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Do double duty: get fast green-up *and* effective control of many common weeds—including buckhorn, dandelion, chickweed, clover, ground ivy, knotweed and plantain—in one easy application! With two leading herbicides, this premium homogeneous granular formulation feeds your entire course and builds a residual base with longer staying power, thanks to 3.6 units WIN (50 percent organic nitrogen). From the source for premium quality turf products—your local Lebanon distributor.

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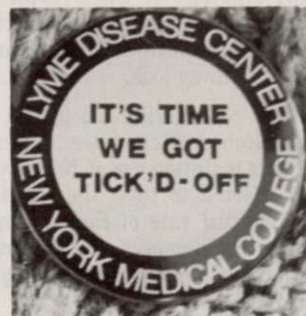
INDUSTRY

DowElanco pays to get 'Tick'd Off'

RYE BROOK, N.Y. — DowElanco donated \$2,000 to the New York Medical College's recent Lyme Disease Benefit here, the theme of which was "It's Time We Got Tick'd Off."

More than \$180,000 was raised at the event to fund Lyme disease research at the medical college, a leading research facility committed to studying deer ticks and Lyme disease.

"We were proud to have been part of the benefit, as were our guests from the pest control and lawn care industries," says Dr. Brian Bret, technical service and



development specialist for DowElanco. "It is these industries that are providing one of the front lines of defense against the deer tick."

According to sources, proceeds were critical to support research. □

LETTERS

Taking issue with an LM ad

To the editor:

While paging through the January issue of *LANDSCAPE MANAGEMENT*, I was stopped in my tracks by a full-color ½-page ad. It featured a lovely young lady in a bikini selling...? Gosh, what was she selling? Seed? Chemicals?

I certainly don't consider myself a militant feminist, but in this day and age what is the point of this kind of advertising? (I would feel the same way about Joe Montana endorsing a Ditch Witch in his briefs—honest!)

We are facing a real labor shortage in which all qualified professionals, male or female, are valuable assets. Why alienate anybody with such archaic schlock? Although women are still a minority at the conferences, meetings and trade shows I attend, our numbers are increasing. Professionalism in our industry is something that is constantly reinforced, and professional women fill the issues of *LANDSCAPE MANAGEMENT*. Why the inconsistency in attitudes?

Let's keep up with the

times, please! If your readers need this kind of advertising "fix," they should ask one of their tool reps for a calendar.

Cheryl Vander Weit
Lied's Inc.
Sussex, Wisc.

The side of an environmentalist

To the editor:

Congratulations on doing a superb job bringing so much information to readers each month in your magazine. Each issue is full of great ideas in articles and advertisements.

My letter comes to you in regard to *Green Industry News* in the December, 1989, issue. I am not a member of the Professional Lawn Care Association of America. Since 1981, I have been in the green industry. I am a landscaper and an environmentalist. It seems that Jim Brooks, executive director of the PLCAA, would find me an enigma. He declares, "Our new competitors are the environmentalists and legislators." Will Jim and his membership be the last people on Earth to realize that there can be no competition in the struggle to pre-

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EVENTS

MARCH

13-14: Metropolitan Detroit Landscape Association's trade show and convention, Michigan Mart Building, State Fairgrounds, Detroit. Contact: Dan Bywalec, (313) 534-5515.

15: "Managing Landscape Dollars—Commercial and Multi-Housing," Clarion Hotel, Ontario, Calif. Contact: University of California, Riverside; (714) 787-4105 or (800) 442-4990.

16-18: Controlling Tree Use Seminar, Tampa, Fla. Contact: American Society of Consulting Arborists, 700 Canterbury Rd., Clearwater, FL 34624; (813) 446-3356.

19-22: Florida Agribusiness Computer Short Course, St. Petersburg Junior College,

Clearwater Campus. Contact: Agribusiness Computer Short Course, IFAS Conferences Office, 551 IFAS, University of Florida, Gainesville, FL 32611; (904) 392-5930.

25-29: American Society of Golf Course Architects annual meeting, Spanish Bay Golf Course, Pebble Beach, Calif. Contact: ASGCA, 221 North LaSalle St., Chicago, IL 60601; (312) 372-7090.

24-25: Louisiana Cooperative Extension Spring Garden Show, New Orleans Botanical Garden. Contact: Nannette Simmons or Severn Doughty, (504) 486-4054.

27-28: 31st Annual Conference, University of California at Riverside Department of Entomology. Contact: University Entomology Dept. at (714) 787-3718.

28-29: "Perennials in the Landscape" University of Minnesota, Waseca, Horticulture Dept. Contact: Joan Barrett at (507) 835-1000 or Ainie Busse, (612) 286-2654.

APRIL

6-8: Associated Landscape Contractors of America Student Field Days, Colorado State University, Fort Collins, Colo. Contact: Elizabeth Mogen, Horticulture Department, C.S.U., Fort Collins, CO 80523; (303) 491-7089.

9-11: American Society of Landscape Architects annual conference, Washington D.C. Convention Center. Contact: ASLA, 1733 Connecticut Ave. N.W., Washington, DC 20009; (202) 466-7730.

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serve, conserve and restore our resources?

The 1990s bring new threats from old problems that have grown out of scale. We must all look back at our mistakes to protect our future. We must all work together to correct the mistakes made out of greed and ignorance. The lawn care industry is no exception.

As an environmentalist, I will be watching PLCAA and the whole green industry. I will take issue with anyone who demonstrates by their actions that I or the legislatures I support are competitors.

As a landscaper, I will strive to preserve, conserve or restore every resource on this precious Earth.

To all my colleagues in the green industry: Support a local environmental organization with your time, knowledge or money. It will be worth it.

Jeff Caster

Caster Landscape & Design
Tallahassee, Fla.

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Tractor
Power!

Olathe

**Model 166HL
PTO Powered
Turf Sweeper**



Turf Sweeper featuring 9 ft. hydraulic high lift dump and 5 cu. yd. hopper. Two reel mechanical pickup with hydraulic raise/lower from operator's seat. PTO powered eliminates a second engine.

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20 or 24 HP Loader picks up and loads leaves, grass, and other debris. Trailer mounted with 12" intake with 9' extension, reaches hard to sweep areas.

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