

CHEMICALS

Ortho takes aggressive marketing stance

The Ortho Division of Chevron Chemical Company, which is currently negotiating a takeover of Gulf Oil, has reactivated plans for construction of a fertilizer plant in Wyoming and restructured its Ortho marketing, manufacturing and research organizations to move its marketing management closer to its key markets, says Joseph Eckhart, general manager of the Ortho Agricultural Chemicals Division.

Ortho holds the lead position in consumer gardening products and indications are it intends to do the same in agriculture and professional horticulture. Expanded labels for Orthene and the construction of both a new fertilizer plant in Rock Springs, WY, and a research center in Richmond, CA, indicate the company is aware of the maturing nature of agriculture and the opportunity of specialty markets.

"We are focusing our future activities in research and development on innovative, highly-active products for major crop markets; and we are taking steps to significantly increase new product introductions," Eckhart told Weeds Trees & Turf. "Our market strategy is to improve our operating efficiency and response to customer needs."

Other chemical companies are using Ortho for consumer marketing.

EQUIPMENT

Thieves alter target to farm equipment

For more than a decade equipment thieves have favored construction equipment over farm equipment. That is until this year, says W.E. Rutledge, chairman of the heavy equipment theft committee of the International Association of Auto Theft Investigators.

"Because the construction indus-

try has been depressed, nobody's been working and the contractors were not buying heavy equipment," Rutledge explains. The Association's figures for Missouri show 167 pieces of construction equipment were stolen, compared to 451 pieces of farm equipment. The total loss in the state to large equipment theft is estimated at \$19.7 million. Missouri ranks fourth in the nation in large equipment theft.

Law enforcement officials have traced a large portion of the stolen

equipment to ports on the Gulf of Mexico. They complain that the equipment is easy to steal, hard to trace, and easy to sell because it is not registered.

With construction on the upswing, thieves might return to their old favorite, construction equipment. Also, since the average cost of stolen equipment is \$32,000, it makes sense to take extra precautions as business picks up and work schedules get complicated.



Dinah presented golf architect's award

Dinah Shore was presented the Donald Ross Award for her support of Women's golf during the American Society of Golf Course Architects annual meeting in Palm Springs, CA.

MEETINGS

Arborist reservations needed now for 1985

February 1985 seems like a long way off, but if you are an arborist planning to attend the National Arborist Association annual meeting on St. Thomas, Virgin Islands, you need to send your deposit to the hotel before the end of this month.

The meeting will be held at the Frenchman's Reef Beach Resort, Feb. 3-7, 1985. The area features tennis, golf, sailing, scuba diving, and, of course, a beach.

Bob Felix, NAA executive vice president, says early reservations are needed since there is no such thing as walk-ins on an island and the hotel must coordinate services with ships and planes. For information contact NAA at (516) 221-3082.

TREES

Deterioration of forests noted in Eastern U.S.

Air pollution is the chief suspect for
continued on page 12

UPDATE

Latest NGF data is out

The National Golf Foundation's latest report shows 56 new golf courses were opened last year and 48 courses were expanded, for a total of 12,197 courses in the U.S.

Florida had the most new courses with 12, 11 connected with real estate developments, and a total of 30 new or expanded courses. Texas claimed second with ten new or expanded courses. Minnesota ranked third with eight, and Arizona, California, and Wisconsin each had six openings.

The future looks as bright with construction starts on 100 new or expanding courses last year. Another 102 are in the planning stage. Florida also leads in these categories, but Michigan and Illinois are showing up near the top of the starts and planning lists.

Growth of public courses has greatly outpaced private courses in the last ten years. Since 1973 the number of daily fee courses has increased by roughly 800 and municipal courses by 400. Meanwhile, the number of private course has increased by 90. Today, there are 4,809 private courses, 5,528 daily fee, and 1,860 municipal.

The number of golfers has increased by five percent in the past five years for a total of 17.8 million. For a complete copy of the report contact the National Golf Foundation, 200 Castlewood Drive, North Palm Beach, FL 33408.

GCSAA, NGF plan joint survey

A nationwide study of golf course maintenance activity will be conducted this summer jointly by the Golf Course Superintendents Association of America and the National Golf Foundation. GCSAA says superintendents of every course in the U.S. will be asked to share information on turfgrass maintenance practices, operating and capital budgets, and equipment use and needs. GCSAA has 5,000 members so the balance will have to come from NGF or other lists.

Questionnaires will be mailed this month. The returns will be compiled by the University of Kansas and results will be available by late summer or early fall, according to GCSAA. NGF President David Hueber says the survey is a pilot program in a long-range cooperative arrangement between the two organizations.

