

WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Design, Construction and Care Since 1962

The State of the Golf and Landscape Industries

Report From Iron Country: Record Year for New Models

McLoughlin Resigns at GCSAA

Sod, Ready to Rebound



REPORT FROM
IRON
COUNTRY



About the only bug you have to worry about with Dursban.

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DURSBAN For whatever's bugging you.



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Circle No. 110 on Reader Inquiry Card

3917



Cover: Brouwer Turf Farms, Keswick, Ontario, Canada. Gerry Brouwer's company has grown from a sod farm into an international supplier of sod, mowing and forklift equipment.

JULY 1983/VOL. 22, NO. 7



Cushman's Grass Caddy is a sign of demand for commercial grass collection systems. See Iron Country, page 24.

24 Report From Iron Country

Golf and landscape equipment manufacturers predict a shake-out in the number of equipment companies as new ones enter the market. Manufacturers reveal plans and problems. 1983 may set records for the number of new models.

32 Sleek and Wiser, State of the Industry

As construction returns, gains in productivity and cost control are still needed. Will parks be able to meet the increasing demand for athletic fields, and will they be managed properly? A look at

all segments of the Green Industry.

36 The Sod Market, Ready to Rebound

The latest *Weeds Trees & Turf* survey shows a fall in staff and purchases in the last three years. But, new technology enables sod producers to bounce back quickly with new construction.

38 New Breed in Oregon Accepts Renovation

Oregon Turf Farm manager Will Lighty bases the future of sod on a new breed of customer with new attitudes about lawn renovation. The advantages of sod for instant, quality turf cover can overcome reluctance of price compared to lawn seeding.

40 Efficiency is Key to Long Island Sod Farm

Dick McGovern considers efficiency the key to success in sod today. Equipment and using the land like a commodity keep McGovern Sod Farms a major factor in the New York metropolitan area.



Oregon Turf Farm's new breed, page 38

45 Workmen's Compensation, No-Fault Protection

Labor lawyer Richard Lehr tells the reasoning behind workmen's compensation and how to avoid disputes with employees. Check state laws to see if your company is required to participate in workmen's compensation programs.

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STOCKY NEW FORDS. NEW UNDER 30 HP DIESELS!

Tough new 1000 Series Tractors do it all!

Stocky new 1000 Series Ford diesels have the compact size and muscle needed for tough grounds maintenance work.

They offer you a combination of features you can't get anywhere else... including live hydraulics, 540 rpm PTO, diff-lock, and the widest choice of under-30 horsepower models in the industry.

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without stopping. It's optional on larger models only. There's an optional hydrostatic transmission for smaller tractors.

Four-wheel traction. Tight-turning front-wheel drive option can cut wheel slip, and can save time and fuel.

Excellent parts and service backup. Your Ford Tractor dealer has the parts, facilities and know-how to service your tractor quickly and correctly.

These tractors can be fitted with more than 50 implements and attachments to handle a wide range of grounds maintenance jobs. See the stocky new Fords at your Ford Tractor dealer.

*Manufacturer's estimate. Model 1910, 28.5 hp, not available until Fall, 1983.

FORD TRACTORS



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with Roundup—then planted
with a ground cover.



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CARL SCHIEFER
OF CARL'S LANDSCAPING, INC., LAGUNA HILLS, CALIFORNIA.

Carl Schiefer runs an award-winning landscaping business in Orange county, California. In that part of the country bermudagrass is an extremely tough perennial weed problem in lawn and shrub areas. Carl solves that problem with Roundup® herbicide.

“We spray Roundup, and 7 days later we can plant. That's because Roundup has no residual

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When you renovate a lawn or slope with Roundup you won't have to dig, disc or use a sod cutter. Just apply Roundup when the old lawn is actively growing and at the proper stage of growth. Then come back 7 or more days later to

power rake, till or slice—then plant. Your customers will like Roundup too, because the work site can hold up to light foot traffic during renovation.

Roundup can help make your workforce more efficient and your bidding more competitive. When you add it all up, that's the kind of edge you need to be successful today. Just ask Carl.

FOR MORE INFORMATION ABOUT MAKING LAWN RENOVATION MORE PROFITABLE WITH ROUNDUP, CALL 1-800-621-5800 TOLL FREE. IN ILLINOIS, CALL 1-800-972-5858.

Round up was also used for trimming and edging around new plantings, as well as follow-up maintenance.



Monsanto

OUTLOOK

By Bruce F. Shank, Executive Editor

Superintendents Aren't Pushovers: Concerned Members Have Power

The news from the Golf Course Superintendents Association of America (GCSAA) about Executive Director Jim McLoughlin's resignation was not unexpected. It was the result of membership speaking up for a cause they believed in strongly.

After ten years covering industry associations and one year as president of one, The American Society of Business Press Editors, I am extremely impressed with the way GCSAA and its membership handled a sticky situation.

Before the conference in February in Atlanta, a Coalition of Concerned Members was formed to independently study both sides of the relocation issue. The group hired a public accounting firm to pinpoint the real benefits and costs of moving the headquarters to Orlando, Florida. Their findings were published and distributed prior to the conference, at the coalition's expense.

We planned to make the issue a major part of our Show Dailies, but held off when members of the Coalition said they preferred to handle the issue within the association first.

Working from within, the Coalition was able to delay any relocation plans. They made it clear to the association directors and staff that the reasoning for the move was not strong enough to risk the expense and possible harm to other ongoing programs. The membership was not satisfied with the explanation given to them by McLoughlin.

Association direction and management is extremely complicated. Basically, a staff is paid to do what volunteers can't. They try to work from guidelines set by boards or volunteers who have their own responsibilities and worries. The board members often hear better prepared arguments from staff than they do members.

Association managers tend to be very good salesmen. Many times they carry an association through times when direction is lacking. When impatient, they can push an association beyond its means before the membership knows what happened.

The members of GCSAA reacted quickly, spoke up, and therefore retained control. Furthermore, the board members acted to represent the membership. The Coalition built such an impressive case the Board had to listen. Few associations operate so well.

It may seem like GCSAA should be embarrassed. On the contrary, GCSAA is an example for other associations to follow.

Future executive directors of GCSAA will know its members speak up when new programs are not clearly justified. Superintendents are no pushovers.

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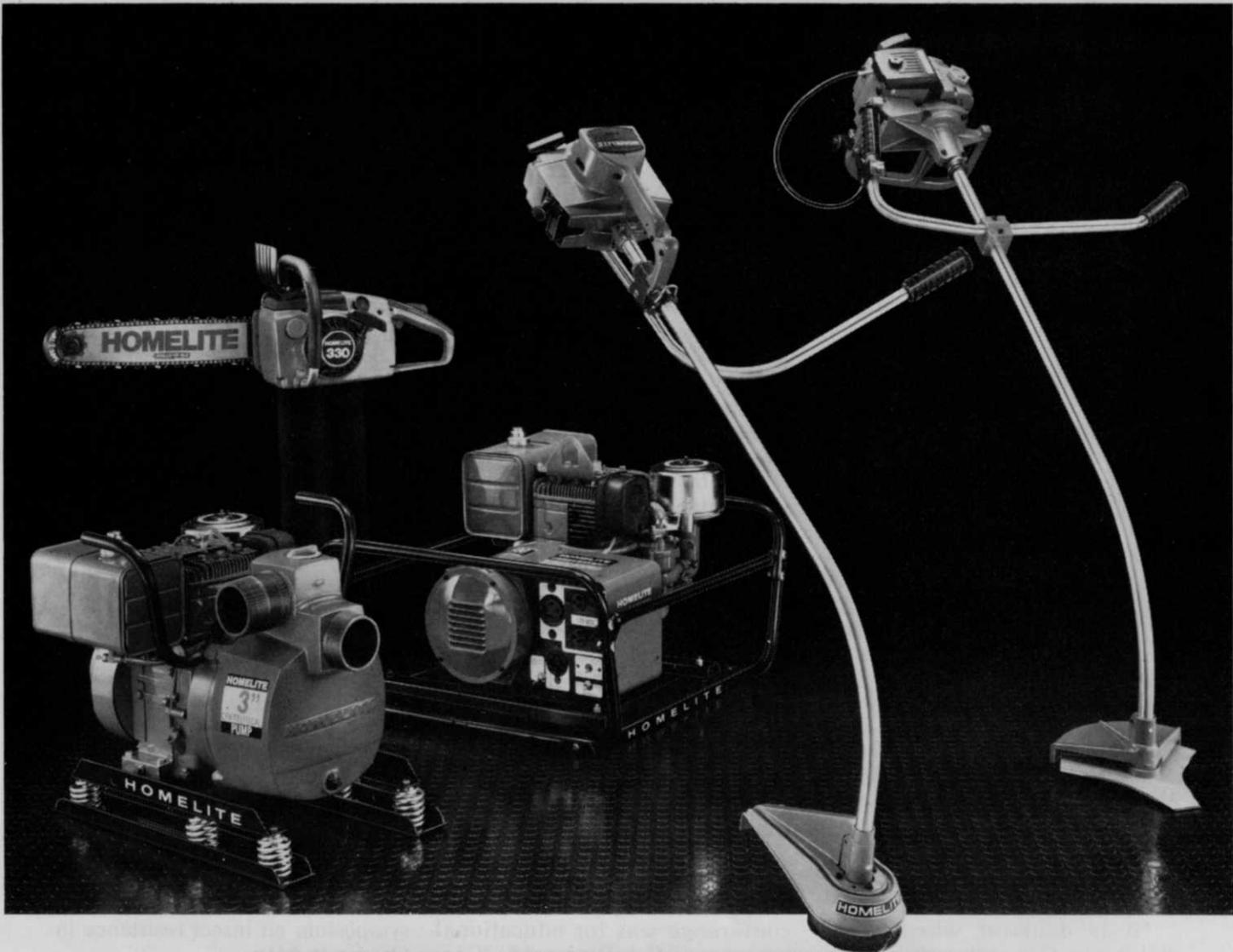
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Circle No. 117 on Reader Inquiry Card

GCSAA

McLoughlin resigns, move in doubt

The controversial executive directorship of James E. McLoughlin for the Golf Course Superintendents Association of America will come to an end September 1, 1983. McLoughlin tendered his resignation the end of May.

According to John Schilling, associate executive director, "An association can't be based on one man's dreams. McLoughlin's dreams, including relocation of the headquarters to Florida, did not always agree with those of the membership and the executive committee. The members want educational programs, a good conference, and all the benefits a well-run association should provide," said Schilling.

The official announcement of McLoughlin's resignation states his reasons for leaving as the one to two-year delay in relocation of the headquarters and the need to be closer to his family in New York.

"It is doubtful whether the Relocation Committee will have a proposal for the membership by the Las Vegas conference in January," Schilling said. "Many of

the benefits originally expected from Orlando, Florida, either didn't materialize or can be met by Kansas University and the city of Lawrence. The opinions of our members have to be given top consideration, as were the opinions of a coalition against the move formed before the last conference in Atlanta."

Between now and September 1, the Executive Committee will be reviewing the goals of the association in regard to the type of executive director needed.

The press for relocation, the financial condition of the association, and an investigation of the GCSAA headquarters by law enforcement officers this spring for alleged gambling violations were all factors on the minds of the Executive Committee in accepting McLoughlin's resignation.

"The dues increase passed by the membership at the Atlanta conference was for educational programs," Schilling said. "Certainly, Educational Director Jim Prusa will play more of a management role in the future. We need to

concentrate on good association management based upon the direction of the membership."

Schilling has been in charge of marketing for the conference and *Golf Course Management* magazine. He received the associate executive director title upon McLoughlin's announcement.

SEED

Ryegrass fights back against turf insects

Recent discoveries linking the presence of fungi in perennial ryegrass to insect resistance may be a major step forward for turf and producers. A research paper on the discoveries was presented by Rutgers turf breeder Dr. C. Reed Funk and Lofts Seed Co. Vice President Richard Hurley to a symposium on insect resistance in Oregon in May.

Endophytic fungi was present in perennial ryegrass in turf areas relatively undamaged by sod webworms. The endophytes can be transmitted to descendants of resistant perennial ryegrass parents. Funk has also shown resistance to the bluegrass billbug.

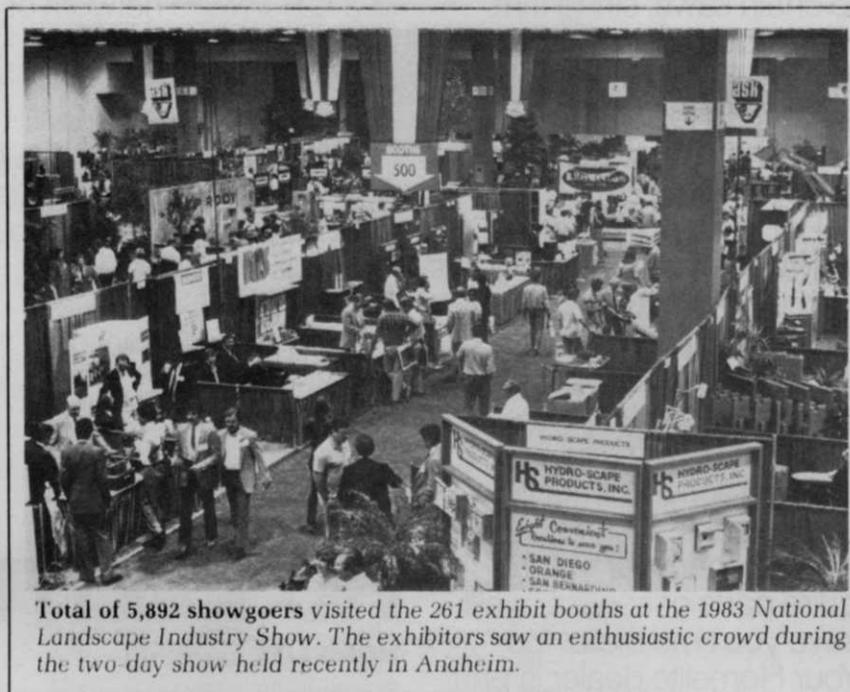
Seed producers could add the insect resistance benefit to their perennial ryegrass seed. The endophyte has also been found in tall fescues.

