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Cover: Back yard at Dana Jones residence in College Park, GA. Green Brothers did the design and installation.



VIEWPOINT

by Bruce F. Shank, Editor

Coming in 1980

At this time each year, trade magazine editors know basically what the magazine will contain in the coming year, or they should. They plan that far ahead for two reasons; to allow ample time to prepare and arrange material, and to display to potential advertisers that the publication makes an effort to serve its readership. Since advertisers plan their promotion budgets in the fall, magazines must convince them of their worth at that point.

Since I've done all this planning, I'd like to share it with you.

Weeds Trees & Turf will be 18 years old in 1980. The markets it serves and the magazine have changed over those years. To keep aligned to the progress of the Green Industry, Harvest Business Publications Publishing Director Richard Foster decided in 1975 that certain markets needed special attention, more than the attention *Weeds Trees & Turf* could supply on a regular basis. Hence, the acquisition of *Golf Business* in 1975, the creation of *Lawn Care Industry* in 1977, the in-

troduction of a newsletter especially for the reclamation industry in 1978 (*The Land Reclamation Report*), and now the birth of *Nursery Product News grower and retailer editions*.

During this time *Weeds Trees & Turf* has provided total industry coverage tapping staff specialists for the latest on their markets. If you need to make some distinction, you can say WTT is more technical than the individual market publications.

As a result, we have more persons covering the Green Industry markets than any other publishing company. Our editors are closer to their markets and know when to change to suit your needs better.

As for WTT, we have worked hard to improve coverage of ornamental and tree markets, while maintaining high standards with turf areas. Next year this will become most obvious. In addition to turf coverage, we will have monthly articles on plants for landscapes, and landscape design tips. Coverage of parks and municipal property management will be doubled or tripled. Basics of care for trees and ornamentals will increase as well as material on soil science.

Every reader will find valuable material on his field in *Weeds Trees and Turf* in 1980. We noted that the golf course superintendent would like to do more of his own landscaping. We noted that soil science is the most important factor in reclamation. We noted that good basic landscape designs are helpful on jobs too small to employ a landscape architect. We noted that mechanization and efficient turf and tree management are critical to parks supervisors and municipal service department directors because of inadequate budgets. We noted that some basics of pruning landscape materials are not well known. We noted that turf practices once reserved for the golf course are applicable to athletic fields and other turf areas such as parks, cemeteries, and industrial grounds.

These changes and more were considered in planning next year's *Weeds Trees & Turf*. If there are subjects you would like us to research and publish, please write me.

As I see it, there are four things you can do to insure quality in your service. Subscribe to *Weeds Trees & Turf* and the particular publications we have especially for your market; hire good, trained personnel; join and attend associations for your industry; and utilize extension services available to you.

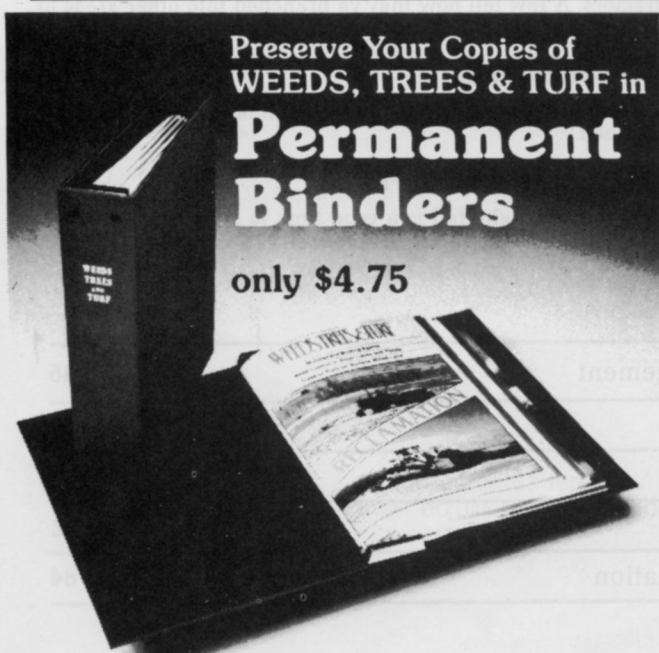
We are striving to do our part well. Let me add that extension personnel are also working hard to serve us. It's tough to keep a good attitude when government funding is continually in question. Please support them in every way you can. Write your state and federal representatives a note periodically indicating your support of extension experts. Attend turf and tree field days sponsored by extension.

