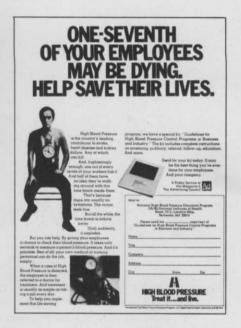
# WHY YOU SHOULD MAKE A CORPORATE CONTRIBUTION TO THE AD COUNCIL







The Advertising Council is the biggest advertiser in the world. Last year, with the cooperation of all media, the Council placed almost six hundred million dollars of public service advertising. Yet its total operating expense budget was only \$914,683, which makes its advertising programs one of America's greatest bargains . . . for every \$1 cash outlay the Council is generating over \$600 of advertising.

U.S. business and associated groups contributed the dollars the Ad Council needs to create and manage this remarkable program. Advertisers, advertising agencies, and the media contributed the space and time.

The Advertising Council is a voluntary organization that promotes the public good by conducting information and action campaigns in such areas as support for higher education, drug abuse prevention, rehabilitation of the handicapped, traffic safety and many others. Recently, it added an exciting new campaign to its list: one to encourage Americans to learn more about our economic system.

Yet this donated creative effort, time, and space are not enough to do the job. Money is necessary to operate: Money to service thousands of mass media outlets with the materials needed to publish or broadcast the advertising message.

Your company can play a role. If you believe in supporting public service efforts to help meet the challenges which face our nation today, then your company can do as many hundreds of others—large and small—have done. You can make a tax-deductible contribution to the Advertising Council.

At the very least you can, quite easily, find out more about how the Council works and what it does. Simply clip and mail the coupon below. You'll receive material which tells how American management is helping to solve many of today's problems.

Ad

The cost of preparation of this advertisement was paid for by the American Business Press, the association of specialized business publications. The space was donated by this magazine.