INDUSTRY

Champion appoints national sales manager

Frank M. Frederick has been appointed national sales manager of Champion Brass Mfg. Co. of Los Angeles. Champion produces sprinklers and accessories.

Frederick comes to Champion from Royal Tool in New York and has more than 20 years experience in sales and management.



Total of 5,892 showgoers visited the 261 exhibit booths at the 1983 National Landscape Industry Show. The exhibitors saw an enthusiastic crowd during the two-day show held recently in Anaheim.

Does anyone
rely as much on the weather
as a turf manager does?



Maybe.

Pennfine Perennial Ryegrass covers more ground than any other turfgrass variety in the world. This message recognizes the people who made it happen.

For your free full-size (22" x 28") poster of this ad, send your name and address to:
Pennfine Poster # 6, P.O. Box 923, Minneapolis, MN 55440. (Watch for the other five ads in this series.)

Circle No. 130 on Reader Inquiry Card

NGF backs management school

The National Golf Foundation has established a new, two-year Golf Management School at Oglebay, a resort and municipal park operated by the Wheeling, West Virginia, Park Commission.

The Foundation will participate in an advisory capacity, according to NGF President Frank Smith, appointing three of the seven members of the Board of Regents, helping establish curricula and providing educational materials.

The school hopes to provide an improvement of the operational skills for managers of public golf facilities.

"We believe there is a need for such a school," said Smith, "and know the combined expertise of Oglebay and the Foundation will make the venture successful."

Ralph Cryder, director of the Los Angeles County Park System, will chair the Board of Regents. Field Services Director Joe Much will coordinate the Foundation involvement.

The first five-day session is scheduled for Jan. 8-12, 1984. A \$200 fee will cover tuition, books and supplies. Registrants are expected to participate in both the 1984 and '85 sessions.

More information is available from Randy Worls, Oglebay, Wheeling, WV, 26003, (304) 242-3000.

Robinson elected president of ASGCA

Ted Robinson of Laguna Niguel, CA, is the new president of the American Society of Golf Course Architects.

Robinson, a graduate of the University of California, received his Master's degree in urban planning and landscape architecture from the University of Southern California. In 1954, he established his own practice and was involved in land planning, subdivisions, park design and golf course architecture. In the late 1970s, Robinson began concentrating his efforts on golf course architecture.

Other officers elected at the annual meeting in Dallas recently were Dr. Michael Hurdzan, Columbus, OH, vice president; John Watson, Lachute, Quebec, Canada, secretary; and Ken Killian, Palatine, IL, treasurer.

The society, headquartered in Chicago, is comprised of leading golf course architects in Canada, Mexico and the U.S.

Nugent forms own design company

Golf course architect Dick Nugent has formed a new golf course design firm, Dick Nugent Associates of Palatine, IL.

Formerly a partner in Killian and Nugent, Inc., Nugent has been instrumental in the design of dozens of the nation's top courses including Kemper Lakes golf course, home of the Illinois PGA; Tuckaway Country Club, site of the Milwaukee Open; and Sand Creek golf course, Bethlehem Steel's new course near Burns Harbor, IN. He has also been involved in the remodeling of many established clubs such as Medinah, renovated for the 1975 U.S. Open.

IRRIGATION

Royal Coach/Buckner buys Valtronix assets

Royal Coach/Buckner, a Fresno, CA irrigation equipment manufacturer, has purchased the assets of Valtronix Manufacturing Co. of South El Monte, CA.

Mel Canterbury, vice president of Royal Coach/Buckner said, "This acquisition will provide us with a full line of industrial grade plastic valves for turf and irrigation applications in 1 inch through 3 inch sizes with a standard angle/globe configuration complete with plug. These complement our brass valve lines."

"The pressure regulator series features a moisture-proof, adjustable pressure regulator with a locking device to maintain steady outlet pressure settings regardless of changing inlet flow. The contamination-resistant series handles dirty water and effluent systems and has a 3-way solenoid, normally closed. In addition, the line includes electric 2-way solenoid and hydraulically normally open series diaphragm valves."

The valve bodies are molded of 30 percent glass-filled nylon with metal inserts or studs molded into the bodies. All have a large oversize handle to adjust flow and a manual bleed screw. Component parts are corrosion resistant.

In other news from Royal Coach/Buckner, David Truttman has been named manager of the newly-established Technical Services Section of the Marketing Department. Truttman will be responsible for technical literature and sales aids including show planning, visual presentations, co-op advertising and the Royal Coach/Buckner Advantage, a quarterly in-house publication.

GARDENING

Gardening tips available on radio

Gardens for All, The National Association for Gardening, based in Burlington, VT, has a radio service available to the gardening public—Gardens for All Radio. The service, a taped series of 90-second tips titled, "Helping Your Garden Grow" is being offered to radio stations throughout the country.

"It's one more step toward our goal of providing the most up-to-date information for helping gardeners to be more successful," said Jack Robinson,

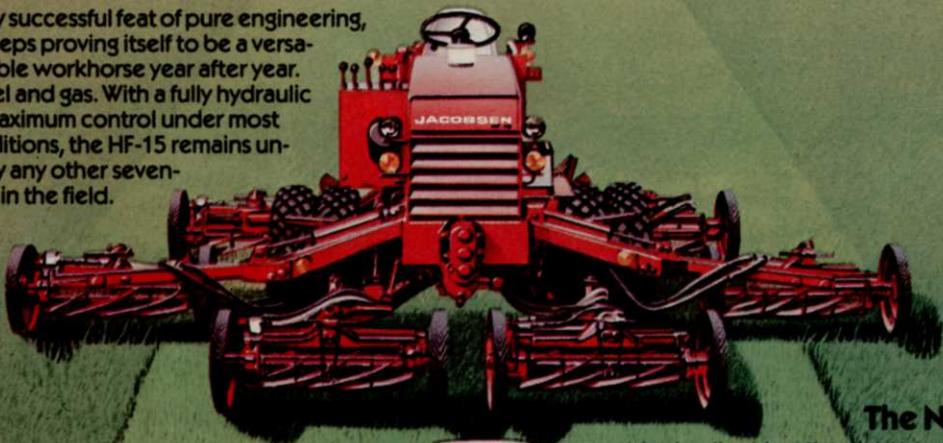
continued on page 14

HF-15 hydraulic technology presents The HF-5.

If at first you succeed...

The HF-15

A remarkably successful feat of pure engineering, the HF-15 keeps proving itself to be a versatile and reliable workhorse year after year. In both diesel and gas. With a fully hydraulic system for maximum control under most cutting conditions, the HF-15 remains unsurpassed by any other seven-gang tractor in the field.



The New HF-5

A hydraulic chip off the old block, the compact, highly maneuverable HF-5 gives you three, four and five-gang versatility plus the control and maintenance ease of a complete hydraulic system. The HF-5 is light on the turf and its hydrostatic variable speed transmission lets you handle most terrain or turf conditions without shifting. The HF-5 will mow up to 50 acres in eight hours, and trim your budget down to size.



HF-5 Features

- Out Front Mowing**—Cuts ahead of the wheels to eliminate tracking.
- Hydraulically Driven**—Cuts wet or dry grass easily. Reels can be reversed from the operator's seat. Instant backclapping.
- Diesel Engine**—Power, efficiency and longer engine life.
- Hydraulic Lift Mowers**—84"—106"—133" cutting width for the HF-5. All at the operator's fingertips.
- Ducted, Screened, Air-Cleaning System**—Cleaner, more efficient cooling, longer engine life.

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Proof that the best fungicide costs less.

There's no doubt why Daconil 2787® flowable fungicide is the preferred fungicide on America's tees and greens. It consistently delivers superior control of 9 major turf diseases.

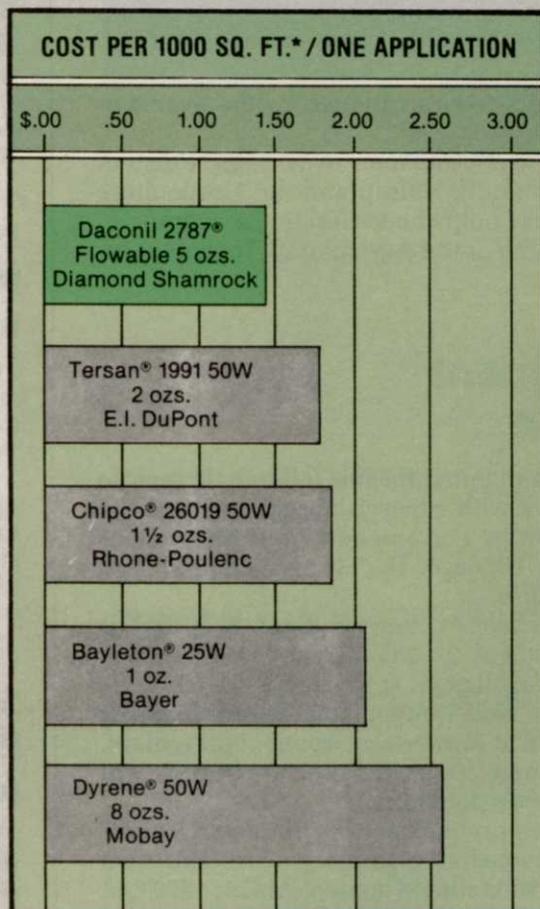
But what you may not know is that Daconil 2787 is more economical to use than the other leading fungicides.

Using a typical spray schedule, Daconil 2787 gives you greater savings on a per 1000 sq. ft. basis when it comes to controlling your most serious diseases — dollar spot (including benomyl-resistant dollar spot), Helminthosporium (leafspot and melting-out) and large brown patch.

Take a look at the chart. See for yourself how the cost of Daconil 2787 compares with the other leading fungicides on tees and greens.

Here are more reasons why it pays to use Daconil 2787. There's no need to add a costly spreader/sticker. Daconil 2787 already has it built in to assure full and even coverage for maximum disease protection.

And Daconil 2787 resists wash-off, so it keeps on working during heavy rains or watering.



*Costs based on manufacturer suggested retail unit price as of January, 1983.

What's more, in 15 years of continuous use, there has never been a documented case of resistance with Daconil 2787. Even on courses where it was applied at weekly intervals over many years.

The facts speak for themselves. You can't buy more effective, more consistent disease control on tees and greens than Daconil 2787.

Add to that the important cost savings you get spray after spray, and you'll see why Daconil 2787 gives you more for your fungicide dollar.

So this season go with Daconil 2787 from Diamond Shamrock. Because the best costs less.



Diamond Shamrock

Agricultural Chemicals Division
Diamond Shamrock Corporation
1100 Superior Avenue
Cleveland, Ohio 44114

Always follow label directions carefully when using turf chemicals.

Circle No. 105 on Reader Inquiry Card

253 future contractors compete

It was a record-breaking event. More than 253 students from 18 colleges and universities across the nation and 86 professional landscape contractors attended the Associated Landscape Contractors of America's Student Field Day in Dallas in March.

Students competed in 18 events ranging from surveying to irri-



gation. Industry professionals acted as judges for the events or observers.

ALCA Student Field Day Chairman was Jean Felsted. Richland College Professor Frank Milsap and the Horticulture Club at Richland College also helped coordinate the event.

Next year's field day will be at the Agricultural Technical Institute in Wooster, OH.

Middle management training available

Six seminars in six cities are planned for this fall to help middle managers and crewmembers with supervision potential. ALCA sponsors the seminars taught by Perrone and Ambrose, a management consultant firm in Chicago, IL. Three seminars were successfully presented this spring.

The fall seminars will be held in Phoenix (Sept. 8, 9), Dallas (Sept. 20, 21), Salt Lake City (Sept. 22, 23), Detroit (late Oct.), Boston (Nov. 20, Dec. 1), and Washington, D.C. (Dec. 2, 3).

ALCA Executive Director Gail Morgan told *Weeds Trees & Turf*, "Instead of being aimed at owners and upper management, these seminars are designed for mid-level managers and crewmembers with supervisory potential."

The first day the focus is on problem solving and team leadership. The second day is devoted to organizing work and time management. Interested persons should contact ALCA, 1750 Old Meadow Rd., McLean, VA 22102. (703) 821-8611.

president of the non-profit organization. "According to our 1982-83 GFA/Gallup National Gardening Survey, there are 38 million gardening households out there who have a continuing need for new information, Radio provides a new avenue for Gardens for All to reach more gardeners with current news and tips.

Local radio stations and gardening centers can arrange to air the shows by contacting Gardens for All Radio, RFD Networks, Endwell, NY 13760.

CHEMICALS

Velsicol opens two Southern offices

Velsicol Chemical Corporation has opened district sales offices in Atlanta and Dallas. The offices will be staffed full-time to help provide greater sales support and communications.

"The Atlanta and Dallas sales offices have been added to provide a closer base for our growing sales force and growing product line," says Billy Adcock, agricultural products regional sales manager, South.

The Atlanta office is at 400 Wendell Court, Suite 426, Atlanta, GA 30336, (404) 696-8345. The Dallas office is at 8405 Sterling St., Suite 202, PO Box 169083, Irving, TX 75063, (214) 257-0511.

INDUSTRY

PGMS conference set for Cincinnati

The Professional Grounds Management Society will have its 71st Annual Conference and Trade Show Oct. 15-18 at the Cincinnati-Marriott Hotel.

The conference will highlight educational sessions, along with the trade show and horticultural tours of interest in the Cincinnati area. The conference will conclude with the Awards Banquet on Tuesday night.

