

NEW FROM PURDUE UNIVERSITY SODCO

KENTUCKY BLUEGRASS

U. S. Patent 3135, 3175, 76, 77

Dr. W. H. Daniel, Purdue University devoted 15 years to the development of Sodco Ky. Bluegrass.

Sodco has outstanding disease resistance and has received superior disease ratings in tests from major universities and turf organizations for:

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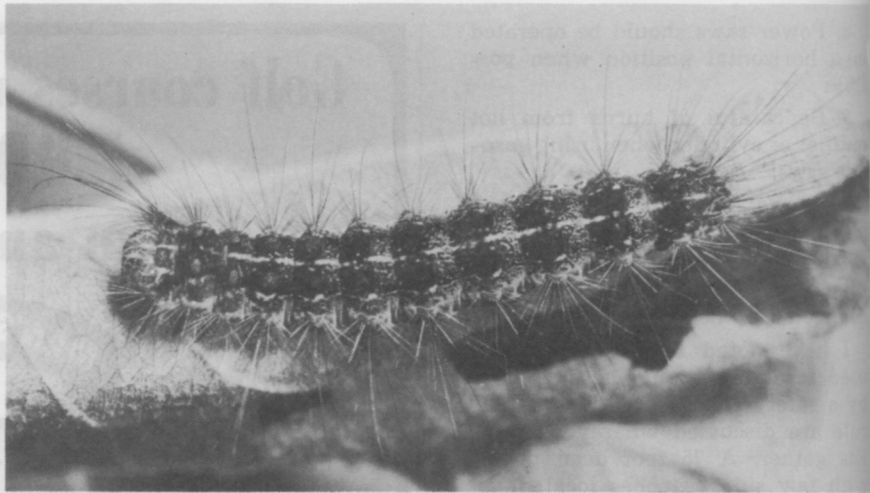
Sodco is a dwarf type variety with low growth profile and slower rate of leaf extension. Shade studies and greenhouse tests have proven Sodco to have superior shade tolerance over other bluegrasses.

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Here's a close-up of the fellow causing all the problems. Entomologists stress that the time to control these pests is when larvae first appear. Gypsy moth larvae have been found in nine New England and eastern states. Imidan sprays have been effective in controlling the spread of the moth.

Imidan Deals Decisive Blow To Gypsy Moth

Imidan, introduced by Stauffer Chemical Company as the latest insecticide entry in the war against gypsy moths and elm spanworms, is by all early reports proving itself a strong contender against these voracious pests.

It is attracting wide interest for two principal reasons: effective control of both gypsy moth and spanworms in shade trees, and, its ecological advantages.

According to Stauffer, Imidan insecticide is biodegradable and has a lower order of toxicity to man and animals than most other commonly used organophosphorus insecticides. It doesn't injure ivy and Virginia creeper and it remains active twice as long — about four weeks — as other sprays often used to suppress

gypsy moths in recent seasons. It's also relatively non-toxic to beneficial insects including various species of predator mites, ladybug beetles, and flies.

A typical field report on Imidan's first season against gypsy moth and spanworm comes from arborist Le Roy Parr of Massapequa, Long Island, N.Y.

"We used Imidan early on an experimental basis and found it gave excellent control of gypsy moth and also cleared up aphids and cankerworm infestations as well," Parr says. "This year, the first under the new label, we used even more of it and it has continued to provide first-rate results."

According to Parr, gypsy moth in-



This is the elm spanworm. Although not as highly publicized as the gypsy moth, it nevertheless can bring destruction to tree foliage. Imidan insecticide has been used successfully to control its activities. The product has a low order of toxicity to man and animals yet remains active up to four weeks.

festations were especially severe this season in his area. "But in many cases we were able to contain the problem with only one spray," he reports. "What's more, we've had no occurrences of spray injuring other trees — even ornamentals and woody evergreens have been exposed with no problems.

"Imidan is one of the safest materials we have ever used and it controls some of our worst pests," Parr says. "It also has the extra advantage of a longer control period."

One of the things Parr likes best about Imidan is that it helps him avoid retracing his steps. "In other years we might have to spray some locations several times to control different pests," he says. "Now we can often contain several potential problems with one application of Imidan. In a sense, this means less work, but more jobs — it is definitely helping expand our business and boost profits."

Environmental factors also affect Parr's business. "We originally

turned to Imidan when it had the experimental label three years ago for just this reason," he reports. "Pesticides were being blamed for everything, so we wanted to look at some of the newer materials that claimed to be safer in the environment.

"Our experience has proved this out to our satisfaction," Parr states. "It's certainly safe to handle on a day-to-day basis, it's certainly safer to animal life, and it protects some of the beneficial predators that help us do a better job."



Arborist Le Roy Parr (right) sets up his spray schedule for the day along side of his spray truck. This season has been one of Parr's busiest.



Gypsy moth caterpillars feast on leaves of trees and forests alike — their voracity increasing the forest fire hazard and degrading home site values.



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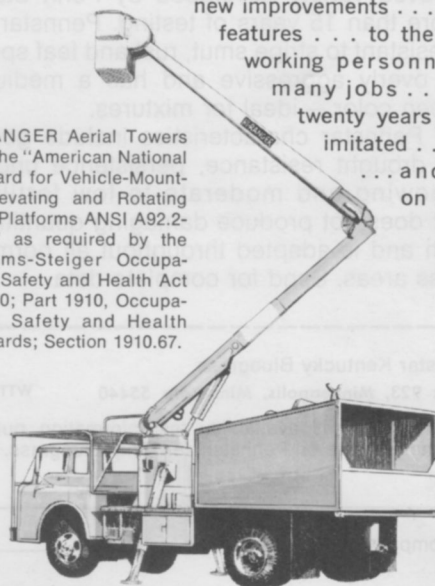
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