TPC family grows to five

The renovation of Edgewood Country Club, Cromwell, CT, under the direction of architect Pete Dye is nearing completion and renaming to TPC of Connecticut, the fifth club to be owned by the Tournament Players Club. The Greater Hartford Open will be played there in July. A sixth TPC course is under consideration in Potomac, MD. Active discussions are also ongoing in six other locations by TPC. The Tournament Players Club is rapidly becoming a major multi-course company and land owner.

deterioration of forests from the Ohio Valley to the East Coast. Studies by the U.S. Forest Service and Butler University in Indianapolis, IN, point to air pollution to reduced growth rates of conifers and poor foliage production of softwoods. Hardwood trees are also showing symptoms as measured by studies of the growth rings of trees.

Scientists liken the problem to a similar event in Germany where 35 percent of the forest declined or died more than 20 years ago. Trees monitored for timber and paper use have shown substantially less growth than expected during the past 15 to 25 years, says Dr. Authur Johnson of the University of Pennsylvania.

More specific blame has been placed in the Ohio Valley where many coal-burning plants are located. Dr. Orie Loucks, director of the Holcombe Research Institute, Butler University, described symptoms as discoloration of foliage on pine, tulip, poplar, sycamore, white ash, hickory, maples and black oaks. Also mentioned are narrower growth rings and a higher degree of mortality.

PEOPLE

Names in the news

Joe Troll made it 25 years of quarterbacking the Massachusetts Turfgrass Conference in March. Joe may be retiring soon and considering this year's conference, he is going out as a winner.

Bob Mullane, president of Alpine Tree Care, Inc., White Plains, NY, is the new president of the National Arborist Association. A University of Massachusetts graduate, Mullane said his goal is to reach out to others in the industry by attending at least ten industry shows. **Neil Engledow**, Mid-Western Tree Experts, Indianapolis, IN, will follow Mullane as president next year.

David K. Scatterday, has joined Martin Associates, Inc., Prairie View, IL, as a project manager. Scatterday is a landscape architecture graduate from the University of Illinois.

Lyle Borg, has been named sales manager for all Vermeer products by president Stan Vermeer. **Kevin Grooms** is the new industrial product sales manager for Vermeer, in charge of both tree and trencher products.

Gordon Mitchell brings 24 years of sales experience to Brouwer Turf Equipment as marketing manager. Gerry Brouwer, president, said Mitchell will be responsible for product introductions, dealer recruitment, advertising and promotion.

New study reveals local garden shows pay off for contractors

A new study by *Weeds Trees & Turf* reveals participation by landscape contractors in local garden shows adds to credibility and builds a small, but solid base of referrals during the off-season.

Contractors interviewed spend up to 250 hours and \$35,000 to design, set up, and tear down displays. Garden shows lend credibility to newer contractors, show homeowners the potential of landscaping, and help contractors reestablish contact with former customers and suppliers.

"People recognize immediately you are a good contractor," says Russell Jones, president of J. Franklin Styer Nurseries, Concordville, PA. "Any time you can achieve customer contact, it's very critical, especially in the off-season," Bob Kinney, vice president, Wilmore Gardens, Denver, CO, stressed. "One good customer gained from a show can turn around and give you 25 more customers in the next year," according to Lambeth Marshall, president, Associated Landscape, Inc., Hoyt Court, NC.

Undeniably leads from these shows are residential, but corporate executives have been known to make impressions about contractors while attending garden shows in their area. The complete report will be published in an upcoming issue of *Weeds Trees & Turf*.

Poor acclimation suspected for problems with large ficus

Survival problems with large *Ficus* trees transplanted to interior landscapes is now being linked to inadequate acclimation of field-grown trees to containers by the Interior Landscape Division of the Associated Landscape Contractors of America. Originally, the marl soil the trees were grown in was suspected. ALCA reported the problem this past fall and has tried to find a common link among problem trees.

ALCA says a process of root pruning, container size, proper digging and acclimation all effect the tree's ability to survive on location. The best tree is one that has apparently been growing in a container rather than in the field prior to installation.

Contest entry time is here

Summer is the time to enter many landscape award contests; including ALCA's Fifteenth Annual Environmental Improvement Awards, the Florida Nurserymen and Growers Association Fourteenth Annual Landscape Awards, and the California Landscape Contractors Association Trophy Awards.

The keys to winning landscape awards are knowing the job may be award material before it is started, good before and after photography, thorough records of the job as it progresses, testimony from the owner as to the impact of the project, following the contest rules closely, and presenting the entry material in a neat and attractive fashion.