Quality of service becomes very important when money gets tight. In 1980, we should keep quality high.

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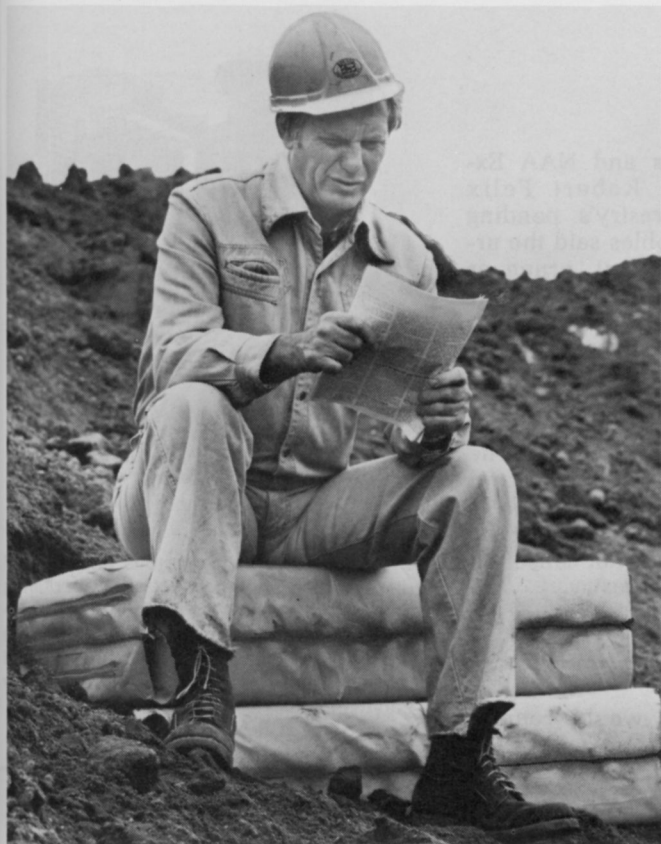


Custom-made binder easily holds entire year's copies of WTT magazine. Green binder with gold embossed logo protects your magazines and gives your library a neat appearance. Magazines can be inserted as they are received. Annual index in December issue makes it easy to find information you need quickly . . . Send check or money order to:

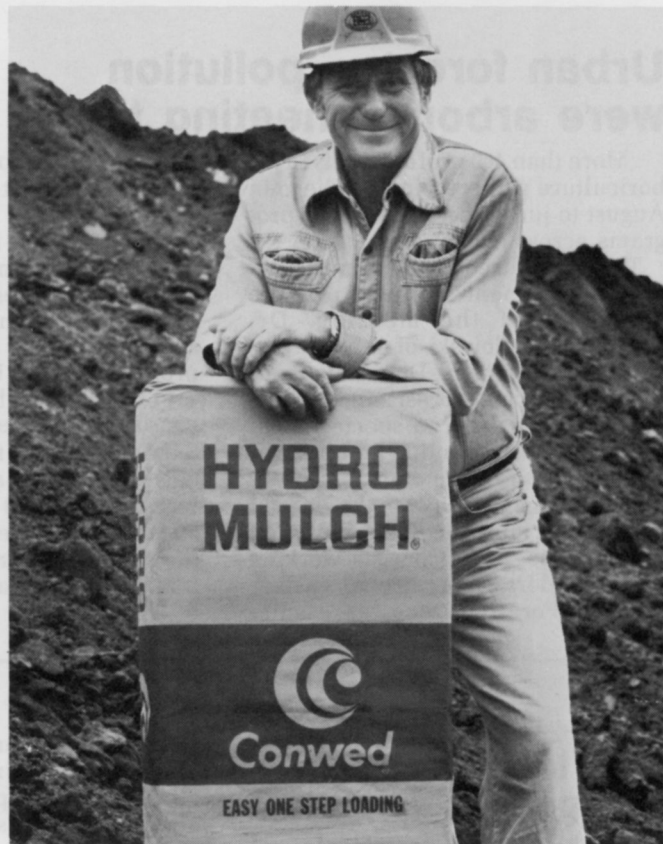
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GREEN INDUSTRY NEWS

Urban forestry, pollution were arborist meeting topics

More than 400 professionals in arboriculture gathered in San Diego in August to judge the state of tree programs across North America.