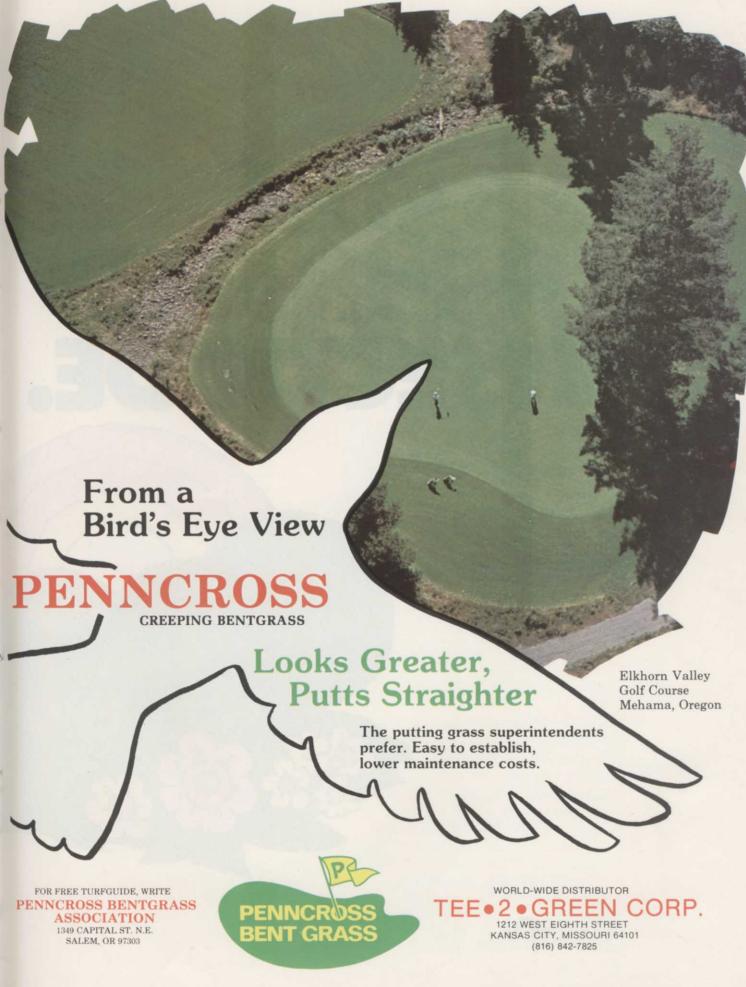
# HIGHLIGHTS OF THE NEW TOXIC LAW

### (What it means to you)

Under the legislation, EPA can require testing of new and existing chemicals that might present an unreasonable risk to health or the environment. A manufacturer is required to give 90 days notice prior to commercial production of the intention to manufacture a new chemical substance or a new use for an existing substance.

Here are some of the major provisions of the Legislation which are under EPA authorization:

- 1) Require manufacturer to test the substances so that their effect on health and the environment may be evaluated
- 2) Impose delays or restrictions on the manufacturer of a new chemical substance if there is adequate information to evaluate the effects
- 3) Adopt rules prohibiting the manufacture, processing, or distribution of a chemical substance or mixture, to require labeling telling possible hazards with use, or to regulate the manufacture manner of disposal of substances that are suspected to contribute to unreasonable risk
- 4) Require manufacturers and processors to submit reports and maintain records concerning the product's adverse health or environment effects along with providing available health and safety data
- 5) Manufacturer must immediately notify EPA if one of their substances contributes to unreasonable risk
- 6) Enforce the bill through inspectors and court actions when a manufacturer is found in violation
- 7) Permit citizens to bring suits to obtain compliance with the bill
- 8) Federal district courts can order EPA to initiate rulemaking proceedings in response to citizens petitions
- Provide ways for all interested persons to have an opportunity to participate in the EPA's rulemaking procedures
- 10 Provide for continuing evaluation of the effects on employment of actions taken under the bill



# THE 44-INSECT INSECTIOE.



#### For trees, ornamentals, and turf.

One solution versus 44 problems. Those are pretty good odds.

Especially since you can't always be sure which insects will threaten the valuable trees, turf and ornamentals you protect. And people enjoy.

This broad-spectrum control with SEVIN® carbaryl insecticide takes some of the chance out of your job.

Its versatility also lets you cut down on

STOP! ALL PESTICIDES CAN BE HARMFUL TO HEALTH AND THE ENVIRONMENT IF MISUSED. READ THE LABEL CAREFULLY AND USE ONLY AS DIRECTED.

the need for a large chemical inventory.

Why use an array of different brands different instructions, if you can do the job effectively with a single product? You'll enjoy less nozzle changing, chemical switching and tank flushing. All good reasons to rely on dependable SEVIN.

Use it in any of its available forms to suit your needs. Choose from wettable powders, flowables and liquid SEVIMOL® 4.

And many SEVIN formulations are compat-

ible with most commonly used fungicides, miticides and other insecticides.

With the increased awareness and concern for protecting the environment, it's nice to know that SEVIN carbaryl is biodegradable. It does not build up in the soil or in plant and animal tissue.

Also, when compared with many other insecticides, SEVIN ranks low in toxicity to people, animals, birds and fish.

There's another advantage to using SEVIN in parks, golf courses and other recreational areas—even home yards and gardens. Short re-entry time. Treated areas can be re-entered as soon as the spray dries or dust settles.

