

### Kickback Selling A Question In Industry

Most salesmen come in contact with kickback selling sometime in their career, according to an editorial in a recent issue of the newsletter of the Indiana Golf Course Superintendents. The thoughts have something to offer for many in the green industry.

"Rumors play a part in kickback selling," the editorial said. "Periodically one branch of business or industry is singled out. Such and such company's salesmen are resorting to kickbacks to their buyers. However, try to track down these rumors, and speaking for the majority, one will find no substance to them. Any attempted shakedown efforts end in smoke. Those complaining are usually limiting their utterances to saying, 'there is far too much kickback going on.' And that is not enough to lend any amount of credibility to the matter.

"Of course, no salesman is so naive as to kid himself that this type of thing does not occur. It does. Some salesmen in effect have

tramped into some pretty luscious cases. And were it not for the law of libel and related troubles, one would surely hear some outstanding facts.

"In the long run it is not lucrative for any salesman to relent to unethical selling tactics. For a buyer who can be bought by anyone with a bribe can be bought by everyone. Thus he is open to many bids. The next salesman making his appearance may very well outbid the former one. Opposition to greasing the buyer's palm whether by oversized Christmas presents or outright bribery should be maintained under all circumstances.

"It is entirely unnecessary to try to offer a counterbribe for an account that is 'sewed up', so to say. Over a period of time no account is out of reach for a good salesman. If he waits, he will find that someday someone in the know gets tired of the implication of bribery and throws the doors wide open for a change to walk in.

Kickbacks draw their own fierce

competition. The sky is the limit. Once a sales person starts on such a strategy, he may not be able to keep up with its eventual cost to him, or he will be exposed. One way or the other, he will be the loser. Then it is too late. The business that outlasts all others is built on honest, sound principles.

### Getting Landscape Contract From Government Explained

The U.S. General Services Administration has published a brochure which describes how landscape architectural firms receive government contracts.

Research, analysis, site planning and the evaluation of exterior environments are some of the services GSA requires of landscape architectural firms. Those wanting a copy of Landscape Design Services should write: Director, Special Programs Div., Room 5338, U.S. General Services Administration, 18th and F Streets, N.W., Washington, D.C. 20405.

### Beard, Butler and Turgeon To Speak In California

Acceptance by three of the nation's leading turfgrass research scientists of program assignments on the 1976 Southern California Turf and Landscape Institute agenda has been announced by Victor A. Gibeault, program committee chairman.

According to Dr. Gibeault, University of California cooperative extension horticulturalist, Dr. James Beard, Texas A & M University; Dr. Jack Butler, Colorado State University; and Dr. Al Turgeon of the University of Illinois all have indicated they will attend and report on their recent turfgrass research findings.

The educational event, co-sponsored with the Southern California Turfgrass Council, will be April 28 and 29 at the Royal Inn, Anaheim, Calif. Institute co-chairmen are Alan M. Dennis, SCTC president and John Van Dam, UCCE turf specialist in Los Angeles and San Bernardino counties. Last year's institute attracted nearly 700 registrants.



Officers of the Southern Turfgrass Association met recently to make plans for the Southern Turfgrass Conference and Show March 7-9 in Memphis. Seated left to right, Sam Locke; George Burgin; Al Frenette, vice president; Gene Baston, president; Euel Coats, executive secretary; Carter Huff; standing left to right, Lee Strebel; Pat Ardoin; Kayo Mullen; Billy Smith; Jim Bridges; Frank Morrow.

## NEWS *continued*

### Sulfur-Coated Urea Use Cuts Fertilizer Losses

A recent study compared uncoated and sulfur-coated ureas for ammonia volatilization losses and nitrogen recovery by coastal bermudagrass and the results showed ammonia losses for sulfur-coated ureas were a fraction of those from uncoated urea.

Research at the Texas Agricultural Experiment Station showed the coating, wax and microbicide (a suppressant to cut microbe breakdown) reduced losses to two percent. But urea coated only with sulfur lost six percent of its nitrogen. And in further contrast, volatilization losses from ordinary urea totaled 54 percent.

Tillage prior to urea addition resulted in a significant increase in  $NH_3$  loss. Sprinkle irrigation immediately following urea application substantially reduced  $NH_3$  losses. Dry matter yields and nitrogen recoveries by coastal bermudagrass were improved by tillage following urea addition. Nitrogen recovery percentages for topdressed sulfur-coated urea were 23 percent higher than for uncoated urea applied to the surface.



The top Hahn Turf Div. distributor in sales last year was Rhodes Turf Equipment Co., Southampton, Pa. At the recent Hahn sales meeting, Vollie Carr, (center) presented the award to John Mickel (left) and Bill Steltz of Rhodes.

