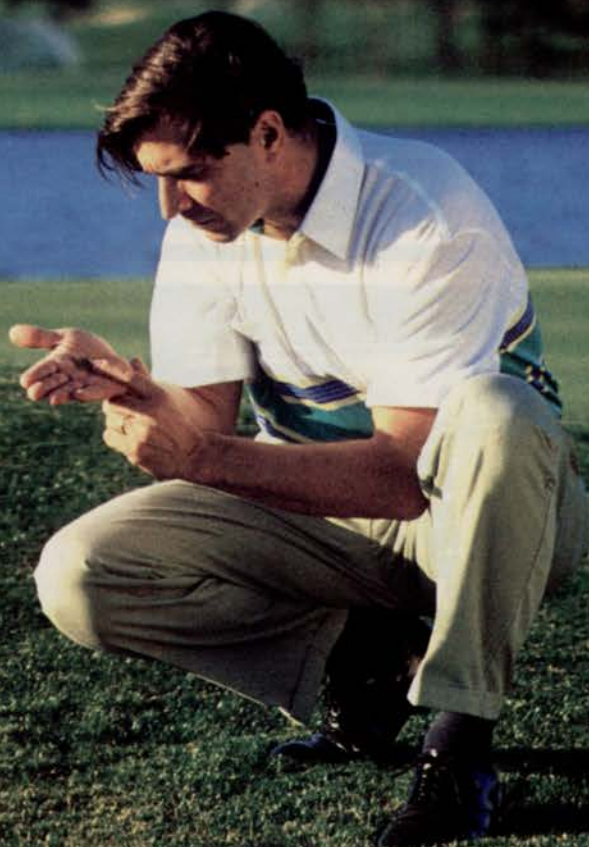
Chemical resistant and heavy duty construction features include:

- All soft parts, gaskets and seals, superior quality.
- Unit converts for right or left hand operation.
- High pressure piston pump up to 90 psi, 48 in. hose.
- Discharge valve with screen and lock-on clip.
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- Brass extensions.
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Now there's Curalan™ fungicide.

Now broad spectrum CURALAN controls eight diseases without harm to turf so turf managers can sleep nights.

Brown patch and dollar spot control. CURALAN controls these tough diseases plus six more including leaf spot, Fusarium patch and grey snow mold.

Two-way protection. CURALAN gives you the option of preventive and curative treatments by adjusting the application rate.



Labeled for all turf grasses.

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BASF

HOT STUFF

Turf at the Olympics

ACWORTH, Ga.—The Georgia Turfgrass Association will help beautify the 1996 Summer Olympic Games.

The association has agreed with Atlanta Mayor Maynard Jackson and the Office of

Olympic Coordination to design and beautify a public site to be used during the Games. The specific site is yet to be determined.

When the site is selected, a five-year beautification plan will be developed which

should bring the site to peak beauty for the Games. Following the Games, the site will be turned over to the city for continued maintenance.

AmeriFlora opens soon

COLUMBUS, Ohio—The AmeriFlora '92 exhibition begins here on April 20 and runs through Oct. 12, the 500 anniversary of the date recognized as the founding of America by Christopher Columbus.

One of the first exhibits to be completed, a display garden, was installed by O.M. Scott & Sons. "The Scotts World of Grasses," is a 55-foot-wide map of the world with continents created with different turfgrass varieties.

For more information about AmeriFlora '92, write 1995 E. Broad St., Columbus, OH 43209 or phone (614) 645-1992.

Supers packed show

LAWRENCE, Kans.—A standing-room-only crowd of 2,200 heard a panel session on pesticide use (see accompanying story), an event that was the highlight of the 1992 International Golf Course Conference and Show in New Orleans two months ago.

More than 15,000 superintendents, turf professionals and suppliers attended the week-long conference, according to the Golf Course Superintendents Association of America. A record 593 exhibitors showcased their products and services during the three-day trade show, which covered nearly 172,000 sq. ft.

