

# National Mower Celebrates 75th Anniversary With Contest To Find Oldest Mower

The year was 1919. The 19th Amendment to the U.S. Constitution was ratified to usher in the era of Prohibition. World War I was formally ended with the signing of the Treaty of Versailles in France. Stanard Kinkead was back from the Great War and in a small shop in St. Paul, Minn., he opened for business as the National Mower Company.

To commemorate its 75th Anniversary, the company is offering a \$100 Anniversary Reward for the oldest National Mower still in active service. \$100 will be presented to the person who locates the machine and \$100 to the person who owns it. All entries must include a photograph and must be submitted to National Mower by July 1, 1994.

The company's photo archives revealed a very early, horse-drawn 84" gang-type triplex from 1921. Three generations of the Kinkead family and their more than 90 dealers have produced National mowers for trimming traps, handling crowns and overhangs and climbing steep hills.



Early, horse-drawn 84" triplex mower

## 1994 SCHOLARSHIP APPLICATIONS ARE AVAILABLE AT THE MGCSA OFFICE

Call (612) 473-0557  
or 1-800-642-7227

### NOTICE: June Meeting at Tianna Country Club

Tianna Country Club is approximately 200 miles north of Minneapolis/St. Paul. If you plan on coming up early and need information on hotels, restaurants, etc. call the Leech Lake Chamber of Commerce at 1-800-833-1118 ext. 93, or give Bill Cox a call at Tianna Country Club, 218-547-2141.

### FTC, EPA Crack Down on Misleading Product Claims

Cooperative efforts between the Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) are resulting in a crackdown on false or misleading advertising claims for turfgrass products.

The two agencies joined forces recently to develop advertising guidelines that take into consideration everything from product performance claims to alleged environmental benefits imparted by the products. EPA is defining the guidelines and the FTC is enforcing them.

Already, the cooperative is producing results.

Orkin Exterminating Co. recently agreed in a government order to stop advertising that its pesticides were as safe as shaving cream and suntan lotion.

The settlement will halt brochures that advertised certain Orkin lawn-care products as "neither harmful to you or your soil," and "practically non-toxic."

No fines or penalties were assessed, and Orkin does not admit to violating the law, according to the agreement.

For more information about the advertising claims guidelines, contact GCSAA's government relations program.