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is the  
**greatest**  
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Milorganite is loaded with dollar value materials completely lacking in other fertilizers sold for turf and ornamentals.

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## Lake Shore Has New Name

LESCO, Inc., is the new name of a major supplier to the turfgrass and horticultural industries.

Effective March 1, 1984, after almost 23 years of operation, Lakeshore Equipment & Supply Co. officially became LESCO, Inc. Lakeshore has had a LESCO Products Division for the past 14 years as a golf course sales unit and manufacturing section. The name change, according to LESCO President Jim FitzGibbon, unifies the organization and facilitates identification.

LESCO recently moved into new offices at 20005 Lake Road, Rocky River, OH, following renovation and completion of manufacturing, formulating and warehouse facilities at Wellington, OH, and Sebring, FL. LESCO also has warehouse and formulating at Windsor, NJ, and a warehouse in Landover, MD. Ag Industries Mfg., a division of LESCO, has a sulfur-coated fertilizer plant in Columbia, AL.

Geographic and product line expansion has moved LESCO from a regional turf distributor to a position as a primary national supplier for golf courses, lawn care companies, cemeteries, government and nurseries. LESCO, Inc., maintains an outside sales force of nearly 60 persons and produces and sells a wide range of products including grass seed, fertilizer, chemicals, replacement parts, golf course and lawn care accessories, sprayers and spreaders. For 1984, 27 direct-sale, routed, warehouse-on-wheels LESCO Trucks will serve golf course and turf care markets. ■

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EQUIPMENT TOGETHER SINCE  
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## Treating Burns: Promptness Pays

Burns are among the most painful injuries, simply because their effects are immediate. However, prompt action can minimize the injury, alleviate the pain and lessen the chances of long-term scarring.

First-degree burns, those caused by hot water or steam, usually don't require medical treatment. Submerge the injured area in cold water (not ice) until the pain subsides, then blot the area dry with a sterile cloth and apply a dry dressing.

The same treatment is effective for second-degree burns. Second-degree burns usually can be identified by a red or mottled appearance and blisters.

For third-degree burns, which look white or charred, don't immerse in water. Simply cover the burned area with a sterile dressing and seek immediate help.

Contrary to some folk remedies, you should not put ointments, butter, or any other medicine on a burn. In the case of chemical burns, it is essential to wash away the chemical completely, using large quantities of water from a shower or a hose. Immediate washing is more important than neutralizing the chemical and should be continued for at least five minutes. ■

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