CHEMICALS

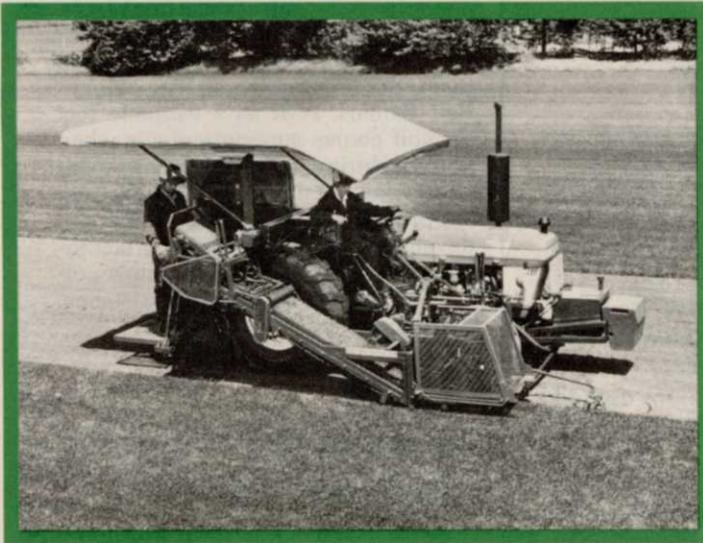
EPA approves Embark for Poa annua control

The Environmental Protection Agency issued its approval recently for the use of 3M's Embark plant growth regulator to suppress *Poa annua* seedhead development on golf course fairways. The approved rate is 1/2-pint per acre.

continued on page 16

TIME TO CHANGE

THE NEW BROUWER 1500 HARVESTER DOES IT ALL



AUTO STEER

- Can save 2 - 3 pallets per acre
- No strips or even strips for regrowth
- More uniform sod for landscapers
- Simple - can be turned on or off for auto or manual steering

CUTS CLOSE

- To irrigation pipes, ditches & fences
- Produces a clean uniform cut in all conditions
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CROSS CONVEYOR

- New rubber conveyor makes stacking easier
- Other conveyors also available for slabbing
- Sod harvester eliminates high labour cost
- Suitable for both large & small operations

Can roll, slab or fold

THE NEW BROUWER 2000 SOD HARVESTER HAS IT ALL



STANDARD PALLET CARRIER

- Standard pallet carrier - easy to load by forklift or manually
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- Single trip of a lever automatically releases empty pallet onto forks for easy stacking.

AUTO-STEER

- Automatic steering can be set to eliminate strips or leave a preset, consistent strip of sod for regrowth.



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Another Brouwer innovation in material handling

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- Very lightweight design
- Excellent performance on all terrain
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- High transport clearance
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JULY 1983/WEEDS TREES & TURF 15

UPDATE

EPA stops all registration in data dispute

The Environmental Protection Agency temporarily halted all registration in April until a ruling was clarified by the U.S. District Court for the Eastern District of Missouri. The Court found sections of the registration regulations "unconstitutional and unlawful" in a case brought against EPA by the Monsanto Chemical Co., St. Louis.

Monsanto brought the suit against EPA because its data allegedly has been used to support registration of competitors products. EPA at first halted all registrations, then relaxed its position to register only those chemicals supported by data owned by the registrant and "me-too" chemicals supported by data used with permission of the owner.

While EPA and District Court lawyers attempted to explain the full impact of the court's ruling, EPA froze all registration applications. When lawyers suggested the ruling protected only Monsanto's data, a dozen other chemical companies filed a brief to the court seeking similar protection. The case may eventually reach the Supreme Court for further clarification.

EPA officials have felt it appropriate to consider all data on file when weighing the costs versus benefits of registration applications. Chemical companies dispute the use of their data for consideration of competitors products, claiming protection as a trade secret. The law and EPA have been vague for years on use of registration data. The controversy has finally reached court level and will be tested. Changes in sections of FIFRA are likely as a result.

Bill earmarks \$1.1 billion in landscape work

The controversial Emergency Jobs Bill passed by Congress in March contains more than \$1 billion in grants and funding for landscape improvement. \$50 million of this is targeted for small business grants for tree planting and upgrading of recreational areas. Another \$40 million is available to urban parks on a matching fund basis.

The American Society of Landscape Architects is recommending its members contact local and state officials for potential work. The Bill stipulates much of the funding must be spent by October 1983, so haste is advised.

Much of the funding is intended for high population density areas with high unemployment. Much of the money will be spent in summer programs that employ large numbers of unemployed.

State spray laws spread

A bill introduced in the New York State Senate in late March is similar to a bill recently defeated in the state of Washington. The bill requires commercial applicators to notify all adjacent property owners of spraying prior to application of pesticides. The New York bill, like the Washington bill, is the result of careless spraying practices being uncovered by local media.

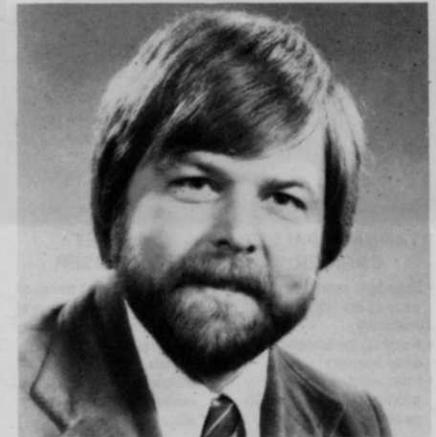
Embark PGR, introduced by 3M in 1978, has been used extensively to reduce mowing costs on low-maintenance grasses and difficult-to-mow areas by golf course superintendents, highway maintenance crews and others. Turfgrass researchers at Michigan State and Pennsylvania State identified Embark PGR as a valuable tool for golf course superintendents when applied during the spring before seedheads have emerged. The product suppresses *Poa annua* seedhead development, which results in healthier root growth, enhanced summer color and increased drought-resistance, the researchers say.

INDUSTRY

Jacobsen names Kepner Chief Test Engineer

Kent G. Kepner has been appointed Chief Test Engineer for Jacobsen Division of Textron, Inc.

In his new position, Kepner will be responsible for establishing testing and evaluation programs for Jacobsen



prototypes and components at the company's Racine test lab and at field sites in Arizona, Texas and Florida.

Previously, he was test engineer supervisor. Kepner joined Jacobsen in 1970 and has held a variety of test engineering positions in Racine and at the company's providing grounds facility in Phoenix, AZ.

INDUSTRY

Teledyne opens new Memphis headquarters

The Teledyne Total Power Co., opened its new headquarters in Memphis, TN, in April. The company was formed late last year to handle all marketing, engineering and product support of Teledyne Wisconsin air-

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President Lee A. Delaney explained the company's decision to locate in Memphis.

"Memphis is emerging as the transportation hub of the U.S. The availability of excellent shipping facilities, the city's central location and its business climate were all instrumental in our choice of Memphis for our headquarters," said Delaney.

From the facility, Teledyne Total Power is now distributing the full line of Wisconsin, Wisconsin-Robin and Wisconsin Diesel air-cooled engines.

TREES

NAA establishes arborist foundation

At ceremonies in Wooster, OH, the National Arborist Association officially launched the Paul Tilford National

Arborist Foundation, Inc., by installing Paul Tilford as the first charter fellow of the Foundation. Dr. Tilford was the first executive secretary of the National Arborist Association, serving from 1940 to 1965.

The purpose of the Foundation is to provide a source of funding for projects, studies and grants pertinent to the needs of good tree care. Equipment research and evaluation, tree care safety, and personnel studies are among the early projects to be funded.

CHEMICALS

Betasan frequency rates increased

New label registrations, recently approved by the EPA, increase application frequencies and application rates for Stauffer Chemical Company's Betasan herbicide.

Up to 25 pounds per acre of Betasan can now be used in two or more applications each year for control of crabgrass, goosegrass and poa annua in home lawns, turf and golf course greens and fairways.

"The new application frequencies

give people who need to control more than one grass an option to do so by split application of a single herbicide," says Herbert M. Day, sales manager of Stauffer's Specialty Sales Department.

Stauffer recommends an application rate of 7½ to 10 pounds in the early spring for the control of crabgrass, a second application of 7½ to 10 pounds in late May for goosegrass control, and a fall application of 10 pounds in late summer for poa annua when these three weeds are problems in turf areas.

In regions where goosegrass or poa annua are the only or main problem, a full rate of 12½ pounds should be used.

Betasan also is registered for control of redroot pigweed, barnyardgrass, lambsquarters, shepherds purse and deadnettle.

GOLF

Columbia fire delays production until August

Columbia Car Corporation of Deerfield, WI, expects to be back up to full production by August after a fire in April destroyed one of its seven bays in

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the warehouse and shipping area. Damage estimates were in excess of \$1 million.

Executive Vice President D.V. Conway told WEEDS TREES & TURF some cars that were on line during the fire are being completed, but full production would not resume until August.

Columbia Car President Joseph Noll credited the area's fire department with keeping the blaze from spreading. The company was able to resume shipping golf cars three days after the fire.

No injuries were reported.

Columbia Car is one of the nation's major manufacturers of golf cars.

TURFGRASS

Rothenberg re-elected president of PTC

Michael Rothenberg, golf course superintendent of the West Shore Country Club, Camp Hill, PA, was re-elected president of the Pennsylvania Turfgrass Council. He has served on the board of directors since 1979. Rothenberg, a graduate of Penn State University, has been in turfgrass man-

agement since 1971.

Other officers elected at the Pennsylvania Turfgrass Conference were Steven Campbell, Aronimink Golf Club, Newtown Square, PA, first vice president; R. William Marberger, sales manager-turf, Mid-Atlantic Equipment Corporation, Collegeville, PA, was elected second vice president; and Christine King, Bellefonte, PA, was re-elected executive secretary-treasurer.

Twelve directors were also elected to the board.

TREES

Davey acquires Memphis tree service

The Davey Tree Expert Company of Kent, OH, has purchased Suburban Services of Memphis, a tree care service company that has been in the Memphis area since 1975.

The company will continue to operate under the name of Suburban Services and as a division of Davey Tree. The previous owner, Thomas G. Dedrick, will remain as district manager.

Davey Senior Vice President How-

ard L. Eckel, Jr., said that the acquisition will provide an established base for tree care operations for the company in the Memphis area and enable Suburban Services to utilize Davey's advanced sales and personnel training and modern research and technical service facilities.

Davey Tree is the original and largest tree service company in the country.

TREES

Lesh named 1983 president of NAA

Lee Lesh is the 1983 president of the National Arborist Association. He was elected at the Annual Meeting in New Orleans, recently.

Lesh has served as an NAA officer and director since 1977. Originally from northern New York where he received his early training as an arborist with Monroe Tree and Landscape, Inc., Lesh settled in California in 1964. He founded Lee's Tree Surgeons in Saratoga, CA in 1969. His firm is engaged primarily in residential, institutional and commercial tree care.

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LANDSCAPE LOG

By Douglas Chapman, horticulturist, Dow Gardens, Midland, MI

AUGUST JOB FOCUS

1. Turf
 - a. planting new lawns
 - b. fertilization
2. Deciduous Tree Pruning
3. Pine Planting
 - a. transplanting
 - b. late season insects and diseases
4. Continued Heavy Maintenance
 - a. mowing and weeding

August in the Northeast and North Central states is the beginning of fall. The soil is still warm, but we see the return of rain after a normally dry June and July. Further, the day length, or photoperiod, is still long enough to sustain growth. Landscape development is certainly centered on three broad categories: 1) turf; 2) deciduous tree pruning; and 3) pine planting.

TURF

August in Central Michigan and through the Northeast is the *one* single best time to plant new lawns (while spring is a *second* prime time for new lawn installation). The soil temperature is high and the air temperature is beginning to cool. By the second week of August fall rains commence and almost every morning we have dew on the grass. The above-mentioned conditions are perfect for new lawn installation. The weed season is essentially over, and one can install a new lawn, while expecting almost complete success with minimal weed seed germination.

Each part of the country will have different recommended grass types, but it should be recognized that a grass seed mixture is probably better than any one individual cultivar. It is better due to the fact that there is more environmental tolerance and insect and disease resistance with a broad variety of grass types than with a single cultivar—the same consideration as with trees, the greater the variety of species, in general, the more disease tolerance one can expect. In the Great Lakes area, a mixture of 60% fescue [cv. of creeping red or chewings], 20% Kentucky Bluegrass, and 20% fine leaf perennial ryegrass, e.g. Manhattan Perennial Rye, establishes quickly, while being medium to low maintenance. The individual cultivars of bluegrass, fescue and fine leaf perennial ryegrass will change as new ones are developed, but the concept of a mixture of grasses, emphasizing disease resistance and low in nutrient requirements, will probably result in the type of lawn that fits best a large area landscape, park, or even home grounds.

Fertilizer, depending on the program one uses, is also important during mid-to-late August. One should apply the equivalent of approximately one pound of actual nitrogen per 1,000 square feet, while emphasizing potassium as well (five pounds of a 20-5-10). Most fertilizer recommendations are based on the amount of nitrogen applied per 1,000 square feet. Contemporary research has shown that relatively high quantities of potassium are also important to stimulate carbohydrate metabolism, while increasing

disease tolerance, drought, and winter hardiness. Generally speaking, phosphorus deficiency is difficult to induce in the average lawn. Most cool season grass species are effective extractors of this macronutrient and, therefore, small quantities are all that are needed. Note—with all fertilizers, the lawn should be dry and the fertilizer watered in soon after application.

DECIDUOUS TREE PRUNING

The month of August is a good time to prune deciduous trees. Most of the terminal and diameter increase, that is plant growth has occurred and, physiologically, it has been shown that there is a good wound response at **this time**. For years nurserymen removed suckers and unwanted branches during this month. They took advantage of the foliage being on the plant as long as practical, thus adding dimension to the tree trunk but removing the unwanted growth at a time when the plants callused over most rapidly. The only cautions to August pruning would include: pruning of crab apples during wet periods, thus encouraging fire blight, and pruning of elms. Hart at Michigan State University suggested that wounds on elms during August may attract elm bark beetle, thus it could be a factor in late season Dutch Elm Disease infection. Other than these two considerations, most trees, including bleeders, such as Sugar Maple and birch, respond well to late summer pruning.

