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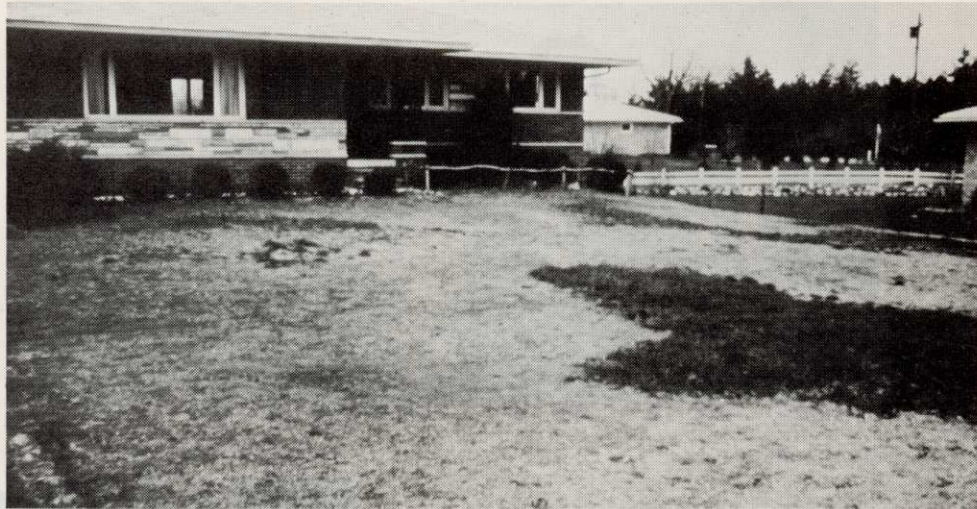
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European chafers got away with this Rochester area homeowner's lawn when they were unaffected by heptachlor, dieldrin and chlordane.

Sevin With One Blow Kills Lawn-Devastating Trio

Homeowners have always prided themselves on their fine lawns, attractive landscaping, and beautiful trees in the Rochester, N.Y. area. Each summer, however, they must battle a trio of highly destructive lawn insects — the sod webworm, bluegrass billbug, and the European chafer grubs.

Three important people in this "battle of the bugs" are Marshall, Allan and Donald Zinter, co-owners of a family business, High Point Mills at nearby Henrietta.

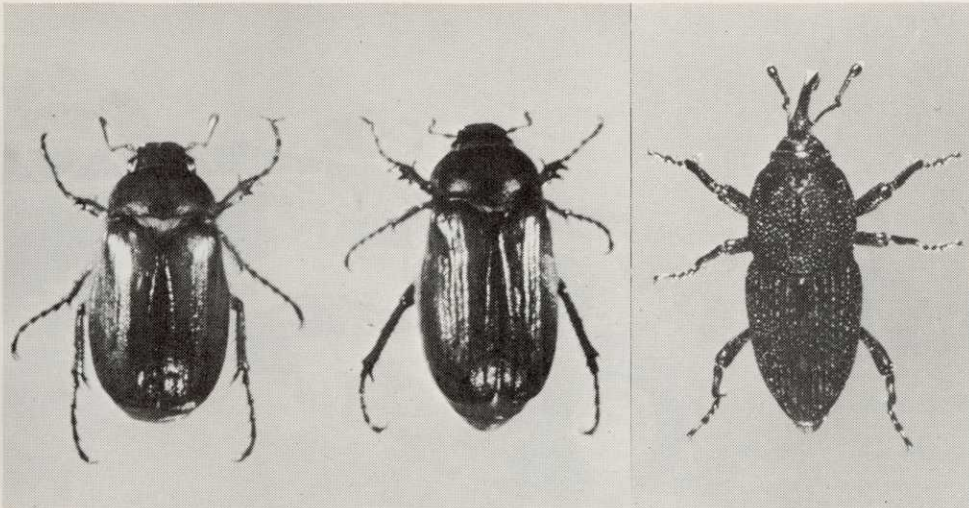
Rochester homeowners were exhibiting magnificent lawns, without serious problems, until 1967. As Mar-

shall Zinter, High Point President related, "We had the sod webworm and European chafer pretty much under control during the early 1960s, but in July, 1967, home lawns near Benfield, a suburb of Rochester, started showing damage resembling that caused by European Chafer, despite preventive treatment taken with various chlorinated hydrocarbon insecticides.

"We didn't know what to make of it, until Cornell University and U.S. Department of Agriculture lawn specialists discovered the insects causing the damage—a small snout beetle and a tiny legless grub found in

The Zinter brothers, from the left, Allan, Marshall and Donald, co-owners of High Point Mills at Henrietta, N.Y., look over new advertising posters. They're offering a new and revised line of products containing Sevin to control the sod webworm, bluegrass billbug and European chafer grub that have been devastating area lawns.





The new threats around Rochester: On the left is the resistant European chafer adult male, female center, and the adult female bluegrass billbug.

the root zone of the lawns. They soon identified them as the bluegrass billbug, a widely distributed insect in the United States and Canada, and its larval stage.