### Green Survival Slide Show Available from Nurserymen

The American Association of Nurserymen has announced a new, revised edition of its Green Survival slide/sound presentation. Directed to the general public, the audio/visual program explains to the consumer the many small steps he can take to improve the quality of his life through the proper use of plant materials.

According to an AAN spokesman, the presentation can help make nursery industry businessmen community authorities on environmental improvement. The spokesman said it is ideal for showing to civic groups, schools, garden clubs, etc.

Copies of the presentation may be obtained for \$35 from the AAN, 230 Southern Building, Washington, DC 20005.

### Possible New Mower Rules Could Raise Unit Prices

If his foot slips and the lawn mower operator loses a toe, should the government try to put a price tag on his suffering? That is the central question confronting the Consumer Product Safety Commission as it considers proposed safety standards that could cost mower buyers a bundle.

The standards would require "dead man controls" to stop mower blades when the operator's hand left the handle; improved shields to reduce injuries from blades and objects thrown by the blades; im-

proved protection against burns and electric shock; improved mufflers and brakes and more stable mowers. The Outdoor Power Equipment Institute, the national trade association representing power mower makers, told the commission the proposed standards would hit consumers with \$368 million in higher mower prices during the initial year, hurt sales, put a number of manufacturers out of business and impose costs 10 times higher than any benefits. The commission should complete deliberations and formally propose the mower standards later this month.

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NEWS *continued*

## Pen-Gro Is Distributor Of Ransomes Machinery

Ransomes Sims & Jefferies of England has announced Pen-Gro Corp., South San Francisco, Calif. is exclusive distributor of its grass machinery and replacement parts in California, Nevada and Arizona.

Frank De Carli, Pen-Gro president, recently returned from England where details of the distributorship were finalized.

Pen-Gro pioneered the sale of hydraulic gang mowers in the United States since 1970, De Carli told WEEDS TREES & TURF. He has been responsible for the development of the hydraulic verticut system for turfgrass applications and originated the floating-type action head which now has been adopted by Ransomes, he said. The company recently moved to larger headquarters at 233 Ryan Way, 94080, to provide room for the new line.

## Nursery Grower Industry Is Booming Across Texas

A recent study of the Texas nursery industry proves interesting to nursery people across the country, because of various statistics.

Nursery sales in Texas are estimated at more than \$55 million for 1973 by Dr. H. B. Sorensen, an agricultural economist for the Texas Agricultural Experiment Station. He studied the types of businesses, sales volumes and production of nursery industries in Texas. He identified three groups in the nursery industry — growers, dealers and florists.

"Nursery growers produce over 50 percent of the plants they sell and sell over 60 percent of all plants wholesale," he told WEEDS, TREES & TURF. "Most growers sell to other nurseries, garden centers and landscape architect firms."

He said 45 percent of all sales are made within a radius of 50 miles. About 31 percent are made over a 200-mile radius. "Of the 455 nursery growers listed in the 1972 Texas Floral and Nursery Directory, 73 percent are individual proprietors,"

he said. "Partnership and corporation forms of operation are about equally prevalent after individual proprietors."

"According to the report, the average individual proprietor does about \$81,000 worth of business per year while the average corporation's yearly business volume is about \$470,000. In addition to the nursery growers, there are almost 5,000 licensed nursery dealers in Texas. He said there has also been an overall increase in business among nursery firms.

"In the three years since 1971, 71 percent of the firms reported a difference in business volume. About 85 percent of these reported an increase in business and 15 percent reported a decrease. Almost 60 percent said they expected an increase in business in the next three years."

Sorensen said the most common type of plants grown in Texas nurseries are deciduous shrubs, which make up about 35 percent of all plants grown. Shade and ornamental trees and broadleaf evergreen shrubs are almost equally common.

## U.S. Tall Fescue Seed Crop Reported Down 10 Percent

The forecast U.S. total production of tall fescue seed is at 94.9 million pounds, 10 percent below the 1974 crop, according to the Crop Reporting Board.

Average yield per acre nationally is 272 pounds in 1974 and 291 pounds in 1973. Total acreage expected to be harvested, however, is down 17 percent from 1974. In Oregon, the 1975 tall fescue seed crop is forecast at 10.2 million pounds, about the same as last year's final production of 10.1 million.

Yield per acre in Oregon is expected to be about 730 pounds, compared with 630 in 1974, but a 12 percent reduction in acreage in Oregon has offset gains made by higher yields. Total U.S. carryover of old crop seed on June 30 is estimated at 27.4 million pounds, which is the second highest carryover on record, it was reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

## 42nd Iowa Superintendents Turf Conference Next Month

An impressive list of speakers will headline the 42nd Annual Iowa Golf Course Superintendents Association Turfgrass Conference March 8-10 at the Scheman Center, Iowa State University, Ames.