PINE PLANTING

August represents the single best time to transplant pines in the landscape. Although spring transplanting results in 80-90% success, transplanting of pines during August usually results in 95% of greater success. The conditions of warm soil encourages root growth. Frequent showers, high humidity, and relatively long photo-period combine for this one plant genera's transplanting success. For most success, transplant the pines balled and burlapped. During the '60's some of the early photoperiodic researchers showed that pine roots continued to grow during August and September under that particular day length even though vegetative growth had stopped. This single factor probably best explains the success of pine transplanting in August. The pine roots have opportunity to become established before the onslaught of winter. Many landscapers have noted that staking and heavy mulching also contribute to late season transplanting success. Does this mean that hemlock and juniper also exhibit the same increased planting success? In the case of these plants, the literature and practical experience have not been as clear. Junipers, hemlocks, and spruce transplant relatively well throughout the month of September and early October if mulched heavily.

Late season insects and diseases can have some impact; therefore, one should be looking for extremely heavy infestations of mites (two-spotted or red), aphids, scale, and walnut caterpillar. Diseases to be on the lookout for are few but important. If an extremely wet August, fire blight on crab apple, hawthorn, and mountain ash and needlecast on pine can be problems.

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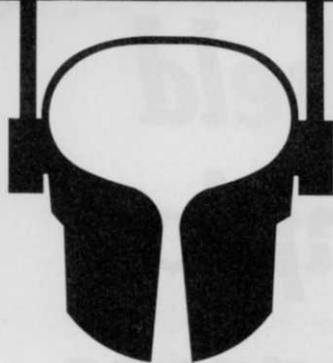
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REPORT FROM IRON COUNTRY



The inside story on the turf equipment market today.

By Bruce F. Shank, executive editor

One year ago there was speculation some turf equipment manufacturers were on shaky ground. Today, that thought seems ludicrous, with manufacturers saying there may be too many companies and a shake-out is likely.

Furthermore, two more U.S. companies are preparing to enter the commercial turf equipment market and there is concern Japanese manufacturers are studying the market. U.S. manufacturers are concerned about "copy-cats".

Weeds Trees & Turf editors visited Iron Country in March and April to get the full story. We spoke to representatives of more than a dozen companies to get their opinions and to learn of their plans.

Most of the activity by far is in commercial mowing equipment, especially in the walk-behind intermediate (30- to 60-inch) rotaries. George Schaefer, Jr., of F.D. Kees Mfg. Co., said, "In 1975, a survey we did showed a void in the 32- to 50-inch walk-behind rotaries and we focused our attention on that void. Three years ago, Toro did a similar questionnaire using a Kees mower as an example. They are aware of the potential."

Price, maneuverability and speed are reasons contractors cite for buying walk-behind intermediates. They are replacing some of

their trim mowers and large riding mowers with the intermediates (see Mower Efficiency, April issue).

The concept of walk-behind rotaries was developed in the 1930's by two men, each separately. Howard Phelps, the founder of Sensation, in Nebraska and Leonard Goodall in Missouri. "My first rotary had bicycle tires and an electric motor from a Hoover vacuum cleaner," says Phelps. "I've still got it here in my living room in Raleston, Nebraska, a suburb of Omaha. I also hold the patent for the first grass catchers for rotary mowers." Phelps began commercial production in 1940 and sold the company in 1966. Last year Gilson Brothers purchased Sensation and is stepping up its marketing efforts.

Leonard Goodall of Warrens-

burg, Missouri in the 1930's, built a company and distribution network which included the then Bunton Seed Co., in Louisville, Kentucky. "Bunton had the Eastern Seaboard for Goodall until we started making our own mowers and Foley bought Goodall in the mid-50's," said Gilbert Brown, Bunton vice president. In 1969, Bunton bought all rights to the Goodall line. "Between 1949 and the mid-70's the market for walk-behind intermediates was served by only a few companies. Today, there are 9 companies with similar products and more coming," Brown says.

Ransomes Bobcat claims to be the largest current manufacturer of walk-behind intermediates. Bobcat intermediates were first produced in the mid-70s. Ransomes, a British company, purchased Bobcat in 1977, adding a reel line to Bobcat's rotaries. Many landscape contractors speak highly of the Bobcat intermediates. Dick Lehman of Ransomes attributes the company's success to simplified operation and maintenance as well as a good distribution network.

F.D. Kees also entered the walk-behind intermediate market in the mid-70's after market research showed potential. Sensation and Yazoo were old-line companies with products in that category.

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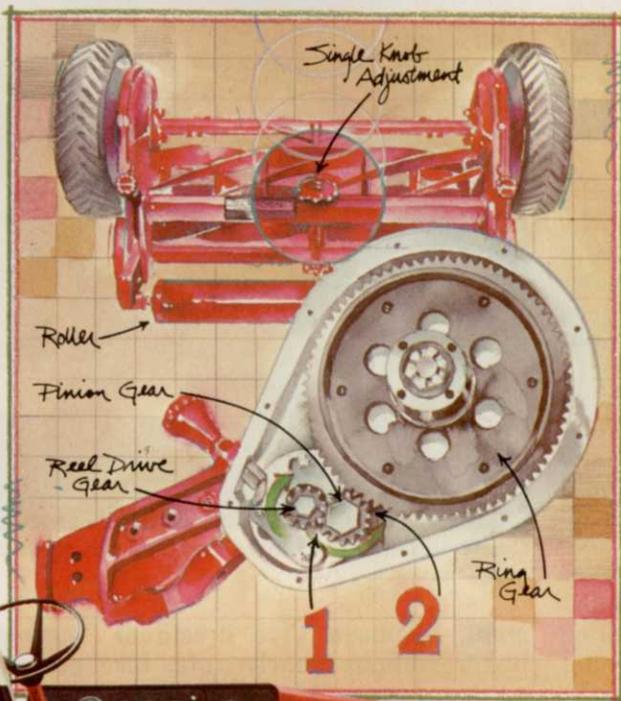
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JULY 1983/WEEDS TREES & TURF 25

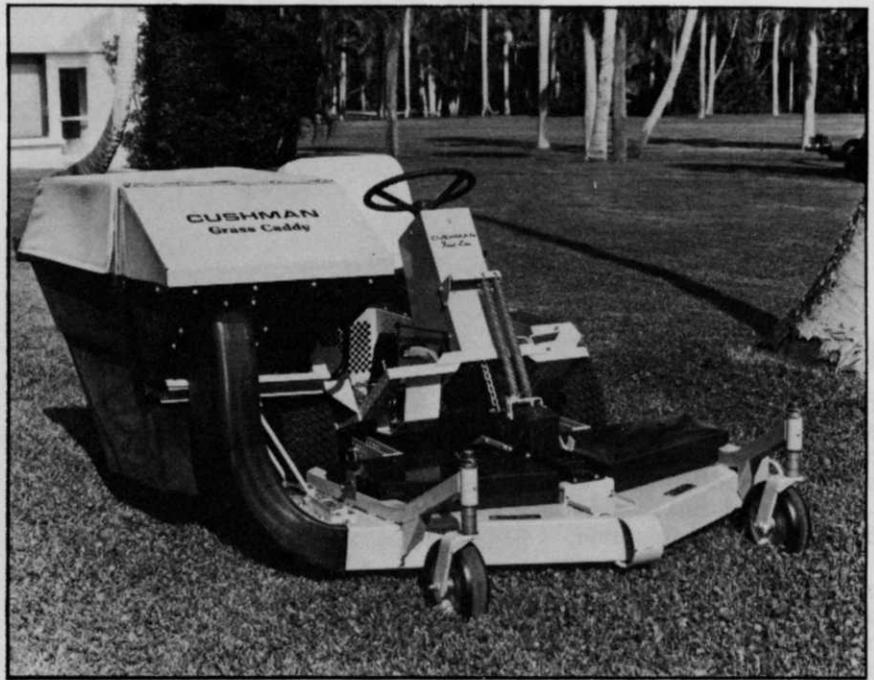
Since then Gravely, Deines, and Exmark have joined the group. Still, Toro and Jacobsen wait to enter the intermediate market. Representatives from Toro and Jacobsen did not want to reveal their plans for this type of mower but distributors have told *Weeds Trees & Turf* both companies have prototypes in testing with introductions not far off.

One potential problem may be what happens to distributors who carry Toro or Jacobsen lines with another company's intermediates when Toro and Jacobsen introduce competitive models. One distributor felt it will take two years or more for Toro and Jacobsen to build up inventories of walk-behind intermediates if they choose to enter that market. This would give distributors time to evaluate the competitiveness of the new products and whether both lines can be together on the same showroom floor. He also expected price and new engineering by Toro and Jacobsen to make a difference.

All the excitement is not walk-behind intermediates. Toro has been pleased with the reception of its 11-bladed reels it introduced last fall. "We have more products in development at Toro for the commercial market than we have ever had before," says Steve Williams, manager of the commercial products group. "We will introduce more new products this year and next year than any previous time. This reflects our continuing commitment to product research and development." Toro will announce its 1983 introductions in August at its annual dealer convention.

Denny Brown of Toro is spearheading an experimental program using a computer to balance a customer's needs with an appropriate mower. "Construction of a mower can mean the difference between two years and eight years of reliable service," Brown says. "Down time is critical in the commercial market. Some mowers may cost less at first, but cost more later when they don't hold up or last as long."

Both Toro and Jacobsen have installed computer-aided design systems to speed up product develop-



Cushman-OMC Lincoln's Grass Caddy typifies a new emphasis on grass collection.

ment. Jacobsen Vice President Roger Thomas clearly states his company's goal, "We are making a unique product for the industrial marketplace. We are not in the throw-away business." "More and more mowers will be hydraulic," Tom Carter, Jacobsen vice president of engineering said. "At first we had to get parts from aircraft parts suppliers, but now we are custom designing our own parts to increase the efficiency and reliability of hydraulics. Solid state components may tell the mower operator of the future that the hydraulic fluid is too hot or the pressure has dropped; preventing damage and prolonging equipment life."

Hydraulics are credited for reducing the weight of mowing equipment, improving the cut by increasing the rotation speed, simplifying changeover of attachments, and eliminating a number of moving parts subject to wear. Hydraulics were first applied to rotary equipment by Excel.

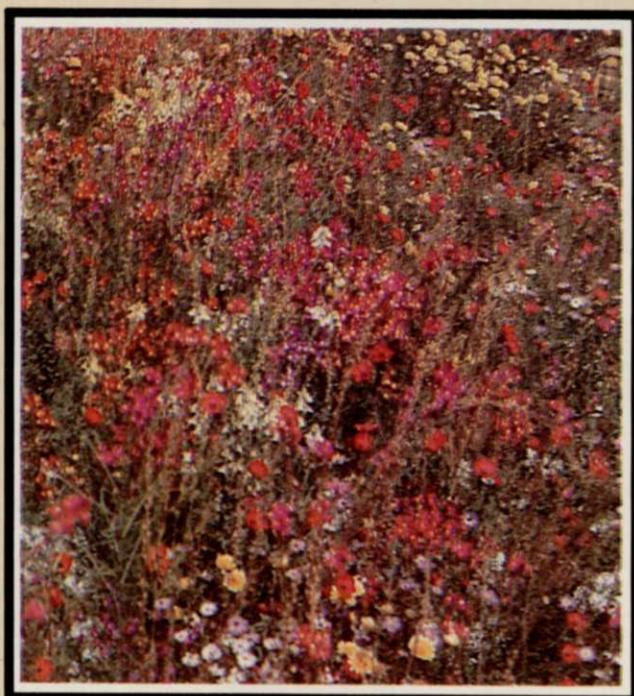
National Mower, the oldest manufacturer of powered reel mowers in business, has built customer loyalty on keeping their mowers as simple and as rugged as possible. "Rotaries are not as safe around people," says John Kinkead, National's president. "Reel

mowers operate with less horsepower and at lower rpm, saving fuel consumption and engine wear. Traditionally they are more popular in the Northeast and West. Reels have difficulty cutting grass higher than the radius of the reel, usually 3- to 4-inches. Beneath that, they tend to cut cleaner than rotaries. Regular blade sharpening is needed and is admittedly more difficult than with rotaries. Distributors are going to have to change their reel service to satisfy markets like lawn care," Kinkead said.

The reel market is growing as well. In addition to the older companies such as Toro, Jacobsen, National, Locke, and Roseman, are recent entries to the U.S. market, Brouwer Turf Equipment Ltd. of Ontario, Canada, and Ransomes of the United Kingdom. The reel gang, especially hydraulic reels, is holding its own in the golf and parks markets as a good cut for large areas. Triplex mowers, as well, are being used more in fairways to reduce *Poa annua* and disease by clipping removal.

Clipping removal for both reel and rotaries is growing in priority for product designers. A major part of the new commercial line about to be announced by a new entry this fall is a grass catching system. Cushman's new Grass Caddy for

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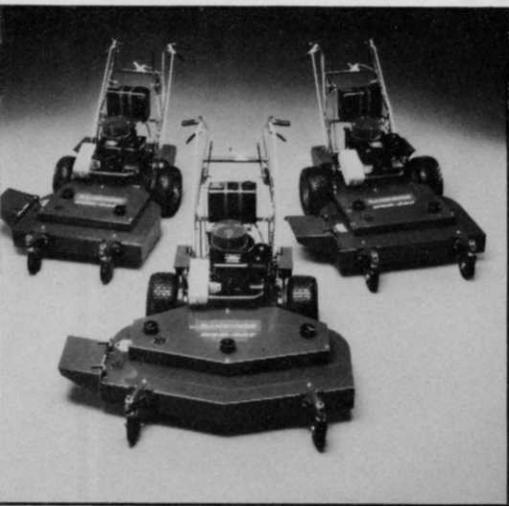
- Northern Mix
- Southern Mix
- Either Mix



Lofts Seed Inc.
Bound Brook, New Jersey 08805

Jacklin Seed Company

Post Falls, ID 83854



Walk-behind intermediate rotaries from Ransomes-Bobcat.

its Front Line riding rotary mower is a good example of the attention to grass collection. Much of this is in response to the growing importance of commercial lawn care.

Another important item in product development is a zero turning radius heavily promoted by Excel with its twin joy stick steering. Excel has also responded quickly to the grass collection and multi-use concepts.