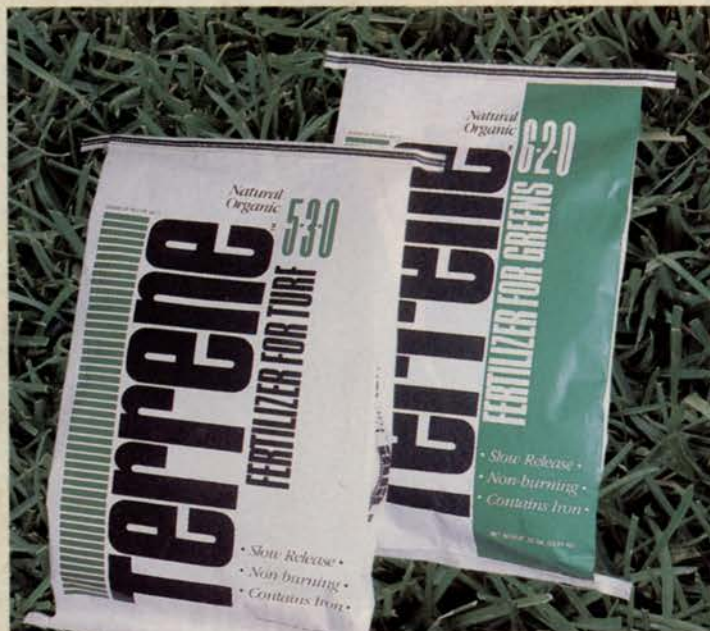
Almost 1,600 registrants representing 44 foreign countries attended.

Terry Bradshaw, the former Super Bowl quarterback for the Pittsburgh Steelers, was keynote speaker at the opening session. Other key sessions were held by the USGA, the Golf Course Builders of America and the American Society of Golf Course Architects.

William R. Roberts was elected 1992-93 president; Randy Nichols was elected vice president and Joseph G. Baidy was appointed secretary/treasurer.

Golfer Tom Watson received the Old Tom Morris Award at the closing banquet. Next year's conference and show will be held Jan. 23-30 at the Anaheim (Calif.) Convention Center.

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Natural organic **Terrene**, with its slow release, non-burning properties is showing up on turf professionals' "most wanted" lists everywhere.

The specialized Turf and Greens grades of new **Terrene** can be custom tailored to fit into any fertilizer program. Whether you're in lawn and turf care, golf course or landscape maintenance, nurseries, or any other related business, you'll profit from **Terrene's** growth potential.

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A revolutionary leap in the evolution of mowing.

To see where rotary mowing is headed, take a good look at the sleek new Jacobsen HR-5111.™ It delivers an 11'-plus, high-production cut and exceptional trimability in a rugged four-wheel-drive package.

Built for long life in rough country.

Hydrostatic 4WD, a heavy-duty axle with differential lock, and a reliable, fuel-efficient, 51-hp diesel let the HR-5111 confidently tackle tough hills that stall the competition.

Our new box-channel steel, straight-line frame takes the pounding of tough conditions like no other mower in its class. Plus, the full-fiberglass body keeps its good looks for years, even in the harshest environments. And it's all backed by a 2-year, 1,500-hour warranty.*

No belts. No pulleys. No kidding.

Our revolutionary, fully hydraulic cutting system eliminates the maintenance and adjustments of belt-driven units. It incorporates individual, lifetime lubricated spindle motors which deliver more power to knock down tall, heavy grass, for a clean 1" to 5½" cut. The decks



*See your Jacobsen distributor for full warranty details.

have a unique, counter-rotating spindle configuration producing the smoothest rear discharge going.

Smooth operator.

From the easy-to-read, full instrumentation, to the ergonomic controls, the HR-5111 redefines operator convenience. What's more, power steering, tilt wheel, cruise control and the adjustable high-back suspension seat keep the operator comfortable, for a more productive day.

For high productivity, 4WD mobility, heavy-duty durability and operator comfort, there's nothing like the HR-5111 on turf. So be sure to ask your Jacobsen distributor for a demonstration today.



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