PLANTS	INSECTS CONTROLLED
HERBACEOUS ANNUAL, BIENNIAL AND PERENNIAL PLANTS such as carnation, chrysanthemum, gladiolus, iris, peony, zinnia, etc.	blister beetles, boxelder bug, flea beetles, Japanese beetle, June beetles, lace bugs, leaf- hoppers, leafrollers, mealy bugs, plant bugs, psyllids, rose aphid, thrips (exposed).
SHRUBS, TREES AND WOODY PLANTS Such as ash, arborvitae, azalea, barberry, beech, birch, boxwood, catalpa, cedar, cypress, dogwood, elm, euonymus, fir, ginko, hackberry, hawthorn, holly, honeysuckle, hydrangea, juniper, illac, magnolia, maple, oak, pine, redbud, rose, spruce, sycamore, tulip-tree, etc.	apple aphid, bagworms, birch leaf miner, boxelder bug, boxwood leaf miner, cankerworms, catalpa sphinx. Cooley spruce gall aphid, Eastern spruce gall aphid, elm leaf aphid, elm leaf beetle, elm spanworm, eriophyd mites, gypsy moth, Japanese beetle, June beetles, lace bugs, leafhoppers, leafrollers, mealy bugs, mimosa webworm, oak leaf miner, orange striped oakworm, orange tortrix, periodical cicada, plant bugs, puss caterpillar, rose aphid, roseslug, saw flies (exposed), scale insects, spruce needle miner, tent caterpillars, thorn bug, thrips (exposed), webworms, willow leaf beetles, yellow poplar weevil.
LAWNS, TURF	ants, bluegrass billbug, chiggers, chinch bugs, cutworms, earwigs, European chaffer, fall armyworm, fleas, green June beetle, leafhoppers, millipedes, mosquitoes, sod webworm (lawn moths), ticks.

NOTE: SEVIN will injure Boston Ivy, Virginia Creeper, and Maidenhair fern.

Make a quick check of the plants and insects for which SEVIN carbaryl is registered. See how many problems it can solve for you. In all there are over 160 pests on more than 100 plants. This broad registration minimizes the problem of drift to adjacent areas.

This year, ask your pesticide supplier for SEVIN carbaryl-the insecticide with a proven performance record in fighting plant pests.

STILL THE ANSWER.

SEVIN and SEVIMOL are registered trademarks of Union Carbide Corporation for carbaryl insecticide. Union Carbide Corporation, Agricultural Products Division, P.O. Box 1906, Salinas, CA 93901.

# 2-FISTED ATTACK ON ALGAE IN PONDS AND LAKES!

Use LIQUID ALGIMYCIN PLL-C for quick control of filamentous and other kinds of floating algae.

Use SLOW RELEASE ALGIMYCIN PLL-C PELLETS to control branched or attached algae — especially Chara and Nitella.

We also manufacture chemicals for swimming pools . . . to prevent algae, rust, and corrosion, to retard water evaporation and to clean metal, ceramic and fibreglass surfaces.



#### Great Lakes Biochemical co.,inc.

6120 West Douglas Avenue, Milwaukee, WI 53218

Circle 126 on free information card



Circle 135 on free information card

## Pesticides may be frostbitten

The severe cold weather has posed another problem for pesticide users — the possibility of problems arising from frozen pesticide products.

The National Agricultural Chemicals Association (NACA) advises you to read labels. Liquid formulations and emulsifiable concentrates of pesticides carry a label caution against allowing such products to freeze. Since freezing may cause a separation of the various components making up the active and inert ingredients.

According to an NACA information bulletin, users may be able to see the separation in the oilbased material — sludgy precipitate, perhaps globules.

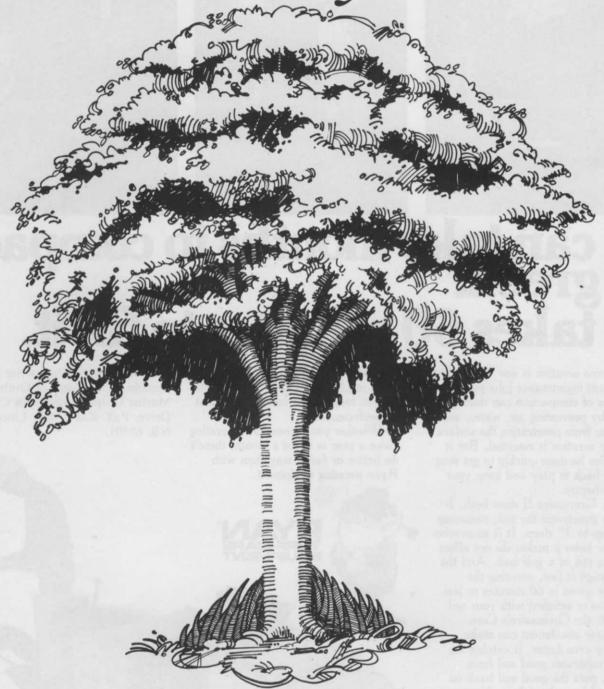
Liquid formulations may have precipitated crystals with some large enough to be visible. Often an audible sound is emitted from the container as it is rolled or rotated.