Dr. Fred Grau will be keynote speaker for the "Pioneers in Progress" bicentennial program featuring many nationally known speakers who spoke at many of the previous conferences. Other speakers include Howard Kaerwar of Northrup, King & Co., Minneapolis; Dr. William Daniel of Purdue University; Marvin Ferguson of Agri-Systems of Texas, Inc., Bryan, Texas; Robert Moore of Aquatrols Corp. of America, Pennsauken, N.J.; Lee Record, mid-continent director of the United States Golf Association Green Section; and Jerry Claussen, Rocky Mountain regional consultant for the National Golf Foundation.

The conference is expected to have more registrants than ever before, and a unique feature will be a "consult with the expert" evening at the Holiday Inn in Ames where there will be a chance to consult with experts on turf problems. The session will be March 8.

## Proposed Plant Labeling Before Senate Committee

Industry representatives testified against a proposed Federal Trade Commission plant labeling requirement at a recent hearing before the Senate Committee on Government Operations' Subcommittee on Federal Spending Practices, Efficiency and Open Government.

Mayo J. Thompson, former commissioner of the FTC told the subcommittee: "Decorating the nation's plant life with a set of bureaucratically ordered care tags would have about as much usefulness to the American public as a pair of socks on a rooster," it was reported in a recent copy of *Update*, an American Association of Nurserymen report. Thompson seriously questioned the FTC's cost-benefit analysis of regulation and concluded that proposed rule "will be ineffective and impose some

heavy costs" on both FTC and public at large. Thompson said enforcement of the rule would be costly and as a practical matter, virtually impossible.

Robert F. Lederer, executive vice president of the Nurserymen association, said: "Should the proposed rule be instituted, the industry would be required to provide information which could not, in fact, be substantiated. This, coupled with the attendant increase in price of the

product to the consumer would serve no useful purpose."

Regarding plant toxicity labeling, Lederer labeled as misleading an FTC statement that recorded cases on ingestion of potentially poisonous plants by children exceed 12,000 a year. The National Clearinghouse for Poison Control Centers, to which the statistic has been attributed, noted that the number of individuals actually treated totals only 70 each year.

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## Expert Says Better Trees Will Boost Forest Output

The results of tree improvement started over 20 years ago are beginning to be seen in many southern states. Improved quantities of better pulp or lumber will be the pay-off for this long-range research, according to Robert L. Haney of the Texas Agricultural Experiment Station, Bryan, Texas.

"Trees are like people," Haney told WEEDS, TREES & TURF, "they have a long life cycle and don't begin to mature until they are about 20 years old." He said the need for tree improvement is urgent. A recent report by the Southern Forest Resource Analysis Committee concluded the South must produce more than half of the nation's wood products by the year 2000.

"This means the annual growth of timber now being established for future harvesting must be double what it is today," he said. "And this must be done even though the amount of land available for forests is expected to be much less."

Hopes for achieving this ambitious goal hinge on identifying and culturing the best of what nature provides, according to Dr. J. P. van



New officers of the Philadelphia Association of Golf Course Superintendents recently elected. From left, David C. Holler, Gulph Mills Golf Club, secretary; Louis J. Amadio Jr., Philadelphia Electric Co. Country Club, vice president; John A. Segui, Waynesborough Country Club, president; David L. Linde, Wedgewood Golf Club, treasurer; and William Milsop, Old York Road Country Club, sargeant-at-arms.

Buijtenen. He is a professor with the experiment station at Texas A & M University and principal geneticist with the Texas Forest Service.

"The first step is to convert part — not all — of our forest land into intensively managed plantations," he said. "These sites must be cleared to accomodate machines used in planting, plowing and fertilizing. Such preparations are costly — more than \$40 to \$80 an acre. Therefore, tree growers must be sure the trees they plant will grow fast and reproduce as much wood as possible on a small number of acres. Our tree improvement programs supply these needed trees."

The need to breed superior trees has long been recognized by a number of southern state agencies which established extensive tree improvement programs. For instance, more than 20 years ago, the Texas Forest Service started a long-range test of parent trees originally selected from wild forest populations. For some time, grafts of these selections have furnished the Service with critically needed seed that was thought to be superior.

Now, plantings are finally old enough to show their real genetic worth. And they are providing new trees for another generation of selection. The oldest trees are now 60 to 70 feet tall, and are a good indication of the increased yields that can be expected from using seed from superior trees. Although volume growth differs widely among

individual tests, increases of 10 percent are common, while occasionally, increases of as much as 50 percent are found.