The shade tree's status in the urban environment seemed to be the big topic of the meeting. Dr. Theodore Kozlowski of the University of Wisconsin Department of Forestry discussed resistance to urban pollution by tree species. Acid rains dropping pollution hundreds of miles from the source present problems national in scope. Kozlowski said, "We must develop pollution resistant trees by arborists working with breeders on a regional basis."

USDA Forest Service representa-

tive Robert Nobles and NAA Executive Director Robert Felix debated urban forestry's pending implementation. Nobles said the urban forester can't plant, prune or select shade trees. Nobles asked for assistance in compiling a list of consulting arborists for urban forestry programs in the U.S.

Felix stressed there is no control or consistent arrangement by The Forest Service across the country. "The caliber of urban foresters and forestry programs varies from state to state," he said. Felix questioned why the private sector was not consulted for input on urban forestry.

RECYCLING

Brew feeds the land in experimental project

Southern Turf Nurseries, Inc. of Tifton, Ga. has combined efforts with Anheuser-Busch, Inc. to grow turf adjacent to Anheuser-Busch's Jacksonville, Fla., brewery by utilizing liquid brewery waste streams high in nutrients.

The turf is being grown on a 300-acre site about one mile north and adjacent to the brewery on property owned by Anheuser-Busch.

John Mueller, brewery plant manager, says that since starting on May 11, the project has substantially reduced loadings sent to the Jacksonville sewage treatment plant. About one million gallons daily of almost three million gallons of liquid wastes are now being diverted to the turf farm.

Director of Environmental Engineering and Resources of Anheuser-Busch, Robert R. Imsande, says from that a conservation standpoint, the Jacksonville turf farm has twin

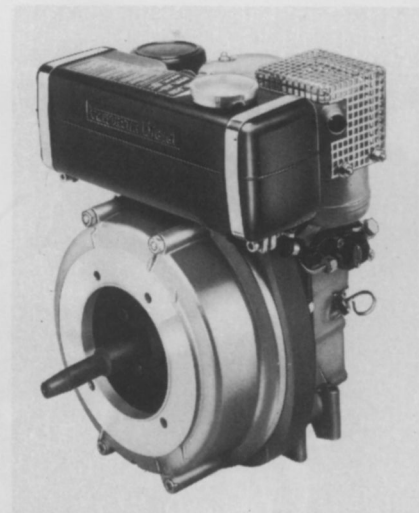
benefits. "First, it would require substantial energy to make the amount of fertilizer for turf growth which we are providing from an already existing source. This energy is now free for other uses. Second, since brewery waste streams are over 95 percent water, we are practicing water conservation. This water is going directly back to the ground rather than requiring energy intensive treatment at municipal waste treatment facilities."

It makes good sense, Imsande says, to put the brew's natural ingredients — hops, malt, rice, yeast, and corn — back into the ground where they can replenish the soil.

LAWN CARE

Industry leaders establish ethics code

The Professional Lawn Care Association of America's executive committee has adopted a code of ethics and symbol of good practice. It will be presented to the public via



Briggs & Stratton Corp. has added small diesel engines to its product line by acquiring Faryman Diesel of West Germany. The company plans to market and service a complete line of small diesel engines in the US and other areas not previously served by Faryman.

the press, local advertisements, and use of logos on trucks, stationery, and business premises.

"This newly formed association is acting to let the public know what to expect from qualified service companies," says PLCAA President Jerry Faulring of Professional Turf Corp./Hydro Lawn.

Membership in the association requires a principal owner/manager's signature indicating compliance with the established code of ethics.

"There may be companies in the industry that abide by good business conduct that do not become members," states Glenn Bostrom, executive director. "The important point is that by their membership, companies do agree to support the code of ethics, standards, and objectives of this association."

Some of the guidelines each PLCAA member agrees to follow

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Grapefruit
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That's enough to feed more than 35 trees
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caps are included in each case...they
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at the drip line.

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WEIGHT: Each case weighs 44 lbs.

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stakes per case. 20 nylon
caps included in each case.

Stock No.	Description	No. of Cases	Price Per Case	Totals
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1775	EVERGREEN High Acid STAKES	@	\$	\$
TOTAL ORDER \$				

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A bigger little-big tractor.