NACA says specific handling directions on the label must be observed. Some formulations can be reconstituted. Others are irreversible as a result of specific physical and chemical properties.

There are no short cuts, and according to NACA, none should be attempted. Crystals which have formed in liquid formulations may be only partially returned to solution in a short time at room temperature. The remaining crystals, microscopic in size, could still be present to erode the equipment and nozzles. Further, such crystals would be largely incapable of providing pesticidal protection since they are not in solution.

If, after following the label directions, a user has reason to believe that there may still be a problem with materials, he should call the company field representative for advice.

# The Stately Elm



Help protect the American Elm from Dutch Elm Disease with

\* Contains DuPont Lignasan BLPTM Fungicide.

A fungicidal aid injected into elms to help prevent infection of the American Elm by Dutch Elm Disease. CORREX arrests the spread of DED if infection is minimal at the time of injection.

Tested and approved by Elm Research Institute, Harrisville, NH. Call or write for details;



agricultural chemical co.

Box 7532, Madison, WI 53707 608/222-0624







# It can take months to compact a green. It takes 60 minutes to fix it.

Greens aeration is one of the most important maintenance jobs you have. Months of compaction can damage a green by preventing air, water, and fertilizer from penetrating the surface. Proper aeration is essential. But it must also be done quickly to get your course back in play and keep your golfers happy.

The Greensaire II does both. It cleanly penetrates the soil, removing cores up to 3" deep. It is so precise that the holes it makes do not affect the true roll of a golf ball. And the Greensaire is fast, aerating the average green in 60 minutes or less.

If you're satisfied with your soil content, the Greensaire's Core Processor attachment can make aerating even faster. It catches the cores, separates good soil from debris, puts the good soil back on top, and bags the debris. You top dress and collect thatch at the same time you aerate.

Maybe you don't need the big capacities of the Greensaire II and Core Processor, but you do want the same fine capabilities. Then choose the Greensaire 16. Instead of a 24" swath, you have a 16" width. You can use the same selection of tines and the convenient windrow attachment makes core removal easy.

And like all Ryan equipment, these machines are built to last. We believe longevity is just as important as performance.

Whether your greens need aerating twice a year or twice a month, there's no better or faster way than with Ryan aerating equipment.

For your free catalog, write OMC-Lincoln, A Division of Outboard Marine Corporation, 5526 Cushman Drive, P.O. Box 82409, Lincoln, NB. 68501.



## AWN **JISTRY**

This month we turn our Lawn Care column over to our readers:

WEEDS TREES & TURF, in its March issue, did an excellent job of detailing the history and rapid growth of the lawn care industry in the last 20 years.

However, thorough as your research was, I believe it failed to adequately focus on certain key factors without which no examination of this explosive industry can be

complete.

I believe it is a matter of interest and importance to the many thousands of your readers who are independent landscape maintenance operators to have a complete picture in front of them, should any be contemplating which path to take in expanding their own lawn care operations.

The heavy emphasis on liquid application as practiced by several different companies, and the almost total absence of first hand comment from operators with long experience in applying granular materials, seed, aerating, etc., could make it seem that there is no worthwhile alternative, and I am sure this was not your intent.