Mechanical thatch management is another feature being considered by commercial equipment manufacturers as a partial result of lawn care. The simple device offered by Snapper in its consumer mowers may work its way into the commercial market as an option to powered rakes and vertical mowing.

The benefits of coring are being realized by non-golf markets at the same time. Aerifying attachments as offered by Ryan, Dedoes, Hahn, Kees, Olathe, Turfco, Jacobsen and Toro should be more common in non-golf markets.

Tractor manufacturers, such as John Deere and Ford, are offering medium-size tractors with four-wheel drive and turf tires to help golf and landscape managers build multi-use equipment systems. Ironically, the tractor as the center for multi-use system was where Toro and Jacobsen (then Worthington Tractor Co.) started and still excel. The primary limitation to these systems remains maneuverability.

The trim rotary mower market

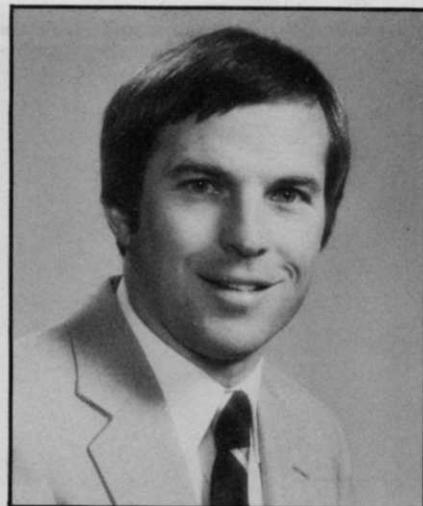
faces some increased pressure as a result of new safety regulations. Commercial mowers are exempt from blade brake systems now required on consumer mowers. Commercial equipment producers are concerned some consumer mower manufacturers might try to use the commercial market to avoid the safety regulations. Commercial buyers should demand the higher standards set by commercial mower manufacturers, such as ball bearing wheels, heavy-duty housing, and commercial grade engines.

U.S. engine manufacturers are fighting back against companies like Honda who gained market share recently. Briggs and Stratton introduced a much-improved I.C. series of engines last year recapturing some of the Honda market. The chief problem, according to George Schaefer of F.D. Kees, is Honda developed a 4-cycle engine with better oil circulation than U.S. engines and claimed longer life. This concern also increased the popularity of 2-cycle engines, such as on Lawn Boy. Briggs responded with the I.C. engine that has greater life and easier rebuilding. "Our buyers have now started asking for Briggs engines over Honda," says Schaefer. "Briggs was down to 40 percent of our production and now its back to 60 percent."

Teledyne Wisconsin is repositioning to increase its engine market share under the name Teledyne Total Power. Teledyne also cooperates with a Japanese company on the Robin engine line. Kohler and Onan increased their marketing efforts at the Golf Course Superintendents Convention in Atlanta in February.

The engineers of commercial turf equipment manufacturers are busy right now trying to meet the needs of commercial buyers. There are many test models in the field waiting to go into production. Manufacturers now have computers to help their engineers meet those demands. Like Toro, other companies are working vigorously on product development.

The potential hurdle to the entire process is the distribution system. "Next to product quality, is a



Steve Williams, head of Toro's commercial turf equipment group.

company's distribution," says Dick Lehman of Ransomes-Bobcat. "As we expand our product lines, distributors who carry more than one company's line are faced with pressure from both the manufacturers and the customers. There is great potential in certain markets for new equipment distributorships."

Manufacturers may try farm equipment distributors as an option to turf equipment distributors. Farm equipment manufacturers have an inside track in that case. Farm equipment distributors could also use the extra business.

Garden centers with commercial lines are also an option, but consumer equipment manufacturers would have an edge there. The overall situation does seem to support the need for new commercial turf equipment distributors.

Conrad Langenberger, vice president of marketing for Simplicity, told attendants of the Reinders Turf Equipment Show in Milwaukee, "Manufacturers are pinched, and many are shoring up their distributors. By 1984, housing starts will reach the magical two-million mark. Riding mower sales will increase through 1986, go down, then resurge again in 1988. I expect gas engines of the future to have longer life expectancies."

The volatility of the consumer equipment market is dangerous. Equipment manufacturers may want to stick more closely to the stable commercial market.

WTT

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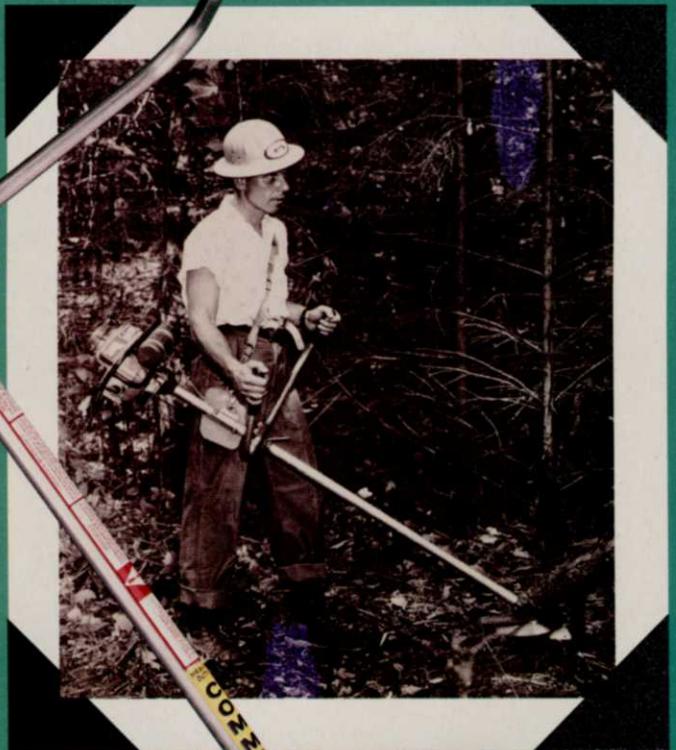
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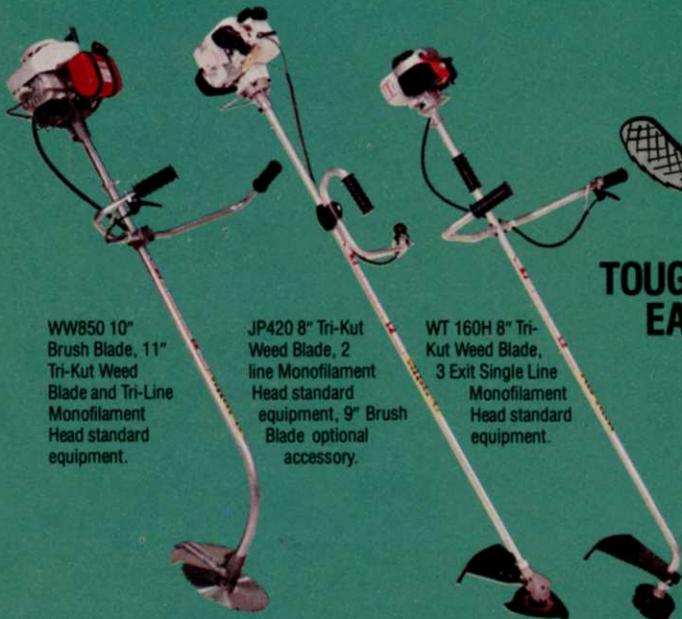
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Circle No. 111 on Reader Inquiry Card

Sleek and Wiser

As construction picks up, the landscape industry should not forget its efforts in cost control, renovation, product efficiency, and customer education.

By Bruce F. Shank,
executive editor

The ability of the golf and landscape industries to weather economic storms has been proven once again. Relatively unscathed and trimmed down to fighting weight, the landscape industries have begun modest growth. From most indicators, that growth should accelerate significantly beginning this fall and next spring.

In the simplest terms possible, the landscape industries do well in recession because two primary segments, golf and lawn care, are relatively independent of recession. A third segment, landscape construction, has bolstered its cash flow with maintenance and cut its labor and supply costs. The sod and nursery markets, however, have suffered in some areas.

The service industries, such as landscape maintenance, tend to fare well during recessions since they can cut back quickly and carry smaller overhead than manufacturing industries.

Parts of the landscape industry dependent upon government funding have dealt with frozen budgets at worst during the recession. Public demand for athletic areas has

created strong support for funding.

Trends toward multi-family housing and contract landscape maintenance have shored up declines in single-family housing construction and added to the demand for outdoor recreation. Housing starts have now picked up significantly while these trends continue.

Service industries tend to fare well during recession.

Weeds Trees & Turf monthly market surveys have shown equipment purchases by landscape and golf managers were affected more than chemical purchases. Equipment buying has been limited to necessary replacement and types of equipment which reduce labor costs. Older equipment and an increasing awareness of equipment efficiency should combine to cause a major equipment buying spree in the next two years.

The war against labor costs will

continue. Advances in herbicides and growth regulators are being accepted by landscape managers. As agricultural chemical companies seek to bolster income lost from a weak farm economy, they renew their interest and investment in the specialty markets.

Uncertainty in the agricultural markets, however, with the Payment in Kind (PIK) program and lagging exports, is causing a few agricultural companies to pull back in all areas. Nearly 40 percent of the nation's cropland has been removed from production under the PIK program.

Farm seed companies are taking the blow from the PIK program the hardest. Herbicide makers are warning farmers of the problems caused by neglecting weed control in fields that will be put back into production. Fertilizer manufacturers are also facing drops in sales.

Amidst the problems in agriculture, the landscape market stands out as a reliable, healthy customer.

The good future for the landscape and golf markets adds to stability. The U.S. Commerce Department says builders began on



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WEEDS TREES & TURF

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new houses and apartments this winter at the fastest pace since 1979. The National Golf Foundation reports nearly 350 golf courses are under construction. NGF reports 80 percent of these new courses are tied to real estate developments as compared to an overall average of 20 percent. Golf is being helped by the popularity

Amidst the problems in agriculture, the landscape markets stand out as a reliable, healthy customer.

of condominiums and recreation-minded communities.

In residential construction alone, there will be approximately 1.75 million starts in 1983. That not only means opportunity for landscape construction, but enough new maintenance business to support creation of another 220 lawn care companies averaging \$250,000 per year at a market penetration of 20 percent.

It's very important to note that the majority of both new housing and golf course starts are in the South, the state of Texas especially. Northeastern and North Central starts are lagging behind.

Sod producers especially hope for recovery in construction as soon as possible. New technology gives them the ability to increase supply more rapidly than in the past. With netting, aggressive new Kentucky bluegrasses, and improved nutrition programs, sod growers can produce sod in under six months instead of a year. Modern harvesting equipment also reduces labor and adds speed.

A recent *Weeds Trees & Turf* survey indicates sod producers realize they can offer the latest varieties of turfgrass sooner than seeding contractors do. They are also working hard on cost control to increase profit margins rather than selling sod of cheaper, disease-prone turfgrasses. The American Sod Producers Association has made customer education of the benefits of improved

turfgrasses a priority.

Seed growers continue their progress with Kentucky bluegrasses, perennial ryegrasses, and fine-bladed tall fescues. They have made significant steps toward disease resistance, lower nutrition requirements, and most recently, insect resistance.

Turfgrass selection efforts by the seed companies and organizations such as the USGA Green Section have made development of turfgrass varieties a world-wide project.

Winter overseeding is a market which helped seed growers while construction held sales down. Overseeding has great potential for golf-courses and other turf areas on the South.

Overseeding mixes for sports fields should grow in sales as well. Cultural practices, including overseeding, will need to improve in the 80's to enable fields to withstand increasing use levels. The more seed used in maintenance the less dependent seed growers will be on construction.

The nursery market, like sod and seed, has felt the pinch of lagging construction, northern nurseries

New technology enables sod growers to increase supplies more rapidly than in the past.

more than southern. Like sod, it is on the verge of technology to cut costs with tissue culture. Nurserymen with this production capability may have the advantage in the future. Production of regional cultivars by large regional nurseries may begin to erode the market share held by single-state growers with national shipping.

A predicted 4 percent inflation rate and Treasurer Bill and certificates of deposit down to 8 percent will encourage investment in industrial parks, shopping centers, and multi-family housing. Mortgage rates between 12 and 13 percent will spur single-family housing and condominium sales. Again, the majority of the construction is

taking place in the South and West. Nevertheless, other areas will get their share.

Landscape installation work for single homes should recover in the fall. Commercial project landscaping probably won't recover until 1984.

The importance of landscape renovation should continue to grow. Renovation is important to many segments of the golf and landscape market and consequently should be a primary marketing

Maintenance contractors should take the lead in recommending landscape renovation.

concept. Appropriate information on the aging of plant material should be distributed. Residential landscaping is beginning to move away from the foundation into the yard. Overgrown material abounds in all types of landscapes. There are ways landscapers and nurserymen can take to increase plant sales for existing property. Maintenance contractors should take the lead in recommending landscape renovation.

Renovation of golf courses to achieve maintenance efficiency, golfer challenge, and a more natural appearance is a vital part of the golf market. Water is one of the strongest reasons for golf course renovation. Reducing high maintenance areas to conserve water, labor costs, and chemical costs is justifiable. There is considerable disagreement on how to reduce high maintenance areas between golf course architects and superintendents, but gradually superintendents are getting away from wall-to-wall fairways.

The increasing demand for outdoor recreation and rising property values are giving renewed luster to the golf course. Housing around golf courses tends to attract buyers not as affected by economic problems as the general public. Without the golf course, the housing might not attract this type of buyer and the real estate developer would face greater risk. The value of the

course therefore increases as does the importance of the superintendent caring for it. The fact that 80 percent of new course development is tied to real estate developments is a healthy sign for the game of golf. Once established, these courses are more financially secure than other courses.

Two areas have been wrought with price cutting in the past year more than before, lawn care and distributors. Profit margins in these two segments of the landscape market are lowering their attractiveness.

Without the golf course, housing developments might not attract the type of buyer free from economic woes.

