

## Rohm & Haas emphasizes turf

Specialty chemical manufacturer Rohm & Haas Co. is placing more emphasis on the turf and ornamental market.

Long-time sales and marketing expert Robert Gordon has been named general manager of the new turf and ornamental marketing business. A team of regulatory, research and development people are working specifically on turf and ornamental needs.

The new group is focusing on rewriting labels, designing packaging, refining formulations and improving distribution. One of the

first projects is a flowable formulation of FORE<sup>R</sup> fungicide for golf courses, offering better mixing and handling than a wettable powder.

The company offers convenient water soluble packaging for products like KERB<sup>R</sup> herbicide for poa annua control in Bermudagrass and is working toward label registration within the year for a long-lasting systemic fungicide, EAGLE WSP, a new greens management tool.

For more information contact Robert Gordon, Rohm & Haas Co., Independence Mall West, Philadelphia, Pa. 19105, 215-595-3292.



Reinders Brothers 10th biennial turf conference in Waukesha, Wis.

## Reinders Bros. conference a major success

More than 1,500 people attended Reinders Brothers 10th biennial two-day turf conference at the Waukesha Expo Center in Waukesha, Wis.

Approximately \$750,000 in equipment was on display. Educational sessions were given by University of Wisconsin researchers Gayle Worf, Robert Newman and Wayne Kussow along with Joe Vargas of Michigan State University, John Street of Ohio State University and Jerry Pepin of Pickseed West.

## Hoover acquires Lube Cube, Inc.

The Materials Handling Division of Hoover Group, Inc. in Alpharetta, Ga., has acquired Lube Cube, Inc., of Severna Park, Md.

Lube Cube is one of the nation's largest manufacturers of above-ground rectangular tanks for petroleum products.

Lube Cube will operate under Hoover as the Containment Systems Division and will remain headquartered in Maryland.

Joseph P. Allwein will stay as president of the Containment Systems Division and will report directly to Rod Willnow, corporate vice president and Materials Handling Division general manager.

Hoover Group, Inc., manufactures steel and poly intermediate bulk containers for the liquid handling industry.

## Andersen named NASM president

Ken Andersen, vice president of product service for Echo, Inc., Lake Zurich, Ill., is the new president of the National Association of Service Management (NASM).

NASM includes service professionals from the business equipment and appliance industries, other specialized areas, and outdoor power equipment.

Andersen developed and was president of the Atlanta, Ga., chapter. He has been Chicago NASM chapter president and national organization treasurer.

## Rain Bird Sales promotes Ferron

GLENDORA, Calif. — David Ferron has been appointed national golf service manager for Rain Bird Sales, Inc., Golf Division.

Ferron's primary responsibilities focus on development and management of Rain Bird's new National Golf Irrigation Service Center Program.

Ferron joined Rain Bird five years ago as a golf application engineer.

## 26,978,000 DEGREES FAHRENHEIT.

*The sun's scorching rays make an otherwise beautiful course downright nasty. People can hide from the sun's heat by taking a cool dip in the pool or with a cold drink in an air conditioned room. But your turf just lies there, unable to hide, subjected to the sun's pounding rays for an entire season.*

*The powerful summer sun can scorch your greens and ruin your fairways, not to mention what it can do to your reputation as a turf specialist.*

*Is there a defense? Yes. Arm yourself with NoburN™ natural wetting agent. NoburN™ helps your soil drink in the water it needs to prevent stress and burn-out. NoburN™ helps all types of turf (and turf specialists) handle the punishment inflicted by the sun's rays.*

*With NoburN™ you don't have to water in or syringe after each application. Since there is no phytotoxicity, you just wait until your irrigation comes on at night to water in. Besides having great looking turf — you save valuable time and money.*

*NoburN™ is not a quick fix product. If flocculates soil particles, loosening compacted soils for long term relief. Your heavily traveled tees and greens will benefit from the improvement in percolation.*

*Since NoburN™ is 90% organic, it is biodegradable in the soil and there is no problem with residue build-up. Come September when all is said and done, NoburN™ will make sure there was a lot more done than said.*

*So this summer don't let the heat get the better of you: beat the heat with NoburN™.*

**roots inc.**

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Headline = sun's interior temperature according to Encyclopedia Britannica (1974 edit.)

**NOBURN**  
NATURAL WETTING AGENT  
AND SOIL PENETRANT

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