Daniel Dorfman, president

Lawn-a-Mat Chemical & Equip. Corp.

Mineola, L.I., New York

(Ed Note: Granular application will be covered in our June issue.)

Your March issue "To Our Readers" and in-depth look at Lawn Care inspired me to add some thoughts.

- 1. I prefer the term more Professional to our industry, "Landscape Maintenance or Landscape Management". Our clients require planting, new lawns, tree care, turf management, fountains, etc. Fifty percent of our seasonal project is new contracting and 50 percent is mainte-
- 2. We have too many organizations now, splitting our industry into: nursery, turf, arborists, contractors, etc. This divides and reduces our strength.
- 3. Upgrading the industry: As an example the WLCA. A committee spent two and one half years upgrading the industry and ended up lowering the standards to the poorest work. What we really need is total involvement, but this, like perfection, is only a goal.

Frank J. Foster, president

DAL Corp. Muskego, Wis.



Circle 141 on free information card



Introducing the 36 inch cut Bunton Rear Discharge mower. A new design deck allows close trimming on both sides, helps prevent windrows and gives you a clean manicured cut (not that just-cut look). The new variable speed drive gives a wider range of ground speeds. The 3 gallon fuel tank and Hi-Way front caster wheels are standard equipment. This new mower is designed for fine lawns and rough areas. The finger tip control gives the same easy handling and hillside stability and maneuverability as the other Bunton Self-Propelled models. Also available is a new 52 inch rear discharge mower.

Bunton Co. • 4303 Poplar Level Rd. • Louisville, Kentucky 40213 U.S.A Phone 502/459-3810

### AAN backs FIFRA; urges some changes

In testimony before the House Committee on Agriculture, the American Association of Nurserymen gave its support to the basic concepts of the Federal Insecticide, Fungicide and Rodenticide Act, which covers uses of agricultural chemicals. The House is holding oversight hearings on extension of the Act which is due to expire this year.

While giving its support to limited extension, AAN also urged that changes be made which would allow use by nursery growers of pesticides that have been registered for more sensitive uses around the home or on food crops. This must be done, said the nursery group, if nursery growers are to have any chemicals

available to them for pest control.

The testimony given by the AAN addressesd itself primarily to the unique problems with which the nursery industry is faced in the use of pesticides. "We say unique," explained Ray Brush, administrator for the trade organization, "because, unlike other agricultural commodities, we ship a live product, oftentimes with soil or growing media attached to the roots.

"Also the shipment of our product in intrastate commerce is subject to a plethora of federal and state quarantines and regulations.

"These programs are designed to restrict the movement of pests from geographic areas where they are known to be present in significant quantities to other areas where they are not present, and where substantial losses not only to nursery crops but also to other agricultural crops would result from their importation." continued Brush.

Since the enactment of the Federal Insecticide, Fungicide and Rodenticide Act, the nursery industry has encountered a number of problems, Manufacturers and formulators of pesticides are required to obtain an approved registration from the Environmental Protection Agency for each pesticide. Each application must be supported by a wealth of data concerning the pesticide — data which must be based on extensive research.



### With Rain Bird controllers, lush landscapes are just a matter of time.

Our controllers help everything grow greener. Just like clockwork.

Whether you need our dual master unit that controls up to 36 satellite units, our basic three station controller, or anything in between for commercial, residential or golf course applications, Rain Bird covers the field — without wasting a drop.

That's because our entire line, including the models you see above, all feature calendars, 24-hour clocks and timing dials that let you select the day,

hour and length of rain at each station. And, many of the controllers are capable of shutting down the system automatically when nature pours it on.

Best of all, every Rain Bird® controller is a dependable, hard-working disciplinarian that means satisfaction — for everyone.

So exercise some timely control out on the turf with Rain Bird controllers. Contact your local Rain Bird distributor for complete details.

RAIN BIRD.

Bringing new ideas to life.

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