During the past 20 years, southern tree breeders have concentrated most of their efforts on breeding pines with the following traits — all-around good form and growth rate; high volume production; drought resistance; low wood density, desired for some type of pulpwood, such as newsprint; and high wood density desired for many types of pulpwood.

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## NEWS *continued*

### Study of Tussock Moth Begun by Idaho Scientists

Scientists at the University of Idaho, Moscow, are studying the biology and control of the Douglas-fir tussock moth in Northwest forests, hoping to uncover better ways to handle future outbreaks of the forest pest.

Howard W. Smith and Arthur R. Gittins, of the university depart-

ment of entomology are studying the parasites and predators of the dusky-maroon moth which stirred much controversy between environmentalists and foresters during a major outbreak in 1973 and 1974. The pair, assisted by research associate Russell W. Clausen and graduate assistant Kurt C. Volker, are looking at the effects of chemical and biological control agents on insects in the forest environment, principally the parasites and preda-

tors of the tussock moth. They are also studying the ecology of these natural control agents.

Native to the Northwest, the Douglas-fir tussock moth remains at relatively low population levels most of the time. It causes no appreciable damage at these endemic levels, and probably goes undetected to anyone but the trained observer. However, every six to 10 years, the pest population explodes into epidemic proportions. Tussock moth caterpillars kill thousands of trees and stunt the growth of thousands more because of varying degrees of defoliation or needle loss. The quality of future lumber supplies is frequently reduced because of the insect's damage to a tree's main shoot or leader.

Very dry weather, coupled with large tussock moth populations, increases the chances of forest stand losses. These circumstances coincided in 1973 and 1974 to produce a major outbreak in the Northwest. The economic impact of tussock moth damage differs from one kind of forest owner to the next. "Government and large timber companies can usually absorb the losses; small landowners usually cannot," Smith told WEEDS TREES & TURF. The thrust of the recent — and still controversial — spraying program which used DDT was toward assisting the small landowner who could hardly afford to lose even a single acre to moth attack.

### Fertilizer Supply Increases

Higher fertilizer prices apparently have encouraged more plant capacity and surpluses overseas have increased available fertilizer supplies, according to agricultural economists Wallace Barr and Dennis Henderson of Ohio State University.

Nitrogen supplies last season increased to 17.5 million tons, eight percent over 1974, phosphates were up 13 percent and potash 11 percent. Increased plant capacity may mean 18.8 million tons produced this year, seven percent greater than last. Planned construction or plants now under construction would add another eight million tons of capacity in 1979, but this increased capacity may or may not materialize.



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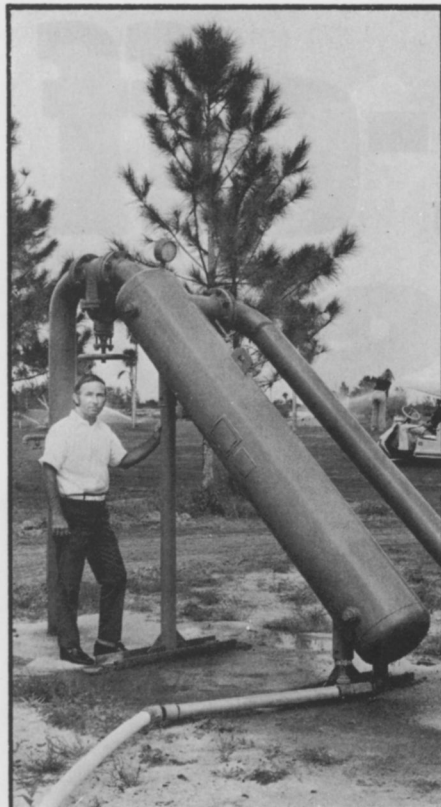
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## NEWS *continued*

### Landscape, Garden Clinic February 22 In Louisville

The National Landscape Association and Garden Centers of America will again sponsor a joint management clinic February 22-25 at The Galt House, Louisville, Kentucky. This is the second year these two organizations have cooperated in such a meeting.

The Landscape/Garden Center Management Clinic is designed so sessions dealing with only landscape operations will be held on different days from those dealing solely with garden center operations. For further information, contact the Landscape/Garden Center Management Clinic, 230 Southern Building, Washington, D.C. 20005.

### Fescue for Shade Tolerance Turf Research Expert Says

Although Glade may have more shade tolerance than other bluegrasses, for real shade tolerance, stick with the fescues, according to C. Richard Skogley, professor at the University of Rhode Island.