Mike Bush has been appointed manager of Cypress Gardens' Nursery Division. Bush hopes to expand the attraction's existing collection of rare tropical and subtropical specimen plants. "I believe there is a wealth of plant material in places like Brazil, Argentina, and Paraguay that has yet to be exploited," Bush said.

Exmark Mfg. Co., Beatrice, NE, has promoted Dick Tegtmeier to executive vice president. Bob Martin, president, said the promotion was the result of "remarkable" growth for the fairly new mower manufacturer.

LESCO Inc. has named two territory managers. Les Guedel will be manager of East Coast sales and Jim Johnson will manage North Central sales for the company based in Rocky River, OH.

Ray Lewis and his wife returned from the Las Vegas GCSAA Show with some unpredicted baggage, a Dedoes trailer aerator. The Lewis couple won a drawing during the show.

JOB HUNTING

Turf and landscape recruiter opens doors

A firm specializing in recruiting personnel for the turf and landscape industries has been launched in Littleton, CO. S. Ronald Gaston and Associates will handle national fee-paid positions for golf course superintendents, landscape architects, and other professional landscape positions.

Ron Gaston says his firm is the first of its kind. A pamphlet describing the new service is available by writing the company, P.O. Box 2527, Littleton, CO 80161.

TURF SEED

Danish company's U.S. branch renamed

Daehnfeldt, Inc., is the new name of Pacific Seed Production in Albany, OR, after the Danish seed company decided to clear up any confusion about its presence in the U.S.

L. Daehnfeldt of Odense, Denmark, signed a cooperative agreement with Pacific Seed in 1982 to develop a joint Danish/U.S. breeding and production company. Many European seed companies are active in the seed growing regions of the northwestern U.S., often through U.S. companies. Growing conditions and land are more favorable in the U.S. than in Europe.

The company will continue research and development of turf, for-

age, vegetable, and flower seed varieties, both in Denmark and in Oregon. Daehnfeldt plans "substantial growth and expansion" to expedite sale of supplies from its Denmark operation in the U.S.

INSECTICIDES

Mocap receives label for six more turf insects

Rhone Poulenc has received EPA approval to add six turf pests to its label for Mocap 10 percent granular. First registered for use against nematodes and mole crickets, the label now includes sod webworms, chinch bugs, Japanese beetle, black turfgrass ateanius, European chafer, and the bluegrass billbug.

The application rate for the six pests is half that for mole crickets, 1.25 lbs./acre. Only professional turfmen are permitted to apply the product for the new pests.

"The expanded label shows Mocap's ability to control a broad spectrum of insects, including grubs," says Dan Stahl, turf product manager for Rhone Poulenc.

ASSOCIATIONS

Agriculture secretary to give AAN awards

Secretary of Agriculture John R. Block will host a reception for the winners of the American Association of Nurserymen's 1984 Landscape Awards competition after the awards are presented at a White House ceremony, on May 17.

A custom established by Lady Bird Johnson is for the awards to be presented by the President or the First lady in the Rose Garden. Mrs. Reagan presented the awards to the winners in the White House in 1982.

The awards will be presented two months before the 109th Annual AAN Convention in San Antonio, TX, July 14-17. Lady Bird Johnson will address the conference during the meeting. Mrs. Johnson continues to take a leadership role in beautification of parks and roadsides.

SURVEY

Ontario spends \$275 million on turf

A survey, intended partly to justify expansion of turf extension programs
continued on page 80

GOVERNMENT

UPDATE

Correction on Monsanto/EPA suit

The suit reported in the March issue should not be confused with the patent suits Stauffer has filed against Monsanto.

First, there is no suit between Stauffer and Monsanto in the Supreme Court. The Supreme Court suit is between Monsanto and EPA only. Secondly, Stauffer should have been listed as one of those who has filed an Amicus curiae brief in support of Monsanto's position in the Supreme Court case against the EPA. Finally, Stauffer's opposition is that "Me-to" registrations should be nullified.

Johnson says major changes in FIFRA unlikely this year

In an exclusive letter to *Weeds Trees & Turf*, Edwin Johnson, Director, Office of Pesticide Programs, EPA, said, "Substantive FIFRA amendments are unlikely (this year). Rather than pursuing legislative changes this year, the Administrator is seeking administrative changes and remedies to pesticide regulatory problems through the newly formed Pesticide Advisory Committee."

Simazine receives soil restriction

After Dec. 31, 1984, labels on simazine products will bear a restriction against use of the product in areas where groundwater contamination is likely. This generally means it can not be applied to soil in areas designated Sole Source Aquifers by the Soil Conservation Service.

