

SHORT CUTS

6) avoid treating bird habitat areas; and

7) try using "scarecrow" techniques.

Hummel, who still recommends diazinon, nevertheless sees a scary trend in the offing. "What we've got here is a dangerous precedent," he says of the diazinon review. "Everytime a pesticide is misused, is it going to come under EPA review and cancellation?"

GOLF

Golf: small number play most rounds

Only a small percentage of golfers account for the majority of rounds played in America.

A survey by the National Golf Foundation and Market Facts, a Chicago-based marketing research company, states that 25 percent of the nation's 17.5 million golfers account for 77 percent of all rounds played.

The research shows that eight percent of all Americans played golf at least once in 1985. The average golfer plays between eight and 24 rounds per year.

"This is the first definitive study of the American golfer," says NGF president David Hueber.

"The results so far have been startling. We will use our findings to shape our promotional efforts and to direct our resources in areas that will give us greatest yield."

Men are four times as likely to golf as women. The sport is most popular with 30- to 39-year-olds (10.4 percent) and ranks lowest among those under 20 (3.9 percent).

Wealthier people golf more frequently. The survey showed that households with an income greater than \$40,000 are three times as likely (13.4 percent) to contain a golfer than households with income less than \$20,000 (4.4 percent).

The study featured a nationally representative sample of 20,000 households. It is the largest survey conducted strictly for golf, says the NGF.

PESTICIDES

Dow reviews Dursban bird toxicity data

In the wake of the EPA's proposal to cancel diazinon insecticide applications on golf courses and sod farms, the Dow Chemical Co. has issued this statement about Dursban, another popular insecticide:

"Dursban poses no hazard to birds or

AND THE BAND PLAYED ON.....Chuck Raetzman, head landscaper at the University of Arizona in Tucson, has studied his fields with great interest the past 18 years. The bermudagrass football field on the south Arizona campus is usually in fine shape when the season rolls around and stays that way until the bands take over. No matter what any band director tells you, band practices do damage athletic fields, he says. Have them practice somewhere else. He says it will spare you a lot of problems.

SAUCY READING.....Anne M. Burford, EPA administrator from 1981 to 1983, has a new book out. "Are You Tough Enough?" is a rich and sassy account of her 22 months at the EPA. She comes down especially hard on EPA regional officials, who, she claims, "would be happy to de-industrialize the United States" with their desire for regulations so strict as to put industry out of business. Burford was the first modern cabinet-level U.S. official to be held in contempt of Congress, and that cavalier attitude shows up in her book.

FAKING IT.....For botanical identification, they call it *Disneyodendron semperflorens grandis*, which, roughly translated, means "large ever-blooming Disney tree." It's the concrete Swiss Family Robinson Tree at Disneyland in Anaheim, Calif. Its cement roots plunge 42 feet into the ground, giant steel limbs spread 80 feet wide, and 360,000 plastic leaves and flowers "grow" on the upper branches. Rumor has it the tree was designed after a Nairobi ficus. The only problem is the ficus tree's striatia run vertical, but they're horizontal on the fake tree. You just can't fool Mother Nature.

NEW COMPETITION.....Lawn care operators have new competition from an old friend. The Andersons, Maumee, Ohio, is now marketing to the public a product line called Greensweep, liquid fertilizer sold in one-quart sprayable bottles designed to make fertilizing easy for the homeowner. The Andersons says the product line is designed for the "non-serious do-it-yourselfer."

TAKING THE BIG PLUNGE.....Monsanto Agricultural Products Co. is looking to the residential market with its turf growth regulator, Limit. This winter Monsanto held some 80 end-user seminars across the country. They have advertised Limit heavily in industry magazines. The St. Louis-based company is planning to be ready for the residential market by 1988, and is quoting a cost of \$300 per acre per application.

ISA HAS DATA BASE.....To better serve the green industry, the International Society of Arboriculture (ISA) has formed an Arbor Base Information Clearing House for direct access to new information of value to arborists. The Clearing House became fully operational May 1, and is accessible by phoning 1-800-ISA-TREE from 8 a.m. until 4:30 p.m. EDT, Monday through Friday. Those in Pennsylvania, Alaska, Hawaii, and Canada will have to phone 1-215-322-4040 for more immediate access. For more information write: ISA, Arbor Base Information Clearing House, 207 Lakeside Dr., Southampton, PA 18966-4527.