While Cornell research specialists sought solutions to the billbug problem by testing new chemicals in 1968, a second major problem surfaced in 1969. "Last spring," Zinter continued, "we began to get quite a few calls from our dealers who re-

ported many homeowners in Eastern Monroe County were complaining about heptachlor, dieldrin and chlordane. Applications of any one of these hydrocarbons, used at normally adequate rates, were not preventing considerable lawn damage by the European chafer. We called in Cornell specialists, including Dr. H. Tashiro, from the New York State Agricultural Experiment Station at Geneva, and Kirkwood Personius,

our county extension agent. Dr. Tashiro collected several hundred grubs from many lawns, took them back to his laboratory in Geneva, and soon found that these European Chafer grubs had 'built-in' resistance to chlorinated hydrocarbon chemicals."

High Point Mills management continued to work with Dr. Tashiro and Cooperative Extension through 1969 in a general testing program to find chemicals that would be effective against this new resistant European Chafer. It was found that two widely used insecticides—Sevin and Dazinin—effectively controlled the resistant as well as the normal European Chafer. The same two materials had been previously tested in 1968 and found effective against the new billbug problem.

This year, remarked High Point Mills vice-president Allan Zinter, "We're ready as we've never been ready before, with facts, folders, information, and best of all, our new Turf Line products containing Sevin."

The Zinters say their new Lawn Insect Killer with Sevin will control all three—the European chafer grub, the bluegrass billbug, and sod webworm. "Any one of these insects has the capability of destroying

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grass, says Monroe County Extension Agent Kirkwood Personius, although lawn damage in our Rochester area is often caused by not just one but a combination of two or even all three of these insects. I would estimate we had some 1,500 lawns damaged by these insects in Monroe County in 1969."

While summer is the prime season for preventing damage, here is what Allan Zinter reports they'll be telling homeowners, "First, we're saying that eggs from these three insects will hatch mostly during June, July, and August into grubs or worms that will do the major damage to lawn grasses. Only the European chafer, of these soil insects, over-winters as a grub to feed on the grass in the early spring." So the Zinter brothers' Turf line recommended program will be as follows:

EUROPEAN CHAFER GRUB — Treat first in April, unless the lawn was treated the previous August, September or October with their Lawn Insect Killer containing Sevin. Then treat again in early August for the new hatch of summer grubs.

BLUEGRASS BILLBUG — Treat once between June 20, and July 10, to avoid damage.

SOD WEBWORM—The June and August treatment for bluegrass billbug and European chafer grub will also control sod webworm.

Right after World War II, Donald and Oscar Zinter started a feed and grain business near Rochester. By 1948 they were joined by Marshall and Allan, but as farming moved out and suburbia moved in during the late 1950s, High Point Mills gradually quit the feed business. Now Marshall, Allan, and Don Zinter concentrate solely on fertilizer and fertilizer-pesticide products, sold mostly in their Monroe County communities through more than 200 dealers and landscaping specialists.



This IH 3444 Backhoe Special was among the 1970 equipment line shown at Louisville, Ky., fairgrounds. The $\frac{3}{4}$ -yd. loader tractor with 12½ or 14½ ft. backhoe is furnished with a 73.4-inch-wide loader bucket and a 24-inch trenching bucket. It is available with a 43.5 gasoline or diesel engine, mechanical-shuttle or Hydra-Shuttle (power shift) with Torque Converter transmission.

IH Dealers Eye New Machines In Broadened Industrial Line

International Harvester Company expects to garner a bigger share of the industrial equipment market, beginning right now. This goal was enthusiastically presented to dealers and the press at a showing of the new 1970 lines last month at Louisville, Ky.

Vice-President David C. Haney said the company expected a "brilliant growth of the industrial division." He expanded on this by saying that IH expects farm equipment sales to hold firm in '70 and a big upturn for the industrial equipment lines. Last year, truck sales accounted for almost half of IH in-

come. Farm equipment sales brought in just over 30%. The balance of about 20% came from the industrial line, which included construction equipment.

Another IH executive, John F. Burk, divisional sales manager, said dealers already were reporting a retail upturn for spring. Burk felt that the few weeks preceding the showing were a good indicator since spring throughout the country was late in coming.

In outlining the industrial market for the press, Burk said that IH has five major competitors plus hundreds of smaller companies who make one or more industrial equipment items. He, like Haney, sees industrial equipment as the growing end of IH business. Burk said that IH would be interested in a new item only if the company could immediately capture 25% of the market. This, he said, is feasible because of the big IH dealer organization. Burk pointed to the new 3200 Compact Loader, designed and marketed to compete with the leader in the field, the Melroe Bobcat. Of the current \$50 million market for this line, IH expects to pick up 25%.

The 3200 which features hydrostatic drive and oscillating wheels is but one new item presented to 800 dealers and about 30 trade magazine editors. Held at Freedom Hall on the Kentucky State Fairgrounds,

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