Lawn care firms have always faced competitive zeal in cutting out a market share. Ethics in pricing is a major reason for the creation of the Professional Lawn Care Association of America. But, with less new business this year, price cutting was more intense. Also, contractors entering lawn care to bolster cash flow lost from construction, created more pressure for customers. One large lawn care company tried neighborhood pricing, offering lawn care to each homeowner in one neighborhood at one low price to increase business while cutting down on travel time. In many cases, other lawn care companies holding those accounts just matched their price.

If lawn care companies don't differentiate their services from their competitors, they face continued price cutting. However, a recent *Lawn Care Industry* magazine survey indicated an 88 percent customer retention rate. Stealing customers from competitors has not been very successful.

There has been considerable price cutting by equipment and chemical distributors recently. One medium-size distributor told *Weeds Trees & Turf* prices are down to cost in some bids for government and industrial customers.

The problem is more with chemicals than equipment. In the final analysis, the result is less profit, less service.

In the final analysis, the result is less profit, less service.

The market area considered by many to have new potential today is athletic fields and recreational areas. The demand for recreational facilities is clearly evident. What is not clear is how government agencies (schools and parks) will respond to the demand. The increase of special park districts operated by trained managers and supported by taxpayers is a good sign. Existing facilities are getting worn out. Who consults parks and schools on field repair measures is critical. Who maintains these fields and by what standards are also important. The potential is tremendous, but in the wrong hands it might never materialize.

To rely on construction alone to solve all our problems is a definite mistake.

Just to know construction is returning should be good enough news. To rely on construction alone to solve all our problems is a definite mistake.

The landscape markets need to continue their work toward cost control, renovation, differentiating service, new product efficiency, and customer education.

A critical part of productivity is good management. Investments in management training for supervisors pays off with better organization, fewer mistakes and greater productivity.

Marketing programs should be reviewed for effectiveness. Selling is a discipline equal in importance to technical ability. Ability needs to be communicated to potential customers.

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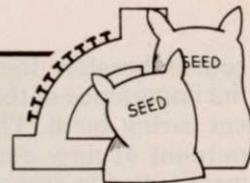


THE PLOW PEOPLE

Ditch Witch

Circle No. 106 on Reader Inquiry Card

JULY 1983/WEEDS TREES & TURF 35



Average Seed Expenditures

Year	Amount
1980	\$6,318
1981	5,577
1982	4,394
1983	Insufficient responses

BOUNCING BACK

Sod industry fights back with customer education and higher quality turfgrass

1983 will be the year the sod market recovers, according to the results of an informal WEEDS TREES & TURF survey.

All respondents were owners, presidents or in top supervisory positions within the company. On the average, they managed 276.5 acres of sod. Sod production is the primary business of over 80 percent who replied. Others raised cattle, were in nursery sales or land development and maintenance.

Half of the respondents have reduced their sod acreage in the past two years to crops such as wheat, soybeans, corn, tomatoes, mint, vegetables, trees and tobacco.

Challenges ahead

Four challenges surfaced as major concerns for sod producers.

Growing higher quality sod at lower prices was mentioned frequently.

"For us, selecting the varieties and species that will satisfy the cities so sod can be used instead of rock or other ground covers is one of our concerns," said one sod grower from Colorado.

"This (alternate ground cover) is brought about by some water shortages in our area and from this, some cities like Aurora, CO, have enacted ordinances against bluegrass above certain quantities."

Keeping expenses under control was a concern for all, but depending on the

"The profit margin is very low compared to five or more years ago."

size of the company, seems to be handled in different ways.

"I have a second job during the winter months," explained one sod producer. "My wife also works. That's O.K. for a small producer like me to get by, but a large sod operation would have to diversify into other crops in order to survive. The solution to the whole problem lies in the ability to

lower interest rates and housing costs."

Another respondent said, "The uncertainty of demand brings about low production and low prices. The profit margin is very narrow compared to five or more years ago."

Education, not only of sod producers in state-of-the-industry developments, but of the public in the short and long-range benefits of sod over seed, was one of the largest areas of concern.

As one sod producer put it, "We need to have consumers recognize the value of quality sod over seed."

Another sod producer thought indiscriminate buyers were a problem. "We have to educate buyers to the importance of quality sod. Indiscriminate buyers that go for the lowest price sod regardless of quality, often hurt the image of all sod producers because the sod they lay often turns out poorly (weed-infested) and is often of mixed varieties. Low-quality producers are kept in business and prices in general are held down."

The threat of over-production was another challenge. While some areas are depressed, in others the demand for sod is there, but the money isn't.

"At present, we could sell more sod than we could grow," said one respondent. "We plan to continue planting as soon as we can afford to do so."

Elusive answers

The answers to these and other challenges aren't simple. According to the survey, there is a definite need for more aggressive advertising and marketing; more communication among industry members; lower interest rates; emphasis on good business practices and quality products; and more research at the university level for finding more disease-resistant strains.

Employment numbers of both full

Importance of Buyers in the Sod Market*

	Important	Moderately Important	Not Important	No response
Landscape Contractors	46	5	1	5
Homeowners	30	16	7	4
Cemeteries	6	17	20	14
Golf Courses	5	28	20	4
Garden Centers	13	20	14	10
Schools/Parks	15	19	11	12
Other	2			
*based on 57 responses				

Average Number of Employees

Year	Full-time	Part-time
1980	7.28	8.0
1981	7.54	8.0
1982	8.0	7.0
1983	6.08	6.0

and part-time employees have noticeably declined over the past four years. In 1980, the respondents employed 7.2 full-time employees on the average; in 1981, 7.5; in 1982, 8.0; and in 1983, 6.8. Part-time employees went from 8 in 1980, stayed the same in 1981, dropped to 7 in 1982 and dropped again this year to 6 on the average.

While the number of employees declined, few respondents have sold any of their sod acreage in the past two years and less than 30 percent have sold any equipment.

Some respondents maintain business is better than ever. Most, however, see 1983 as the year the sod business will pick up. Reduced interest rates were a prime factor listed in boosting sod sales.

Few respondents have sold any of their sod acreage in the past two years and less than 30 percent have sold any equipment.

In the chemical expenditure categories, 1982 was the year the most money was spent on fertilizers, herbicides, fungicides and insecticides. An average \$2,160 was spent, based on 36 responses. Insecticides came out on top with an average of \$2,240 being spent.

Equipment-buying has been held to a minimum over the past two years. Sixty-five percent of the respondents have postponed buying mowers, 46 percent have postponed buying sod harvesters, 40 percent forklifts, 44 percent trucks and 40 percent sprayers and spreaders.

Seed-buying has experienced a significant drop since 1980, although not

enough responded to accurately judge seed sales for 1983.

In 1980, on the average, \$6,318 was spent on seed. That dropped to \$5,577 in 1981 and \$4,394 in 1982. A little more than 50 percent of the respondents anticipated their seed purchases to increase in 1983, and again, a little more than half agreed the prices would pretty much stay the same. Fifty-four percent indicated they would be more inclined to try more expensive, improved seed varieties.

Landscape contractors are the most important category of buyers, followed by homeowners, schools and parks, garden centers, cemeteries and golf courses.

Challenges, solutions

Sod producers had other challenges facing them including lawn disease control, increasing productivity to keep prices down, oversupply in certain areas, government spending and sanctions, collecting on accounts receivable, selecting varieties and species of seed, finding workers, uncertainty of the market, slow down in building trade, not undercutting each other, being able to make a profit, cutting overhead and expenses, keeping ahead of hydraulic seeding, and, in general, being able to survive. Sod producers saw as solutions less acreage with higher quality seed varieties, sensible people elected to government posts, an improved economy, sod organizations to be better organized and to have those associations better police production, better water management, develop more disease-resistant seed varieties, have less government intervention in migrant labor problems and develop custom blends of sod that buyers can't get by using seed.

One individual, though, seemed to sum up a pervading feeling. The solution is simple enough—work like hell.

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Circle No. 107 on Reader Inquiry Card

A NEW BREED

Oregon Turf Farms
sees renovation market growing;
users finding sod
cheaper in the long run

By Maureen Hrehocik
Associate Editor



Sod is stacked on pallets as harvester keeps cutting.

"The concept of renewing a turf area is relatively new. Traditionally, people thought lawns would last a lifetime. That just isn't the case."

Will Lighty, manager of Oregon Turf Farms in Hubbard, OR, is building part of his company's future on that opinion.

"The people in the 25 to 30 age

range are a whole different breed," Lighty continued. "They're looking at new options and a new approach to everything, including sodding instead of seeding. Some people who are buying homes and who may have seeded once, are turning to sod for their second home or when they decide to renovate their lawn."

The concept of renovation is also helping Oregon Turf Farm sales.

"New home construction isn't the only source of buyers for us," said Lighty. "Renovation of old homes and property is a market we will continue to concentrate on. People are realizing the advantages of the adaptability and immediacy of sod."

Lighty has managed the 350-acre production area since the company's founding in 1976. Lighty holds a Master's Degree from Colorado State University in Ornamental Horticulture and Turf Management. Oregon Turf Farms is owned by Tom D'Armond.

On the average, Lighty spends \$6,000 to \$8,000 a year on seed and works with a staff of five.

"We use a ryegrass, bluegrass and fine fescue combination, but we're always looking for improved types," he said. "We're a very quality-conscious company."

Among his bluegrasses, he uses Shasta and Sydsport; Citation, Manhattan and Pennfine ryegrass; and Jamestown fine fescue. He is also "looking at hard fescues." Because of the lack of demand, he grows no bentgrass sod.

"Landscape contractors and retail garden centers are our main customers, however, we do get



Modern sod equipment (Princeton harvester shown) increases speed and reduces handling.



Will Lighty, right, in the field with Chuck DeJardin.

homeowners buying directly from us," he said. "We have felt some side-effects of the recession, but there is still a demand for sod."

In fact, Lighty has seen the demand for sod steadily increase over the past five years. Contractors are rethinking the cost of sod in light of the scope of an entire project.

"Immediacy is important in the case of resorts, hotels, and restaurants," explained Lighty. "Seeding requires six to eight months of maturing to achieve the same net result that sod gives as soon as its laid. Appearances are very important on jobs like these because appearances attract people to businesses."

Lighty also pointed to the fact that some maintenance contracts require as much as up to a year for seeded jobs, while for sod, it's usually a 60-day contract.

"This is especially important if a job is located far away from the home-base of the company," he said. "In this case, sod may be initially more, but it pays in the long run."

While the company hasn't reduced the amount of care it gives to its turf, it has reduced irrigation costs by getting the fields in good

condition and irrigating less.

Lighty uses a commercial nitrogen fertilizer, sometimes straight, other times blended with phosphate, potash and sulphur.

"We still use netting, but the material is more mature at harvest time," he said.

The company's greatest marketing tool is word of mouth. It tries to live up to its slogan, "We're easy to get a lawn with."

"The quality and reputation of our product is the key to our sales," Lighty said. "Success of our product is always a concern. We try to help our customers utilize the product in a way that will be successful."

The adaptability of Oregon Turf Farm's sod was proven in a shopping mall where sod was laid on asphalt and is doing beautifully.

"The future of the industry looks excellent," Lighty says. "Sod is a useful tool in the builder/developer's bag of useful tools. All people who are serious in using property as a money-maker, must seriously consider sod."

"It's really a matter of being an educational process," Lighty continued, "showing people options they may not have been aware of."

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JULY 1983/WEEDS TREES & TURF 39

KEY IS EFFICIENCY

Long Island sod producer uses pragmatism to adjust to current market trends

By Ann Reilly



Efficiency of McGovern's equipment is a principle concern.

You know it's spring on Long Island when the boom trucks carrying pallets of sod roll down the Long Island Expressway.

Chances are strong that McGovern Sod will be lettered onto many of those trucks, and that they will be headed to Shea Stadium, West Point, or a cemetery, park, landscape contractor or retail garden center somewhere in metropolitan New York City, New Jersey, Connecticut or Long Island.

McGovern has been selling sod since the turn of the century when James McGovern cut old pastures and golf courses for sale to the residents in Brooklyn. McGovern's first farm of 15 acres was purchased in 1936 and the operation has increased over the years to its present 600 acres in three locations (Melville, Calverton and Mt. Sinai) on Long Island.

Like many sod farmers, the McGovern's bought and sold land, moving outward to new locations as the population multiplied, and constantly tried

Ann Reilly is Executive Director of the New York State Turfgrass Association and the Mailorder Association of Nurserymen. She lives on Long Island.

to upgrade the operation. Expansion became possible through successful real estate transactions and the production of the highest possible quality sod due to Long Island's ideal soil structure and water percolation and good climatic conditions. Today McGovern Sod Farms owns 60% of its

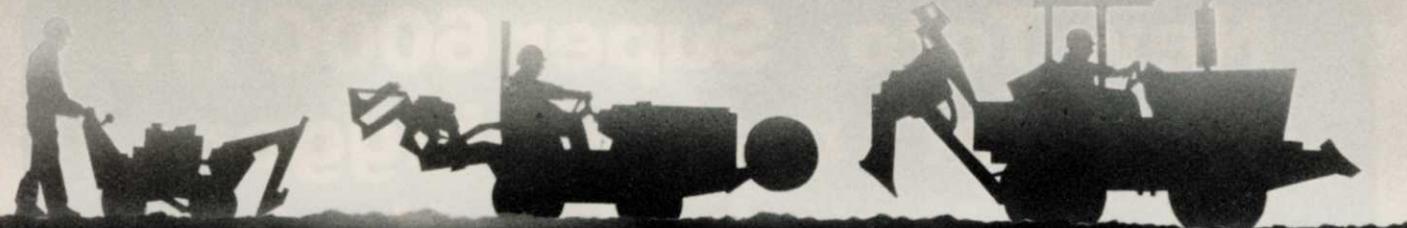
land and leases the remaining 40%. Cousins and partners Richard T. and Edward C. McGovern operate McGovern Sod Farms today, a far cry from the business started by their grandfather over eight decades ago.

Dick McGovern considers the efficiency of his operation to be primary. His grandfather no doubt ever envisioned today's mechanization, irrigation equipment, regular programs of fungicide, insecticide and herbicide controls available, radio controlled operations between the field, the office and the trucks, and deliveries within 24 hours.