His comments were reported in a recent issue of the newsletter of the Maine Golf Course Superintendents Association by editor Vaughn Holyoke of the University of Maine. Speaking at a meeting of the association, Dr. Skogley also said Brunswick is one of the new bluegrasses that warrants a close look by turf people. Dr. Skogley pointed out that this variety topped the bluegrass list when managed at a 3/4-inch cutting height.

### Hesston and Versatile Terminate Merger Pact

Hesston Corp., Hesston, Kan. and Versatile Manufacturing Ltd., Winnipeg, Canada said discussions concerning Hesston’s proposed acquisition of a controlling interest in Versatile were suspended and an agreement between the two terminated. Hesston’s Lawn Equipment Division is located in Indianapolis, Ind.

The two equipment makers indicated interest in resuming the discussions later but said “the current financial climate in Canada and the

United States was not conducive to the completion of the merger at this time.”

Peter Pakosh, chairman, and Roy E. Robinson, president, the controlling holders of Versatile, had signed an agreement in September to sell a controlling interest to Hesston, Hesston said. At the time, Versatile announced the transaction involved 1.2 million, or slightly more than half, of the concern’s voting shares in exchange for about \$20 a share in cash and Hesston stock.

### The Demand for Fertilizer Will Outrun Spring Supply

Coming off a disappointing 1975, the nation’s fertilizer producers are happy about their prospects for spring. But that is not necessarily good news for the green industry.

Fertilizer inventories, a drag for most of last year, are being liquidated rapidly now. By April nitrogen fertilizers could be in extremely tight supply. Potash fertilizer supplies are already rather uncertain, says Jesse L. Way, general sales manager of Kaiser Aluminum & Chemical Corp.’s Agricultural Chemicals Div. But R. R. Mehrhof, of Columbia Nitrogen Corp., says ammonia production for nitrogen fertilizers should be adequate.

Experts say there is no question demand for fertilizer will outrun supplies this spring. Ammonia products will be in especially tight supply and their prices may temporarily jump as much as 10 percent. But by summer, a reversal is expected to take place. Prices will start leveling off because a flood of new ammonia capacity is becoming to come on stream. Williams Co., parent company of Agrico Chemical Co., for example, has completed a \$350-million fertilizer expansion program.

They say next year and in 1978 the supply of nitrogen fertilizers will be heavy because of large new plants beginning. But unlike the situation in the late 1960, there will neither be a glut nor will prices fall much, it was reported in *Business Week*. The reason is that the economics of the fertilizer business has changed in the past 10 years, and raw materials are no longer cheap and plentiful.

## Chemical Sales To Up 25% Prices Could Jump 15%

For U.S. chemical companies, 1976 is starting off very well. Sales of organic chemicals could be up as much as 25 or 30 percent for the first half of the year, and inorganic chemical sales could be up 10 to 15 percent. Prices of all types of chemicals for all industries will be increasing this year, too, it was reported in *Business Week*. In organic chemicals, price increases could average as high as 15 percent; in inorganics, prices could go up an average of 10 percent.

Demand will help producers make such increases stick. The chief reason, however, for the chemical price increases expected will be increasing energy and raw materials costs, according to industry experts. The price of everything from natural gas to oil and sulfur is soaring. And power rates are also up at least 10 percent.

## New Franchise Distributor Announced by Rain Bird

Rain Bird, Glenmore, Calif. has appointed Century/Rain-Aid Supply Corp. as the new franchised turf distributor to serve the greater Chicago area market, northern Illi-

nois and northwest Indiana. Century/Rain-Aid Supply is a new division of Century Supply Corp. of Berkley, Mich.

According to Ernie Hodas, president of Century, the new division will stock and distribute the largest supply of Rain Bird sprinkler equipment and turf irrigation equipment in the Midwest. Century/Rain-Aid will also maintain a system design capability to assist in the installation of irrigation systems at golf courses, residences and commercial sites. The company is at 341 Lively Blvd., Elk Grove Village, Ill. 60007.

## Record 1975 Sales Results For Diamond Shamrock

Diamond Shamrock Corp., Cleveland, said it had record sales and earnings for both the fourth quarter and 1975 and that it sees "considerably better" results this year.

The company said fourth quarter net income rose 20 percent to \$32.2 million, or \$1.89 a share, from year-earlier \$26.7 million, or \$1.65 a share. Sales gained 8.5 percent to \$285.8 million, from \$263.4 million.

Chairman C. A. Cash said it was too early to estimate 1976 earnings. But he said, "with the new chemical and plastics capacity already in place and anticipated increases in oil and gas production, we are well-positioned to continue earnings growth in 1976."

