

IN-THE-MIDDLE

by Bruce F. Shank, executive editor

Scott's sets up lawn care division

A trip to last fall's Lawn Care (PLCAA) Show in Tampa was all Ron Gagne needed to recommend to Scott's management they create a special lawn care division. The advice was taken and the division was separated in March from the Pro-Turf Division.

A new group of tech reps has been assigned to deal with the 'profit-motivated' lawn care industry. "We will be offering special products and prices for the lawn care industry," says Gagne.

Target's new truck sales shine

Landscape managers in the Midwest are used to seeing Lesco's trailer show rooms at shows. So, the truck at the Cal Poly Sports Turf Institute did not strike this midwestern editor as anything unusual. That is, until I read the name on the truck, Target Chemical Co.

Target is a big factor in chemical sales to landscapers and golf courses in California, out of stores in Cerritos, San Jose, Fresno, and Phoenix. The truck was an experiment, says Lon Records, president. Target's Donna Browne said the experiment has been successful and more fifth-wheel showrooms may be coming.

When a customer sees the assortment of products in the truck they are often reminded of other things they may need. It has worked for Lesco, it can work for Target. By the way, Lesco has announced it will have its trucks roaming Palm Springs and San Diego this spring.

Toro splits North Carolina lines

The Toro Company has named East Coast Equipment, Inc., in Burlington, N.C., its consumer equipment distributor for the booming region.

E. J. Smith & Sons, Charlotte, used to have both consumer and commercial distribution in the Carolina market, but that company has neither line today. Instead, Smith Turf & Irrigation, Charlotte, a company which split away from E. J. Smith & Sons, has the commercial Toro line.

The Carolina market continues to be red hot according to Joe Porter, president of Porter Brothers, the Jacobsen dealer in the region.

Storr gives customers a good rub

Storr Tractor customers can rub their way to savings with a new rub-off coupon campaign launched in February.

The direct mail coupon campaign represents nearly \$250,000 in savings for landscape and golf course equipment buyers, according to Paul Des Champs, Storr president. The Toro dealer is one of the most aggressive distributors in the New York metropolitan area.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to Weeds, Trees & Turf, 7500 Old Oak Blvd., Cleveland, OH 44130.

INDUSTRY

Seed Research gets Champion registration

Champion, trademark for a blend of perennial ryegrasses from Seed Research of Oregon, Inc., recently received registration from the U.S. Department of Commerce.

The new certified mixture is used primarily by golf courses for winter overseeding in the bermudagrass region and as a permanent fairway grass from the transition zone northward. It is also being used by schools, parks, landscapers, and other professional grounds managers.

Seed Research of Oregon claims the components of Champion will vary depending upon which varieties perform best in the area of use, and that it will always contain three of the top varieties as rated by universities and golf course superintendents.

In related news, a new technical brochure on Prominent creeping bentgrass is now available. Seed Research reports.

SEED

Scotts adds services; eyes market growth

Four new services by O.M. Scott & Sons Company, Marysville, OH, are being targeted at the domestic seed trade.

This year Scotts is offering turf seed variety licensing, contract seed production, contract varietal research and development, and contract stock seed multiplication.

"These are things we've been doing for ourselves for a number of years," Bill Junk of Scotts tells *Weeds Trees & Turf*. "Now we're hoping to do it on a more major scale."

Scotts has varieties of Kentucky bluegrass, tall fescue, perennial ryegrass and St. Augustine available for licensing.

As for seed production and varietal research and development, Junk says Scotts is stressing the "custom" nature of its services. "We want ours to be a little more service oriented, tailored to meet the particular needs which exist today."

Seed production will be handled by Scotts' research personnel in Gervais, OR, who are experienced in the production of cool season grasses, while varietal research and development—for both season grasses—is available from five research stations across the country. Private varietal development will also be available through the biotechnology department at Scotts headquarters in Ohio.