Introducing, a new John Deere diesel tractor with a 33-PTO-hp turbocharged engine

Two years ago, John Deere introduced the 22-PTO-hp 850 and the 27-PTO-hp 950 diesel tractors.

They were simple, reliable, sensibly-priced tractors. And people loved them.

At John Deere, we called them our "little-big" tractors because they were big enough to handle many landscaping and construction jobs, yet small enough so they were economical to buy and operate.

And now along comes another one: the new 33-PTO-hp* 1050.

ential lock. 3-point hitch. Adjustable wheel tread.

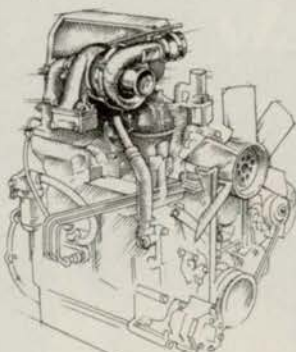
It also has some features the others don't have.

For instance, the 1050 is the only tractor of its size to have a turbocharged engine.

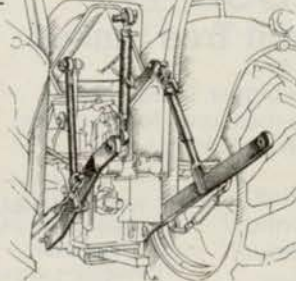
With a turbo, you get greater power in a smaller package. Plus fewer emissions. And smoother, quieter performance.

The 1050 also has a continuous-running 540-rpm PTO that keeps your implements running even while the tractor is standing still.

A "load-and-depth-sensing" 3-point hitch (Category 1) that can be set to compensate for variations in soil density. And both the 1050 and 950 offer optional mechanical front-wheel drive to give you sure-footed traction in almost any terrain or ground condition.



Turbocharging gives you more power, better fuel economy, a cleaner, quieter ride.



Load-and-depth-sensing 3-point hitch maintains constant depth when working with ground-engaging tools.

Attachments

Of course, one of the big reasons for buying a John Deere is the variety of tractor-matched attachments that go with it.

We have over 20 implements to choose from, including 4 different kinds of mowers, front loader, backhoe, box scraper, planters, cultivators, plows, rear blade, posthole digger and more.

We also offer a choice of bar or turf-type tires.

Parts and service

Needless to say, your John Deere dealer is a man you can count on for parts and service. And his inventory of implements is nearly always complete.

So if you're looking for a real work-horse at a sensible price, see the new 1050 at the John Deere dealer nearest you.

Better yet, take it for a test drive. We think you'll agree it's the smoothest-running, quietest, most solidly built tractor in its class.



Continuous-running 540-rpm PTO keeps implements running at full power even while tractor is standing still.



Nothing runs like a Deere®.

For free literature, write John Deere, Dept. 63, Moline, Illinois 61265.



Optional mechanical front wheel drive pulls you through the toughest spots with ease.