## Herbicide Market Expansion Averaged 16% Last 5 Years

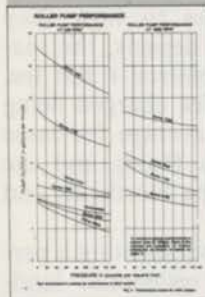
In the past five years, the herbicide market has expanded an average 16 percent a year in the United States and 26 percent abroad, according to a recent report in the *Wall Street Journal*.

Many analysts of the market say the herbicide market looks like the next possible market that might swing from shortage to oversupply, increasing price competition and substantial erosion of profit margins for the companies. "In our opinion, the days of rapid growth and high margins are coming to an end," says Jay J. Meltzer of Loeb, Rhoades & Co. in a recent review entitled, "Herbicide Suicide."

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FEBRUARY 1976



## Landscape Fees the Subject Of an Industry-Wide Survey

While a large number of landscape companies charge a flat fee for commercial landscape design services, charging by the hour is more common, with the rate averaging \$17.80 an hour, according to a recent survey conducted by the National Landscape Association.

A total of 79 percent of the respondents indicated their firms offer residential landscape design services. The percentages reported by regions were relatively uniform, with the southern region having the lowest percentage offering such services. In response to how they charged for these designs, the majority of firms preferred a flat fee, with the average fee charged being \$108. The lowest average fee came from the Western Plains and the highest fee from the Northeast and Pacific regions.

For those firms indicating a per-hour charge for residential land-

scape design plans, the average was \$15.45 an hour. New England led with an average rate of \$16.60 and the Great Lakes was lowest with \$13.80. Of the firms responding, 70 percent indicated they offer partial or total refund of the design costs when they get the planting contract. The survey showed that this practice is more prevalent in the Great Lakes and Western Plains than in other regions.

Commercial landscape design services were provided by 66 percent of the firms. It was found members in the Northeast, Southwest and Pacific areas specialize to a greater degree in commercial plans than firms in other regions. While a number of firms charge a flat fee, as was mentioned, charging by the hour is more common. The average rate of \$17.80 for this ranged from \$14.40 in the Great Lakes to \$22.75 in the Northeast. Just over one-half refund a part or all of the design costs when the planting contract is signed.

In response to the questions regarding landscape estimate ser-

vices, only 22 percent said they provide such a service. This is done on both a flat-fee and per-hour basis, but the per-hour charge appeared to be more common. Average hourly rate indicated was \$17.40, with a range from \$12 an hour in the Great Lakes area to \$22.50 in the Northeast. Regarding refunds, 60 percent of the respondents reported they credit part of all of the estimating job if they get the planting contract.

Insurance estimate service was provided by 84 percent of the firms. This practice seems universal with very little difference in the range. The Pacific area had the lowest percentage with 78 percent, and the Western Plains had the highest with 89 percent. About three times as many of the firms charge a flat fee for insurance estimates as charge on a per-hour basis. The average flat fee was \$20.60 and the average per-hour rate was \$18.80.

Consulting service was offered by 74 percent of the responding landscape firms, with very little difference from region to region. The method of charging for these services was just opposite that for insurance estimates, the survey reported. About three times as many firms charge a per-hour rate as charge a flat fee. The average per-hour rate was \$19.40 and the average flat fee was \$32.65. There was greater uniformity from region to region in the hourly rate than in the flat fee. The Southwest had the lowest average per hour consulting fee at \$18. The Western Plains had the highest at \$22.

The regions are: Northeast — New England states, New York, New Jersey, Pennsylvania and the Canadian provinces to the north of these states; Southern — Atlantic and Gulf Coast states from Delaware to Alabama and Kentucky, Tennessee and West Virginia; Great Lakes — Illinois, Indiana, Michigan, Ohio, Wisconsin and Ontario; Western Plains — states north of Missouri, Kansas and Colorado and Alberta, Saskatchewan and Manitoba; Southwestern — Arkansas, Louisiana, New Mexico, Oklahoma and Texas; Pacific — Arizona, Utah, Idaho and those states to the west including Hawaii, Alaska and British Columbia.

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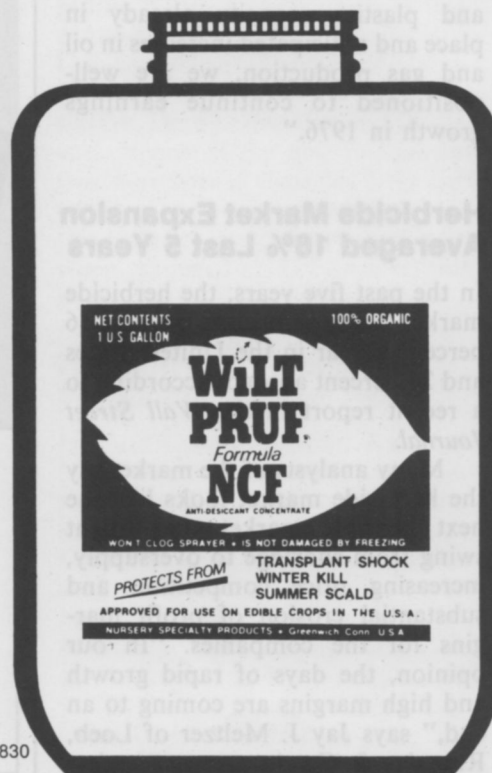
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## NEWS (continued)

