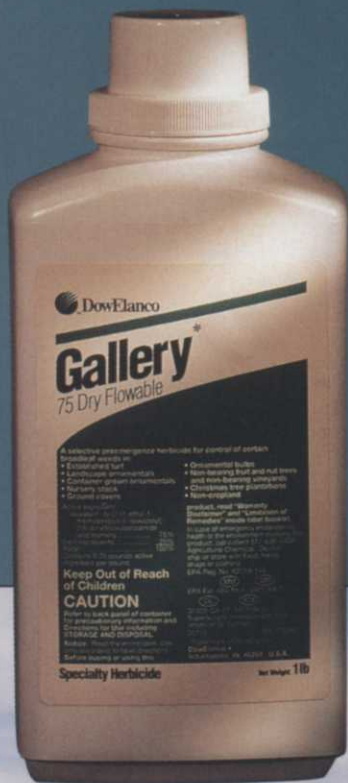


Gallery Ensures *Picture Perfect Landscapes*



“FLOWER POWER,” the quintessential catch phrase of the '60's, could be revived as the '90's slogan for Mid-America Apartment Communities in Memphis, Tenn. No, tie-dyed is not the official staff “color,” but flowers are a big part of the job for the nine person crew that maintains the 20,000 plus acres surrounding the complexes.

As Rick Johnson, the seasonal color and chemical manager for Mid-America's in-house land-

scaping crew puts it, “We take a lot of pride in creating and maintaining beautiful landscaping and flower beds for our 27 regional complexes. They're not just landscapes, we like to think of them as showcases.”

Johnson designs the landscaping, chooses the seasonal color, and develops the pest control plan for all of the properties' turf and landscaping. Johnson's efforts must be paying off because Mid-America Apartments are famous throughout Tennessee for their



meticulous grounds keeping.

Johnson and his crew scour the garden shows in the winter to find the newest and most beautiful flowers and ornamental plants for their properties. They redesign their landscapes in both the spring and fall with approximately 20,000 new colorful blooms during each of the two seasons. This is in addition to the thousands of tulips that come up like clockwork each spring.

Keeping Weed Worries at Bay

Because of the emphasis Mid-America places on superior landscapes with exceptional curb appeal, Johnson is particularly diligent about controlling weeds.

"Because of the huge investment we make in keeping the grounds beautiful, I simply can't tolerate weeds. Dandelions, clover, spurge—they're not only ugly, but they compete with turf and plantings for sunlight, nutrients and water."

With that in mind, Johnson prevents bothersome broadleaf weeds all year with timely applications of Gallery* preemergence herbicide.

"I use Gallery because nothing else stops weeds like this product. It makes my job easier because it has a long residual and can be used on a large range of ornamental plants," says Johnson.

In fact, Gallery can be used on 440 field-grown and 230 container-grown ornamentals, as well as most cool-and warm-season turfgrasses, and provides up to eight months control of even the toughest broadleaf weeds including dandelion, white clover and spurge. In all, Gallery stops 95 tough broadleaf weeds from ever emerging.

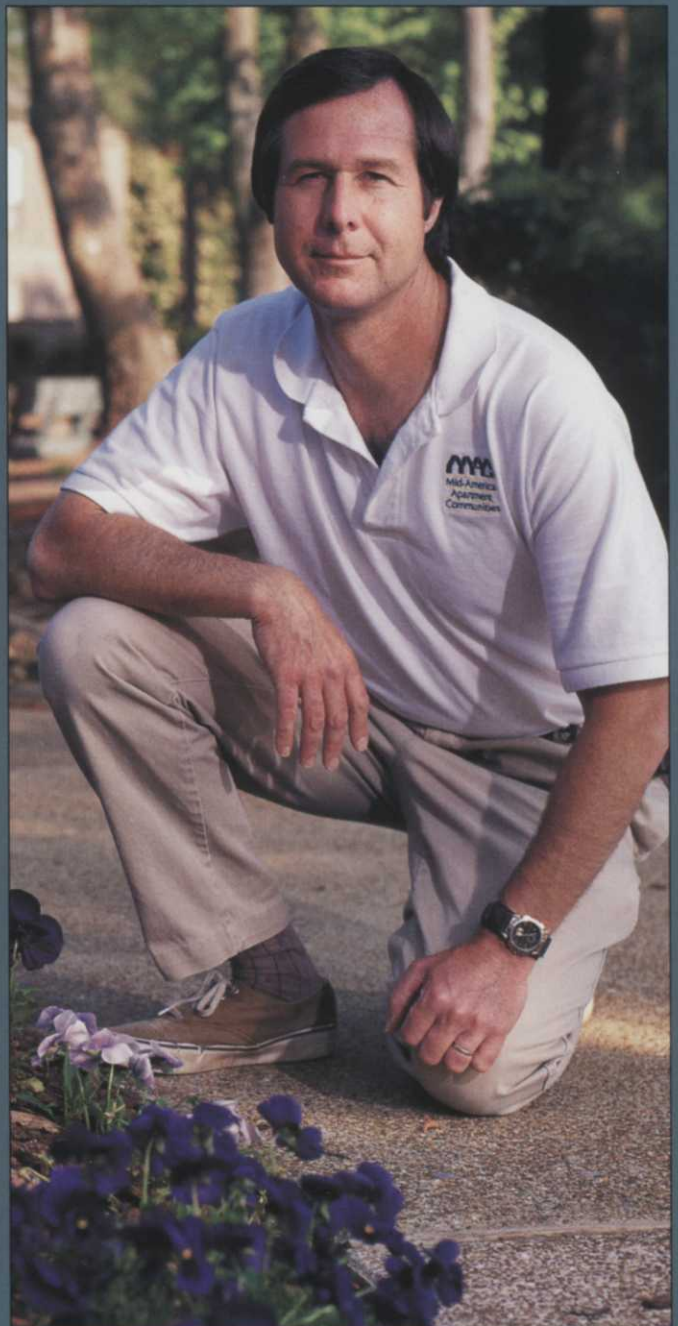
"I choose Gallery because it works. Our landscapes are weed free all season, and I like the fact we're preventing problems rather than trying to control weeds after they've erupted," says Johnson.

Stopping weeds before they emerge also offers budgetary benefits.

"Gallery saves time and ultimately money throughout the season because my crew is freed from hand-weeding or fighting tough broadleaf weeds postemergently. I'd rather spend one afternoon preventing weeds with Gallery than chasing them down all season long," says Johnson.

How Gallery Works

Gallery is unique. It stops weeds before they break the soil surface. For best results, apply Gallery in the spring or fall before weed seeds germinate. Spring applications prevent broadleaf weeds all through the warmer months, and fall applications prevent



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both fall germinating weeds as well as those that would germinate the following spring.

Once activated by at least one-half inch of rainfall or sprinkler water, Gallery sets up a solid control area around weed seedlings. Gallery disrupts and halts root and stem development of the weeds so

seedlings gradually die before breaking the soil surface.

For more information about Gallery, contact a Dow AgroSciences sales representative or call the Dow AgroSciences Customer Information Center at 1-800-255-3726.

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