

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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A completely new piece of equipment, this IH 3200 Compact Loader with hydrostatic drive has infinite forward and reverse speeds from 0 to 8 mph and anywhere in between. This ¾-ton, 6.8 to 20 cu. ft. capacity loader with 30 hp engine pivots in its own length, works under 6-ft. clearance, and passes through 4-ft. wide openings, and is available with ½-yd. bucket and 8-ft. backhoe.

the show was near IH's Louisville tractor plant where a number of the industrial lines are built. Extensive testing of equipment, especially motors, practically eliminates a faulty unit from reaching the retail showroom. All motors undergo three running tests, one by the original maker, one upon reaching the assembly line, and a final test after installation on an industrial tractor or related unit.

Also featured among the new equipment were six new models of industrial crawler tractors, three new PAY loggers, three new series of fork lifts, and a number of industrial tractors and accessory equipment.

Special emphasis on a number of engineering factors have become important in the manufacturing program at IH. Steven M. Young, manager of engineering, said emphasis has been placed on reducing noise levels through mufflers, insulation, and the manufacturing processes. Others are being studied, he said.

Haney pointed out that "operator protection is becoming the same concern for industrial equipment as for autos." Also emphasized was the fact that the safety approach for equipment is a prime concern today. This, according to Burk, is not a new company philosophy but one that is getting more attention.



Arthur V. Edwards, right, editorial director of WEEDS TREES and TURF, chats with Charles E. Walker, general supervisor of farm equipment and advertising and sales promotion. Walker is at the controls of one of three new series of fork lifts with lift capacities ranging from 4,000 to 6,000 lbs. and heights from 14 to 28 feet.

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