### Reduced Quarter Earnings Announced by Northrup

Northrup, King & Co., Minneapolis, said inventory write-downs reduced fourth fiscal quarter earnings about \$1.3 million, or 13 cents a share.

For fiscal 1974's fourth quarter, the company reported net income of \$1.6 million, or 16 cents a share. In fiscal 1975's first nine months, net income was \$8 million, equal to 80 cents a share. Major inventory adjustments occurred in wheat, Bermudagrass, ryegrasses and alfalfa, the company said.

### Outboard Marine Corp. Announces 1975 Earnings

Outboard Marine Corp., Waukegan, Ill., parent company of Cushman-Ryan turf care equipment, has reported preliminary net earnings of \$20 million in fiscal 1975, a 20 percent increase from net earnings of \$16.7 million in fiscal 1974.

The preliminary net earnings, which are subject to final audit, are expected to be \$2.42 per share in fiscal 1975 compared to \$2.02 per share a year earlier.

### Hawaii Turf Distributor Moves Into New Facilities

B. Hayman Co., Inc., Honolulu a 100-year-old professional turf maintenance equipment and golf car distributor, has moved into new, 22,000-square-foot industrial space at 94-062 Leikane St., Waipahu.

### Beard, Nutter and Coats Head Southern Turf Show

Dr. James B. Beard, Texas A & M University, Dr. G. Euel Coats, Mississippi State University, and Dr. Gene C. Nutter, Lake City Junior College, Lake City, Fla. are headline speakers for the annual Southern Turfgrass Conference and Equipment Show, March 7-9 in Memphis, Tenn.

Association president Gene Baston of the Country Club of Birmingham, Alabama said the equipment show will bring the

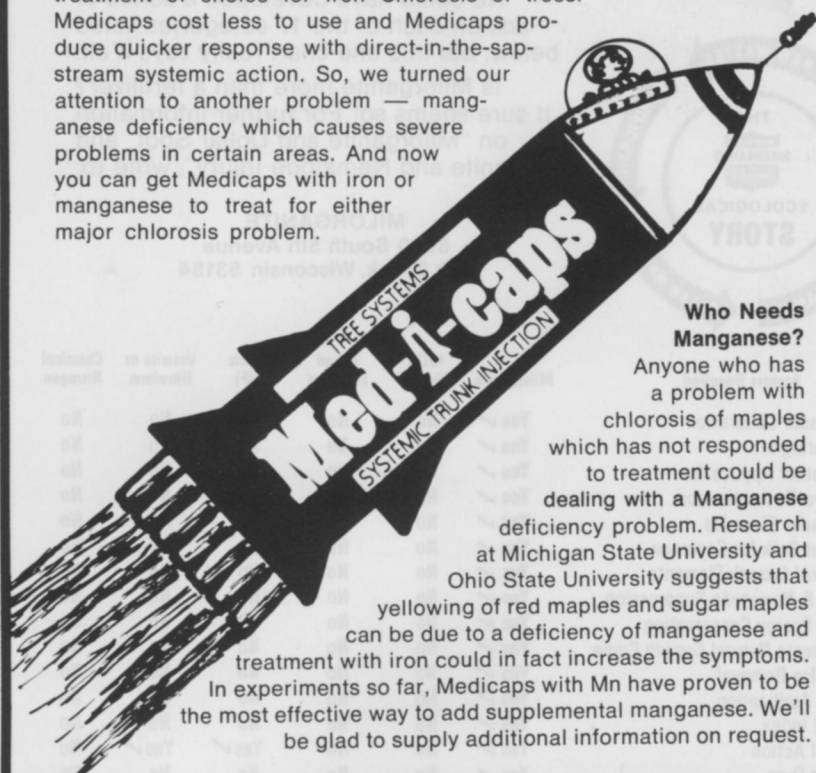
leading suppliers of turf equipment for this regional show that is one of the biggest turf shows in the country.