The trend in the sod growing industry in recent years has been to increase efficiency since it is an industry with high capital investments in mechanization. Since the early 70's, the development of modern harvesting equipment has lowered manual requirements from 15 men to five men to do the same job and has eliminated hand stacking. McGovern's crews harvest an average of 5,000 sq. ft. per hour per machine allowing for down time; the harvesting equipment can actually cut and stack 6- to 7-thousand sq. ft. an



Dick McGovern, left, and dispatcher Tom Hunt.



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hour at peak efficiency. This figure converts to a trailerload an hour for every two harvesters.

The industry has itself to thank for its innovations, for it is the sod growers themselves that have invented and manufactured their new equipment. The 13-gang mowers that cut McGovern's fields are the largest available in the industry and used almost exclusively by sod growers. Big rolls, 48-inches wide and 50-feet long, have been developed for large scale sod laying operations.

Although improvements in technology have definitely increased the efficiency of the sod growing operation, McGovern doesn't foresee it reaching the point of computerization. "It's an eyeball business," he explains. Sod fields are visually studied every day, and something additional is usually found that needs to be done. Studies were done to set up irrigation parameters, for example, but it was found that there were too many soil differences, too much variance in temperature to make it work.

McGovern's crews harvest an average of 5,000 square feet per hour per machine, allowing for down time.

McGovern's sod fields are generally fertilized three times a year, with the type of fertilizer varying with the age of the turf. A 1-2-1 ratio, 50% organic fertilizer is used at seeding time and on young turf, with a switch to a 16-8-8 for mature stands. If visual inspection reveals that a fourth application is necessary, it is done.

Turf is mowed on a regular schedule but this again can vary with rainfall and heat. Cutting height is set at 1¼ inches in spring and raised to 1½ inches about the first of June. If it becomes very hot in summer, height can be increased to as much as two inches, but McGovern explains that this is not necessarily desirable since long grass invites fungus diseases. While mature sod is cut every three to four days, sod ready to be harvested is cut every day or two, again based on physical inspection. If it's too long, it doesn't stack properly.

New turfgrass varieties and hybrids have also been a boon to the sod grower, since they contribute attributes

such as disease resistance, faster establishment rate, seedling vigor, darker color or earlier greening-up. Varieties grown at McGovern are primarily bluegrass and include Adelphi, A-34, Touchdown, Eclipse and Ram I, with the tendency being away from non-bluegrass shade mixtures in very recent years.

Like many other segments of the Green Industry, the sod farming operations on a national level, especially

the smaller farms, have been hurt by recent economic times and the decline in new construction. This downward trend has, however, started to turn around already, and McGovern expects it to be back on level course by late this year to next spring. With 70% of the members of the American Sod Producers Association farming on 200 acres or less, one would not be surprised that the industry felt the effects hard and saw some diversification to

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other crops in some areas. That, too, is changing back at present. Long Island's sod business remained in healthier shape than the rest of the country's during the recession, primarily because of its microcosm of better economic conditions.

Even the healthy Long Island industry has seen some decline, however. The number of sod growers has decreased dramatically in the last dozen years from eleven to four, but the acre-

age has remained approximately the same or down only slightly to its current 2500 acres.

Dick McGovern's philosophy in keeping his operation strong is one of realism, pragmatism and adjustment to the market. He takes advantage of new innovations to the ultimate, keeping his eyes open and asking questions at meetings and of salesmen. The most important thing to him is to make a profit first, balancing the economics

and technical aspects of producing a quality product. He has a belief in the future which he feels he couldn't operate without.

McGovern got his sod growing experience on the job, and he feels it came hard to him without a technical background. His degree is in economics from Fordham University. Working "hands on" in the business and visiting other growers brought the necessary experience. If he were to start over again today, McGovern feels a university degree in agronomy would be a necessity.

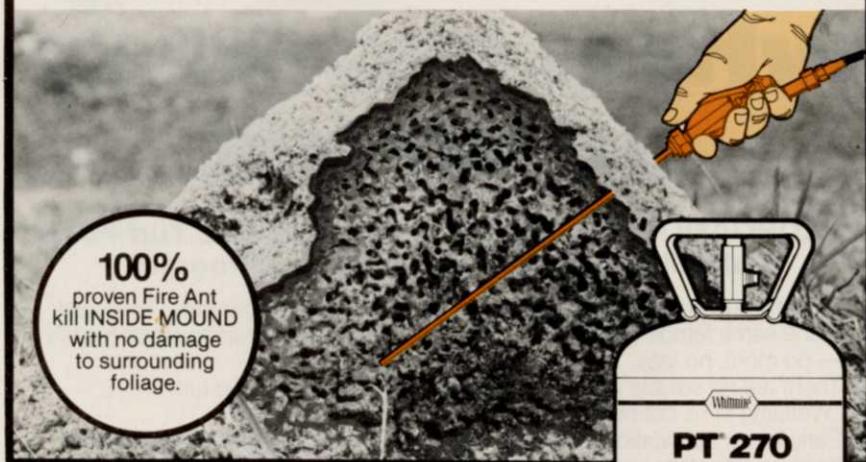
In the last several years, McGovern has taken his "hands on" experience in sod production and sales and shared it with others by becoming highly involved in the turfgrass industry. He is a member of the Board of Directors and Conference Chairman for the New York State Turfgrass Association, member of the Research Committee of the American Sod Producers Association, member of the Nassau County Turf Advisory Committee and Chairman of the Suffolk County Agricultural Advisory Board. McGovern sees the role of associations as being a forum for disseminating information, bringing technical and legal problems to the forefront and dealing with them in a concerted effort, funding research and unifying divergent interests.

In hours "off duty" from McGovern Sod Farms and industry-related activities, Dick McGovern enjoys the many faceted life of his wife, three children, tennis, golf, weightlifting, traveling, wood-working, collecting fine wines and investing in real estate and the stock market.

Robert Russell of J. and L. Adikes, a close friend and fellow member of the turfgrass industry, sums up what makes McGovern the successful man he is. He says, "Dick McGovern is a product of the old school. He knows how to work when the need is there. As a youngster, before the age of mechanization, he learned the hard way from tough masters, his father and his uncle. He learned what it was like to get up at 4 a.m. be at the field at daybreak, and cut, pile and load by hand trailer after trailer of 12-inch squares.

"He has been meticulous about changing with the times and keeping abreast of new technology and knowledge concerning the requirements of today, needed to produce a first class, merchandisable piece of sod. Dick makes a point of knowing what is going on in his industry."

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Workmen's Comp

Workmen's compensation provides funds to cover work accidents without lengthy litigation about fault.

By Richard I. Lehr, attorney

One of the most confusing areas of the law for employers and employees is workmen's compensation. This is primarily due to the fact that many workmen's compensation statutes are not easy to comprehend.

Furthermore, in a typical injury-related matter, such as an automobile accident, the fault or negligence of the parties is an essential issue. In workmen's compensation claims, however, the relative fault of employer and employee is rarely an issue.

The purpose

Workmen's compensation statutes were drafted to give employees greater protection in the case of an injury or death resulting during the course of employment. The reason why fault is not an issue is because state legislators preferred structuring a system that was less litigious than typical personal injury situations, unless an employee is guilty of willful misconduct. Thus, employees could receive compensation promptly, rather than waiting until all trials and appeals in the judicial system are exhausted. The cost for this protection, according to the legislative intent, would ultimately be borne by the consumer, shifted to the consumer by employers who elected to be covered under the workmen's compensation statutes.

Workmen's compensation does not displace an em-



ployer's duty to comply with the Occupational Safety and Health Act. Nor is workmen's compensation a form of income compensation, such as unemployment compensation or disability insurance. Rather, workmen's compensation is simply a statutory value of a particular injury.

Statutory coverage.

Each statute from state to state varies regarding the minimum number of employees an employer must have in order to elect workmen's compensation coverage. Many require a minimum of 10 employees, others re-

quire only three employees. An employer who is not covered by the workmen's compensation statute then may face typical common law litigation arising out of an employment-related accident. Therefore, those employers who are either ineligible or elect not to be covered by the workmen's compensation statute had better secure a comprehensive insurance policy in the event an employee is injured in a job-related accident.

A frequent issue in workmen's compensation matters is whether or not a particular injury is compensable. Generally, workmen's compensation statutes are given liberal construction, to cover an injury "by accident arising out of and in the course of employment." Thus, unforeseen, unexpected or sudden accidents resulting in injuries are generally covered. Accidents arising when an individual is performing incidental duties are also covered. Matters

Richard Lehr is a labor lawyer for the Birmingham, AL, firm of Sirote, Permutt, Friend, Friedman, Held, & Apolinsky, P.A.

continued on page 50

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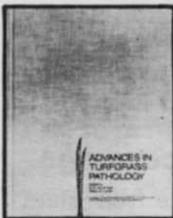
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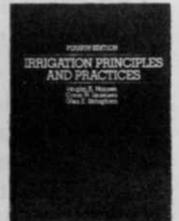
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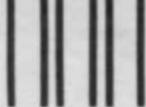
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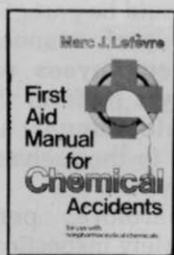
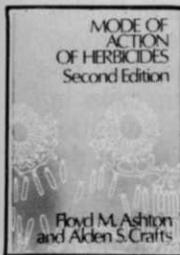
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Richard I. Lehr, attorney

arising out of natural causes, such as degenerative eyesight or other medical conditions caused

by the aging process, would not be covered.

A developing area in workmen's compensation is whether or not occupational diseases are compensable. Though diseases generally are not compensable, occupational-related diseases may be compensable. If an employee is occasionally or remotely exposed to substances that may cause an occupational disease, it is unlikely that such exposure would be significant to justify the conclusion that the exposure contributed to the disease.

Pre-existing conditions.

Employers are frequently concerned that an employee with a pre-existing medical condition may join the work force and subsequently become injured, thereby qualifying for workmen's compensation. A pre-existing medical condition, though perhaps disqualifying a new employee from benefiting from the company's medical insurance for that matter, would probably be eligible for workmen's compensation if the pre-existing condition is aggravated at work. Employers who hire an individual with a pre-existing medical problem that may be aggravated at work runs serious legal and economic risks. Employers have the right to inquire about a prospective employee's medical condition at the time of employment, and we strongly advise employers to do so in the following manner:

1. First determine that an individual is qualified for the job.
2. Investigate the individual's medical history. Inquire about prior job-related injuries and illnesses and verify the accuracy of the information conveyed to the employer by the individual.
3. The employer may require the employee to submit to a pre-employment physical examination.

Preventing workmen's compensation disputes.

There are a number of things that employers and employees can do to limit potential workmen's compensation problems. Employers should implement a safety and

accident prevention program. Safety consciousness and compliance should be part of an individual's job performance evaluation. Those employees who are retained, yet perform their tasks in an unsafe manner, are potential hazards to themselves and to the company.

Furthermore, periodic spot check safety inspections should be made by the employer's insurance carrier. Alternatively, many state universities have "Safe State" programs where members of the university perform a similar inspection, free of charge, and recommend to the employer what needs to be done to improve safety at the work place. This, in turn, may become an effective shield should subsequent safety disputes or litigation arise.

Finally, employees should be told that if they believe they have been injured on the job, they should cease working and report to their supervisor immediately. Unless an emergency, the employer should immediately investigate and document the accident, because the employer's liability and employee's eligibility for disability insurance or workmen's compensation is contingent on the nature and facts of the accident. Then, the employer should send the employee to a company doctor to determine immediately the severity of the injury and approaches that need to be taken. In most states where workmen's compensation claims are contested through administrative procedures, this initial examination may be admissible and contribute to determining whether or not the employee receives workmen's compensation benefits.

If an employee has missed work due to a disability or workmen's compensation injury, many states permit an employer to condition re-employment on successfully passing a medical examination, if the medical problem is job-related. Employers need to check the laws of the states in which they do business to determine whether the employer is required to disclose to the employee the materials accumulated during the medical investigation. **WTT**

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Circle No. 123 on Reader Inquiry Card

A vote for the little course

Just a note to say how much I enjoyed Bill Lyons' article on Let's Not Forget The Little Golf COURSES. It was just great and so very true.

Having just returned from Florida and other Southern areas, I have decided it is my last. The attempt to play

golf down there is just too much trouble and aggravation, simply because the name of the game is \$\$\$\$\$\$\$\$\$\$.

I'll take our little golf courses here in our own area from now on.

I will also make a prediction. We will see the day when the classy clubs welcome the public to a great degree and golf will be FREE as long as you are willing to pay \$50.00 per round for a cart.

Anyway, thanks for an excellent magazine. I really look for it each month and it is very helpful in our attempt to keep our "little" course in superb condition for our citizens.

Jerry Allen
Elizabeth City Parks
and Recreation District,
Elizabeth City, NJ

Organization is needed

I applaud your proposal to form an organization of educators and extension agents in horticulture and agronomy for turf and landscape. I agree that such an organization would be helpful to us and the industry.

A major part of my educational effort is with landscape managers, grounds maintenance people and turf care professionals. We have for the past eight years conducted a two-day school here in Evansville for these professionals as well as other meetings during the year. Over 100 participated.

Please let me know what I can do to help the organization become a reality.

Thank you for an excellent magazine.

Allen Boger
Extension Agent
Horticulture
Purdue University
Evansville, IN

Dual role for WT&T

I am writing this letter in response to your editorial in the March issue of *Weeds, Trees, and Turf*.

I am the Extension Plant Pathologist in charge of disease recommendations for forest, shade trees, and turf throughout the state of Georgia. I work very closely with our forestry industry, municipalities (in managing their urban forests), and the turf grass industry within the state which includes golf courses as well as other high maintenance urban turf. Not only is *Weeds, Trees, and Turf* very helpful to me in distributing information, but it is also a possible outlet for me to disseminate information in the future.

I will be glad to work with you in any way possible. If I can be of any assistance to you in this area, please feel free to contact me.