Surflan has experimental turf label

Elanco's Surflan, currently registered for selective pre-emergence control of annual grasses and broadleaf weeds around ornamentals, has received an experimental use permit for weed control in 16 Southern states.

EPA's Moore claims restrictions needed to prevent contamination

John Moore, assistant administrator for Pesticides and Toxic Substances, claims some pesticides will have to be banned or restricted to protect groundwater from contamination. Moore suggested that EPA could point out which pesticides are potential ground water polluters and let the states handle restrictions. "Soil fumigation technology needs to be rethought," said Moore. Reregistration is taking too long to adequately protect groundwater according to Moore.

Scientific Guide To Pest Control Operations

by Dr. L.C. Truman
Dr. G.W. Bennett and
Dr. W.L. Butts



Domestic: \$32.50* (hardcover)
Foreign \$37.50* (hardcover)

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is designed to provide a sound basis for studying the scientific aspects of pest control and promote technical competence. It places emphasis on urban and industrial pest problems. This volume also covers the laws and regulations concerning the pest control industry.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS is written for owners, supervisors, servicemen, salesmen, students, persons preparing for state certification under the EPA/state programs for commercial pesticide applicators, and people interested in structural pest control.

The SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS - a *must* for anyone involved in the field of pest control!

SURVEY from page 16

in Ontario, has generated some of the first data on turf expenditures in the Province. The data show the value of producing and maintaining turfgrass in Ontario ranks third considering all agricultural products, after corn and tobacco.

The value of expenditures on turfgrass maintenance by all user groups was conservatively estimated at \$275 million, with \$75 million spent on turf equipment and \$26 million on pesticides, sod, and seed. Commercial lawn service sales were pegged at \$45 million, although a few lawn care operators told *Weeds Trees and Turf* this figure is low.

Golf courses spend more on maintaining turf than any other user group, followed by residential lawn care and sod farms.

Government turf managers surveyed indicated extension specialists could not help them with their most serious problems of labor and equipment shortages. Private turf managers were more supportive of extension services in problem solving.

Copies of the survey results are available from the Ontario Turfgrass Research Foundation, 54 Hernshaw Crescent, Etobicoke, Ontario, Canada, M9C 3M4.

Return this coupon to: Book Sales

Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Domestic: \$32.50* (hardcover)
Foreign \$37.50* (hardcover)

YES! Please send me _____ copy(ies) of the SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS.

A check or money order for _____ is enclosed.

Please charge to my Visa, Master Card, or American Express (circle one)

Account Number _____ Expiration Date _____

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

Phone _____

WTT 64

Quantity rates available upon request.

Please allow 6-3 weeks for delivery

TURF MANAGERS' HANDBOOK

By Dr. William Daniel and
Dr. Ray Freeborg

\$23.95* **hardcover** \$18.95* **paperback**

This essential reference book covers:

- scope and organization
- grasses and grooming
- rootzones and water
- nutrition
- pests and controls
- uses of turf
- serving turf needs
- AND MORE

The TURF MANAGERS' HANDBOOK is an easy on-the-job reference to planning, purchasing, hiring, construction, and plant selection. These 424 pages contain 150 illustrations, 96 color photographs plus 240 tables and forms.



ORDER YOUR COPY NOW!!!

Ordering Information

Please send _____ copies of the hardback (\$23.95* ea.)

_____ copies of the paperback (\$18.95* ea.)

Quantity rates available upon request.

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling.

Please charge to my Visa, Master Card, or American Express (circle one)

Account Number _____

Expiration Date _____

Please allow 6-8 weeks for delivery.

Signature _____

Name (print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Send to: Book Sales

Harcourt Brace Jovanovich Publications

One East First Street

Duluth, MN 55802

WTT 64

GOLF

China plans prime golf resort complex

Construction is expected to begin by the end of 1984 on a major golf resort complex in the city of Guilin, People's Republic of China.

The Ronald Fream Design Group, golf course architects in Santa Rosa, CA, has been commissioned to prepare the master plan. The Fream Group, along with Hong Kong-based architects and engineers, will prepare the plans for three eventual sites in the scenic area.

The Beijing Government intends to develop the Guilin region with international standard tourists facilities, of which the golf resorts will be a part.

The initial site will include 18 holes of championship calibre golf, golf school practice area, and clubhouse. A 60-room luxury lodge and an additional 18 holes are planned for the site, which has exotic limestone pinnacles, rolling land, and pine trees. A second site near the Lijiang River gorge will have 36 holes of international standard competition golf, a teaching and practice school, and several other recreational facilities.