

Parts

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accessories in pegboard-mounted blister packages.

Richard J. Hargarten, general manager of Toro's parts division, reported that more than 2,500 dealers have already ordered the "Self-Service Merchandiser" kits.

The initial production calls for packaging 250,000 parts and accessories and the total is expected to exceed a half-million during the year.

The new merchandising concept was tested by 250 dealers last summer and fall. Then the display stand was re-styled and the final selection of parts and accessories for the merchandiser was based on the results of the test.

Hargarten said the self-service merchandiser was designed primarily for non-service dealers, who normally do not stock parts and accessories. Most of these are hardware stores where high-visibility rapid turn-over and built-in service are important inventory requisites.

Each display stand is stocked with a total of 58 packages of 18 different parts and accessories. These include blades, throttle cables, traction control cables, gas caps, battery chargers, mufflers, anti-scalp discs, drive belts for self-propelled machines, and tire kits.

All can be installed simply, without special tools. And each item is packaged with a set of step-by-step instructions, including illustrations.

Each package is identified by descriptive, automotive-style labels, as well as by parts numbers, to facilitate self-service.

The self-service merchandisers will have advantages for consumers as well as dealers. The appearance and high visibility of the display stands will encourage owners of Toro mowers to make minor repairs before they become serious. "They'll save money and avoid the inconvenience of having to wait if a break-down occurs when their service dealer is at his busiest," Hargarten said.

Replacement blades were among the most popular items during the test program.

Florida Turf-Grass Assoc. Changes Meeting Format

The Florida Turf-Grass Association voted to change their meeting format at their annual business meeting recently. For several years there has been two meetings per year - a trade show in the Spring and a management conference in the Fall. Now there will be just one conference and show scheduled for the Fall.

The first combined conference and show is slated for September 16-19, 1974, at Curtis Hixon Convention Center and Riverside Hilton, Tampa, Fla.

Malathion Plus Oil Spray Removes Citrus Sooty Mold

The black sooty-like covering on ornamental plants and citrus frequently confuses the homeowner. This black covering does not in any way seriously injure the plant. Yet, some sunlight may be cut out from penetrating the leaf. The primary cause of black sooty mold is not the one that harms the plants. The black covering can be caused by one of three or four insects — aphids, certain types of scale, and whitefly. At this time of year, aphids are probably the culprit.

The insects named have a sucking mouth part. They feed rapidly and excrete rapidly. Excretion from the bodies of these insects is high in sugar and when dropped on a leaf appears to be sticky. The black covering, which is sooty mold, is present in the air most of the time. It feeds on the sweet excretion of these insects. As it multiplies it forms a layer.

In order to control sooty mold you must control the insect that is excreting the sweet, sticky substance. A spray of Malathion applied according to directions for the ornamental or citrus affected will control the problem. To remove the sooty mold from the leaf, a light application of an oil spray will suffice. Oil should not be used more frequently than at 30 day intervals. Temperature should not range below 45 nor above 85 degrees Fahrenheit.

Plants such as ornamentals and citrus need to be fertilized in order to produce foliage, flowers, and fruit. With the shortage of raw materials necessary to manufacture fertilizer there may be a short supply of the finished material you may want to buy. How can you conserve?

One of the best ways of making your money go further is to have your soil analyzed. When the results are interpreted, you may find that you need only one or two of the basic elements required by the plant. The application of all three elements in the form of a 6-6-6 or 8-8-8 could be unnecessary. Many nursery and garden supply stores will determine through soil analysis the elements needed. If they are not equipped to perform soil analyses your local County Agent can help you.

It is more advisable, says Florida Nurserymen and Growers Association (FNGA), to fertilize lightly, frequently, or to use a slow release fertilizer designed to feed the plants over a long period of time.

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