Edward A. Brown
Extension Plant Pathologist
University of Georgia,
College of Agriculture,
Athens, GA



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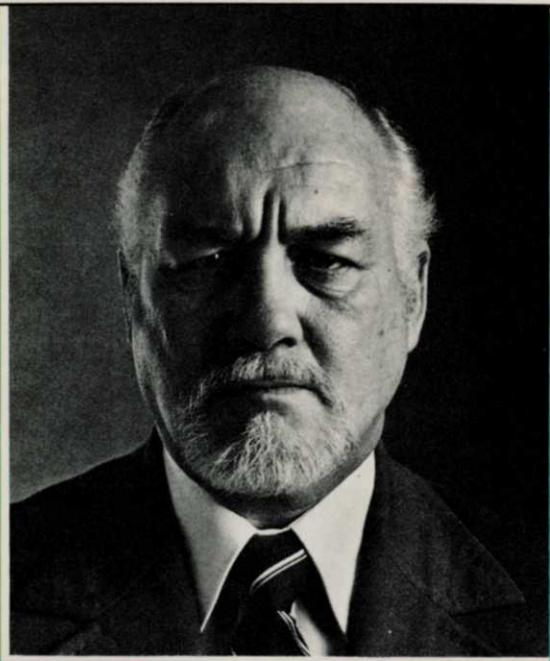
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LETTERS from page 52

Another frost crack solution

Your answer in the December 1982 issue of Weeds, Trees and Turf's (Vegetation Management column) on the ways to prevent frost cracks in London Plane reminded me of how I stopped frost crack in a 30 inch pin oak in my backyard.

When I moved into my present home in December 1959, the large pin oak in the backyard had a frost crack on the south side of the trunk extending up about 8 feet above the ground. It had been cracking for several years and a ridge of callus tissue had formed, but each year the crack opened anew. I noticed, also, that during the summer that fluxing took place out through the crack.

As a graduate student at Cornell in 1948, 1949 and 1950, I had seen Carl Seliskar's research on wetwood disease of elms and observed that properly installed drain pipes stopped the fluxing. So I drilled a hole a little over half way through the trunk about 8 inches above the ground and put in a drain pipe, leaving the end stick out about 5 inches. The fluxing stopped, the frost crack disappeared, and over the 25 years that followed so has the drain pipe. I think frost cracks are caused by water expanding and contracting in the freezing temperatures.

Hugh E. Thompson
Professor, Kansas State
Manhattan, KS

Wetting agent helps Poa control

We enjoyed reading Jeff Hagman's article on some of the research being done with Embark to control *Poa annua* seedhead formation. It is good to begin to get this information out to the field.

We also thought the "Weeds Trees & Turf" readership would be interested to know about the concurrent "Poa seedhead control" research that has been conducted at Cornell. Dr. M. Petrovic has found that Aqua-GRO (the soil wetting agent for rootzone water management) as well as EMBARK properly applied in the spring gives consistently significant reductions in *Poa* seedhead formation with no discoloration or inhibition of the turf. In fact Dr. Petrovic's data showed improved quality ratings where Aqua-GRO was used. This treatment can also serve as the rootzone application of Aqua-GRO, thus becoming an additional benefit of a regularly used turf product.

Dr. Petrovic presented this research at the American Society of Agronomy meeting but has not yet published it as it is going through the patenting process. However, the abstract is in Agronomy Abstracts, page 145 and Dr. Petrovic can be contacted with questions on the work.

We enjoy reading your magazine. It is helpful in keeping abreast with new developments in the turf industry.

Demie Moore Powell
Vice President-Marketing
Aquatrols Corp. of America
Pennsauken, New Jersey

EVENTS

JULY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

California Association of Nurserymen Nursery Field Day. Research Reports, University of California, Riverside Campus. **July 7.** Contact CAN, 1419 21st St., Sacramento, CA 95814. (916) 448-2881.

Aquatic Plant Management Society, Inc. Annual Meeting, Duch Inn, Lake Buena Vista, FL. **July 10-13.** Contact APMS, PO Box 16, Vicksburg, MI 39180.

American Association of Sod Producers Association International Summer

Convention and Field Days, Atlantic City, NJ. **July 11-13.** Contact Bob Garey, Executive Director, 9th and Minnesota, Hastings, NE 68901 (402) 463-4683.

American Association of Nurserymen Annual Convention, Montreal, Canada, **July 16-20.** Contact AAN, 230 Southern Bldg., 15th and 8th Sts., NW, Washington, D.C. 20005 (202) 737-4060.

Mississippi Turfgrass Association 24th Annual Conference, **July 24-26.** Contact Jim Perry, Dept. of Horticulture, Mississippi State University. (601) 325-3935.

1983 Penn Allied Nursery Trade Show, Hershey Lodge and Convention Center, Hershey, PA, **July 26-28.** Contact Pat Norman, PANT, 234 State St., Harrisburg, PA 17101-1181. (717) 238-1673.

University of Illinois Turfgrass and Ornamentals Research Field Day, Ornamental Horticultural Research Center, Urbana, IL. **July 27.** Contact Dr. Dave Wehner, 1707 S. Orchard, Urbana, IL 61801. (217) 333-7848.

Central Plains Turfgrass Foundation-Kansas State University Field Day, Manhattan, KS. **July 27.**

Illinois Landscape Contractors Association Annual Summer Field Day, Matt Tures Sons Nursery, Huntley, IL. **Aug. 3.** Contact Lucile Little, 4A East Wilson St., Batavia, IL 60510 (312) 879-0765.

Ohio State University Cooperative Extension Service Landscape Design Short Course for Residential Properties, Wooster, OH, "Planting Design," **Aug. 3-5.** Prerequisite is Course II. Contact Fred K. Buscher, Area Extension Center, OARDC, Wooster, OH 44691 (216) 262-8176

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PROBLEM SOLVERS

By Balakrishna Rao, Ph.D., and Thomas P. Mog, Ph.D.

Q: Every year during the summer months we have seen lawns with extensive tip dieback of grass blades. I think it is Anthracnose disease. Could you please help me in identifying and controlling this problem? (Michigan)

A: The tip dieback and blighting can be caused by a number of different fungi such as *Leptosphaerulina*, *Ascochyta*, *Septoria* and *Colletotrichum*. With the help of a 10X magnifying lens, examine affected turfgrass blades. You can distinguish *Colletotrichum*, the causal agent of Anthracnose, from all other fungi causing tip dieback by the presence of dark, minute spines protruding from the leaf surface in clusters. These are the fruiting bodies (acervuli) of the Anthracnose fungus. The other fungi (mentioned above) have smooth-walled fruiting bodies.

Anthracnose disease is reported to be very widespread and probably infects all cultivated turfgrass in warm (80°-85°F.) and prolonged moist weather. This disease usually establishes in turfgrass that is weakened by other pest problems such as leaf spot disease, improper fertility, compacted soil, etc.

Affected turf may show round to elongated, reddish-brown leaf lesions which often coalesce and blight the blades. Older affected blades will show the fruiting bodies (acervuli) with dark spines. Diseased turf is reddish-brown at first, fading to a light tan or yellow. Patches may vary from a few inches to 10-20 feet in diameter.

Follow good cultural practices to minimize the disease incidence and improve turf vigor. Provide proper watering and feeding. Pick up clippings to reduce the spread of dis-

ease and aerify if the soil is compacted. Applications of fungicides such as Tersan 1991, Fungo, Spot Kleen, Tersan LSR, Fore, Zineb, Dyrene, Daconil 2787, Captan or Tersan-75 will also help to manage the disease. Read the label and follow the directions.

Q: This year we have seen a number of our clients' lawns showing browning of the turfgrass around house foundations. Upon close examination we found 8-legged, small insects. I think they are clover mites but I am not sure whether these insects can cause such an extensive injury to turfgrass. I would appreciate your comments concerning positive identification of clover mites and how to control them. (Pennsylvania)

A: As you know, the first thing to do in pest management is to have proper identification of the causal agent. From your description of the pest, I feel that you are dealing with a clover mite *Bryobia praetosis* problem.

Mites are not true insects. The clover mites are very small (about 1/30-inch), with eight legs and a reddish-brown body, and usually present a problem by invading houses during the spring and fall. They have very distinguishing, long, front legs which extend forward from the body. These can be easily seen with a 10X hand lens. Mites feed on turfgrass, clover and other vegetation. During fall they lay eggs on building walls, tree bark or plants and have several generations per year. Infested turf initially shows a silvery appearance caused by the mites feeding activity. Damage is often seen in spring in a 3-foot band around house foundations.

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Usually chemical treatment is not necessary for clover mite control because predators keep the populations under good control. If the damage is extensive, apply chemical treatments at the first sign of infestation. Chemicals such as diazinon, Spectracide, Kelthane or Dursban can be used to minimize this pest. Read the label and follow the directions for more details.

Q: Some of our clients' properties are heavily infested with moss. The properties are full of trees around the outer border with the house usually located in the center of a donut-shaped lawn. The lawns were seeded about 2-3 years ago and they are very thin. I would appreciate your recommendations to manage this moss-spreading problem. (New York)

A: Before attempting to control the moss, study the properties and identify the reasons why moss is growing and establishing in these properties. A moss problem is usually the result of improper drainage, insufficient light or poor air circulation. Also, moss can tolerate alkaline or acid soils better than turfgrasses.

Moss can invade and establish well in those locations where conditions are unfavorable for turfgrass. Moss plants do not have roots, instead they have rhizoids.

The following guidelines may improve the condition of the turf. After identifying the possible reasons why moss is growing in lawns, try to eliminate those problems first. If heavy shade, reduce the shade by thinning tree branches. Improve drainage and air circulation to discourage moss growth. Make a soil test to determine soil pH and fertility and adjust accordingly.

After following these cultural practices, if desired apply chemicals such as powdered copper sulfate (2 lbs./acre or 3 level tablespoons/1000 sq. ft.). Be careful while using this product—use gloves because it stains clothes, skin, etc.

Amonium sulfate (10 lbs./1000 sq. ft. when moss is actively growing) can also be used. Do not water the area after treatment.

After the moss is gone, the thinned out areas in the lawns should be overseeded with turf cultivars adapted to the locations.



Balakrishna Rao is plant pathologist and Thomas Mog is pest management specialist for Davey Tree Expert Co., Kent OH.

Questions should be mailed to Problem Solver, Weeds Trees & Turf, 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Please allow 2-3 months for an answer to appear in the magazine.

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WTT 73

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PRODUCTS



Ditch Witch debuts compact loader

Ditch Witch, a company known for its trenching, vibratory plow and related equipment to install material in the ground, has entered the compact loader market. It is introducing the 400 LD, a half-cubic-yard, 40 hp class articulated loader.

Lift arms and bucket on the loader are solid steel. It has four-wheel drive and an articulated frame for maneuverability.

Bill Haynes, director of marketing, said the new loader is seen as a natural extension of the Ditch Witch line of equipment.

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Bill Schader
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Columbia	2	3	1	13	2	6
Midnight	*	1	3	13	*	1
Baron	14	39	12	23	13	27
Adelphi	1	36	2	16	4	4
Victoria	20	38	*	15	*	9
Touchdown	3	18	18	7	14	46
Merion	19	34	20	*	18	12

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of Dursban insecticide products. New Dursban 50W is a broad spectrum insecticide which will control many pests harmful to turf and ornamental plants.

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The new insecticide offers reduced phototoxicity effects compared to EC products, according to Vince Geiger, product manager for Dursban 50W.

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The insecticide is approved for use in every state except California where label approval is in process.

Dursban 50W is compatible with commonly recommended insecticides, miticides and fungicides (except for alkaline materials.) It is applied as a dilute (with water) or concentrate foliar spray using conventional power-

operated ground spray equipment that insures thorough, complete coverage of foliage. In treating lawn pests, the insecticide is applied as a coarse, low pressure spray. Ornamental trees and plants are treated by applying a wetting spray to both upper and lower leaf surfaces as well as infested limb and trunk surfaces.

The product is also approved for control of peach tree borer and native elm bark beetle. It can be applied in area control of ticks and chiggers infesting non-cropland areas—roadsides, footpaths and trails, picnic and camping sites, parks and other recreational areas where pests create a nuisance and potential human health problem.

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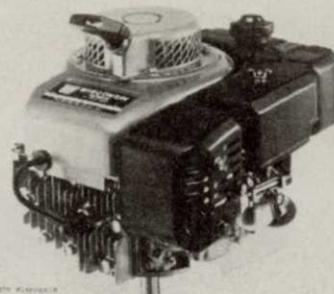


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Teledyne introduces vertical shaft engine

Teledyne Total Power, Memphis, has introduced its first vertical shaft Wisconsin Robin Long-Life Engine. The new unit is a single cylinder 3.5 hp air-cooled gasoline engine designated Model W1-145V.

The new engine represents Teledyne Total Power's first move into the vertical shaft engine market in recent years, with the unit targeted at the commercial lawn and garden equipment manufacturer, as well as the rental and replacement markets.

Model W1-145V has a heavy, cast-in iron cylinder liner; forged aluminum connecting rod; ball main bearings, mechanical flyweight governor; and a forged steel crankshaft. In standard configuration, the new engine produces its peak 3.5 hp rating at 3,600 rpm. It has a displacement of 8.72 cu. in. (143 cc) with a bore of 2.48 inches (63 mm) and a stroke of 1.81 in. (46 mm). At normal operating speeds, the noise level is low. In full production, the unit is well-suited for powering a variety of equipment requiring a vertical shaft engine, including professional lawn and garden equipment.

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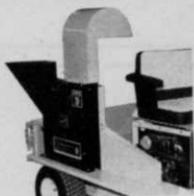
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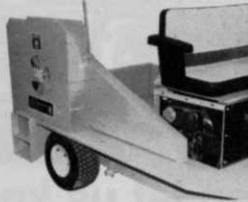
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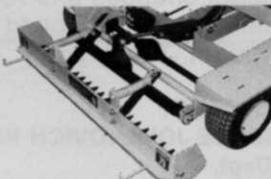
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