



Mr. Toro, the highest award the company can confer on one of its distributors goes to Ben G. Reemelin (l) Zaun Equipment, Jacksonville, Fla. E. S. (Duke) Newton, Jr. (r) Zaun's VP and gen. mgr. helps receive the award presented by David T. McLaughlin, Toro's president. Presentation was made at the company's annual distributors convention.

Green Industry Newsmakers

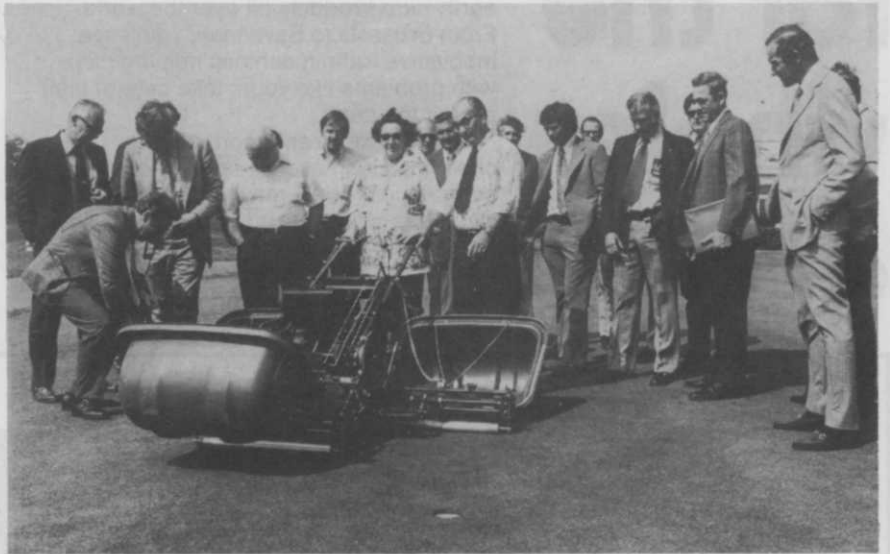
PEOPLE PLACES EVENTS



What caused this vertical split of tree bark? Lightning. Davy Tree Expert Company officials say that positive lightning protection for trees is totally practical and not injurious to the tree. It's not a do-it-yourself project, though. Remind your customers that this job calls for professional tree care service. It's a shocking experience to tamper with electricity.



Ted Collins' Tree and Landscape Service has piggybacked a message on the rear of 25 regional transit service buses in Victor, N.Y., a suburb of Rochester. The buses are used exclusively for suburban, and park and ride service. Collins calls them "taillight spectaculars." There's three messages, all color coded. The Collins logo is on the left so it can be seen by passing cars. This is a followup to a 1972 campaign where he bought every bus card inside and out on a selected suburban route.



The scene: Pleasant Valley Country Club, Sutton, Mass. The purpose: demonstration of new production models of Maxi II and Greensmower. The people: They are Locke Mfg. dealers from the New England area who were guests for the day. Results: A seminar that will be repeated across the country. Dealers were impressed by the new features of these units.



Here's a growing market for the custom applicator. It's injection fumigation, and it is considered more effective for nematode control than the older drench method. Nematicide is injected into turf at a depth of three to five inches using a coulter and shank unit. This custom applicator is using Fumazone. Dow Chemical Company estimates that the cost of treatment, chemicals and custom application, is about \$50 per acre.