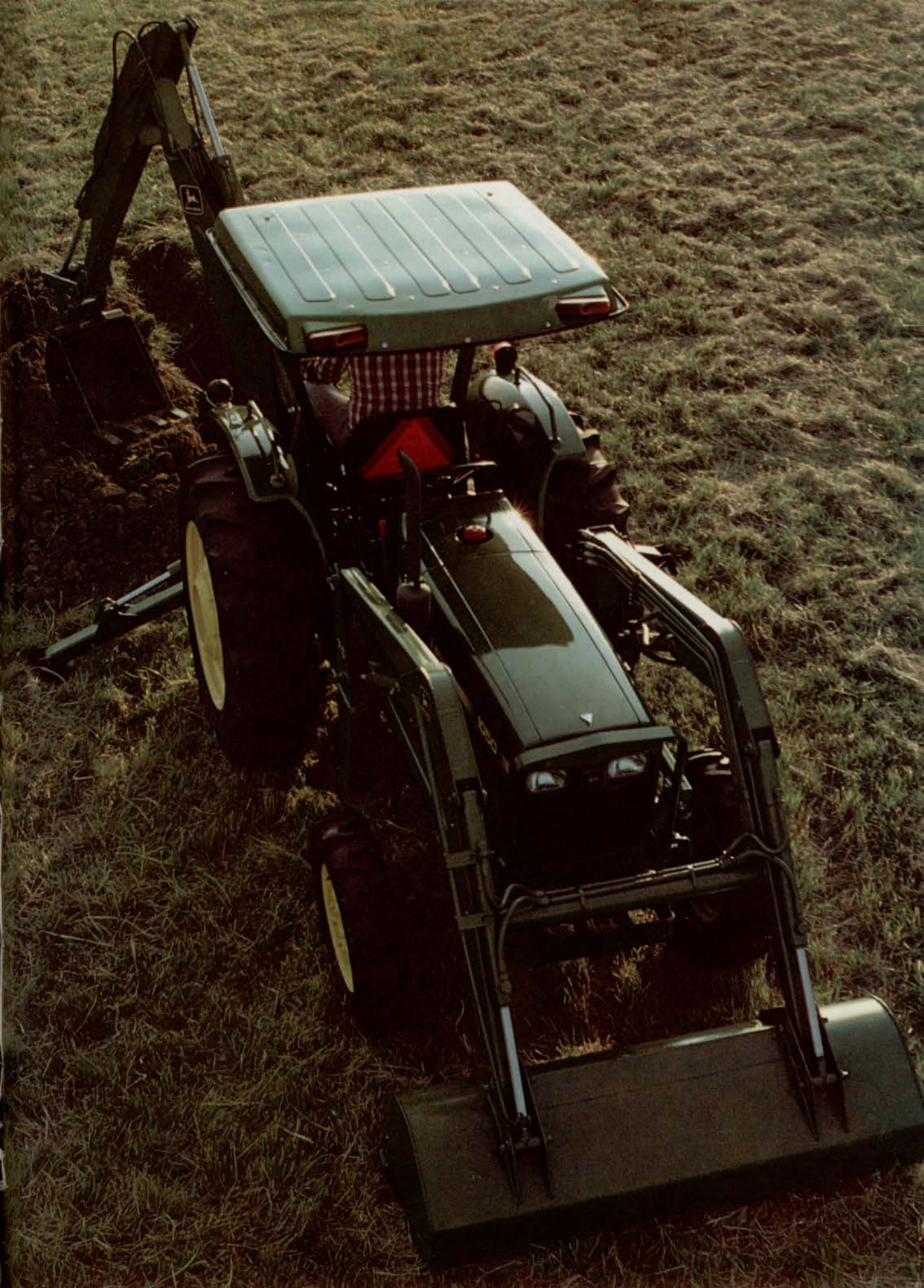
It's a little bit bigger and more powerful than the other two, and it has some interesting new features.

But the principle is still the same. A simple, basic tractor at an affordable price.

Features

Like the other "little-big" tractors, the 1050 has a number of big tractor features. Liquid-cooled diesel engine. 8-speed transmission. Differ-

*Maximum PTO horsepower measured at 2400 engine rpm (factory observed).



How Roundup® helped Jim Siegfried renovate this fairway in days, without closing it for one minute



Take a good look at this good-looking fairway.

Last fall, Jim Siegfried found a way to clean it up, without tearing it up—at the height of his club's busy season. With Roundup® herbicide by Monsanto.

Jim is the Greens Superintendent at Losantiville Country Club, Cincinnati, where bermudagrass had become a serious problem on the 18th fairway. To control it, Jim applied Roundup once—while the weeds were still actively growing—right at the start of the Labor Day weekend.

"That's really 'prime time' here," Jim told us. "But after we applied Roundup, we kept the fairway in play the whole weekend, and after. The members played right over it, with no problem."

Since Roundup has no residual soil activity, and won't wash or leach out of treated areas to injure desirable plants, Jim simply took normal precautions against spray drift—and didn't worry about damaging desirable vegetation along the fairway.

Even better, he was able to reseed right into the dying bermudagrass only 7 days after applying Roundup—without loss of playing time or inconvenience to the membership.

Reinfestation won't be a big problem for Jim, either. He knows that Roundup destroyed the rhizomes of the treated weeds, helping prevent their regrowth.

Jim thinks he'll use Roundup again this year—and apparently some club members hope so, too. "As soon as they saw how good this fairway looks, some of the members started asking when I'm going to do the same for #10, where we have some more bermuda. I'll probably tackle that with Roundup this fall."

If controlling many tough emerging weeds and grasses is a problem for you, see your local Monsanto representative or chemical dealer soon for your supply of Roundup.

Roundup. It worked for Jim Siegfried. It can work for you.

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