Other speakers include: E. Edward Bates, product manager, F. E. Meyers and Brothers Co., Ashland, Ohio; W. C. Bowle, superintendent at Memphis Municipal Golf Courses; Jim Bridges, superintendent at Creeks Bend Golf Course, Hixson, Tenn.; Roy Clark,

chief of the pesticide branch of the Environmental Protection Agency offices in Atlanta; Bill Hoopes, manager of the Professional Turf Institute, O. M. Scott & Sons, Marysville, Ohio; Palmer Maples, Jr., superintendent at the Standard Club, Atlanta, and president of the Golf Course Superintendents Association of America; and Shull Vance, superintendent at Country Club of Mobile, Alabama.

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Anyone who has a problem with chlorosis of maples which has not responded to treatment could be dealing with a Manganese deficiency problem. Research at Michigan State University and Ohio State University suggests that yellowing of red maples and sugar maples can be due to a deficiency of manganese and treatment with iron could in fact increase the symptoms. In experiments so far, Medicaps with Mn have proven to be the most effective way to add supplemental manganese. We'll be glad to supply additional information on request.



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**NEWS** (continued)

**Oregon Grass Seed Growers Threatened by State Law**

Oregon's 1,800 Willamette Valley grass seed growers are fighting to keep the \$65-million grass seed industry from being flushed out of the valley in one huge environmental sweep. State law, passed in 1971, gave the grass seed industry until last year to come up with a smoke-free way of sanitizing their grass seed fields.

The cultural practice of grass seed field burning has been carried out since the mid-1940s when it was determined that after-harvest burning of straw in fields killed insects and disease spores and rid fields of weed seeds. The 100-mile long, 50-mile wide valley has some 270,000 acres of grass seed fields producing virtually all of the ryegrass grown in the United States and a high percentage of the bluegrasses, fine fescues, bentgrass, orchardgrass and

smaller amounts of other turf and forage grasses.

Without burning, yields would drop as much as 50 percent in one year and serious problems of straw disposal and weed abatement would arise, say the growers. Costs in changing to new methods of burning would include purchase of a not-yet-perfected field sanitizing machine costing upward of \$10,000, plus propane, gasoline for pulling machinery and straw-gathering costs.

**Roots of Water Hyacinth May Be Harvested for Gold**

A geologist for a gold mining firm says his company may harvest the precious metal from the roots of the common water hyacinth. Manuel Bettencourt-Dias, a geologist for Gold Hill Mesa Corp., Colorado Springs, Colo., said his firm is interested in experiments now being carried on by researchers for the National Aeronautics and Space Administration (NASA).

Researchers for NASA are carrying out field experiments to determine the capability of hyacinths to absorb such metals as lead, mercury, silver and gold from water. "Though highly experimental, the program has produced some interesting results thus far," Bettencourt-Dias told WEEDS TREES & TURF. He said NASA estimates under a program of regular harvesting, an acre of hyacinths can yield silver at a rate of a pound every four days. Results of tests with gold are expected to be similar.

The primary intent of the NASA research is to develop an inexpensive and efficient process of removing toxic pollutants from the nation's rivers and streams, but Bettencourt-Dias said he sees possible commercial use. He said his firm might be able to recover gold from the old famous Cripple Creek mining tailings using such a process.

"Presently, the accepted and proven method of gold recovery — vat-leaching — can economically remove only about 60 percent of the gold," he said. "Hyacinths, as a secondary method, might be able to recover some of the remaining 40 percent."

**Factors to consider when selecting a fertilizer**

We could have developed a series of ads on each of the 17 categories listed below, but this one chart really says it all.

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No Spreader Calibration	Yes ✓	No	No	No	No	No
No Watering-In	Yes ✓	No	No	No	No	No
Bad Weather Application	Yes ✓	No	No	No	No	No
Heavy Traffic Application	Yes ✓	No	No	No	No	No
No Spreader Clean Up	Yes ✓	No	No	No	No	No
Sufficient Bulk for Coverage	Yes ✓	No	No	No	No	No
All-Natural Growth Elements	Yes ✓	No	No	No	No	No
Disease & Nematode Suppression	Yes ✓	No	No	No	No	No
Water & Energy Conservation	Yes ✓	No	No	No	No	No
Complements Natural Growth Curve	Yes ✓	No	No	No	No	No
Snow & Ice Removal	Yes ✓	No	No	No	No	No
Dormant Application	Yes ✓	No	No	No	No	No
Low Salt Index	Yes ✓	No	No	No	No	No
Bacterial Action	Yes ✓	No	No	Yes ✓	Yes ✓	No
Does Not Burn	Yes ✓	No	No	No	No	No
Long Lasting	Yes ✓	Yes ✓	No	Yes ✓	Yes ✓	No
Less Nitrogen Needed	Yes ✓	No	No	No	No	Yes ✓

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