

THE ROYAL GROUNDS-KEEPER LEARNS A LESSON ABOUT **CERTIFIED**

Manhattan

TURF-TYPE PERENNIAL RYEGRASS

Once

UPON A TIME, A KING CALLED ON HIS WIZARD TO ASK WHAT GRASS SEED TO PLANT ON THE CASTLE GROUNDS

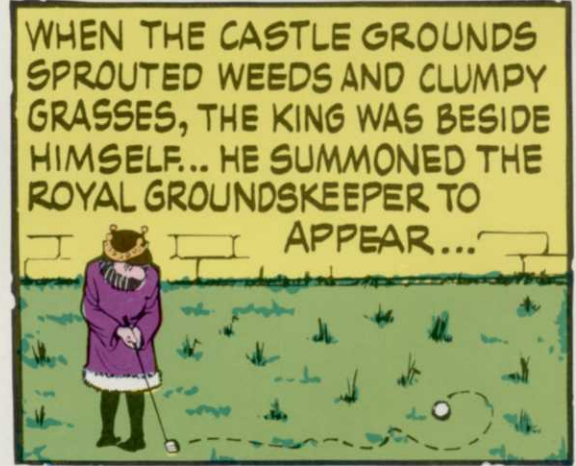


"FORSOOTH" SAID THE WIZARD, "IT IS KNOWN THAT THE FINEST GRASS IS **CERTIFIED MANHATTAN PERENNIAL RYEGRASS...** 'TIS GREAT FOR JOUSTING FIELDS, GOLF MIDDLES (FOR FAIRWAYS HAD NOT YET BEEN INVENTED) AND CASTLE LAWNS!"

THE KING SENT FORTH THE ROYAL GROUNDSKEEPER TO PURCHASE **CERTIFIED MANHATTAN** FOR ALL THE CASTLE GROUNDS
-GIDDYAP



THOUGHT HE...
"I WILL SAVE HIS MAJESTY A FEW CENTS PER POUND, AND HE MAY BESTOW KNIGHTHOOD UPON ME FOR SUCH A SHREWD BARGAIN!"



AND SENTENCED HIM TO WRITE 1,000 TIMES ON THE CASTLE BLACKBOARD...



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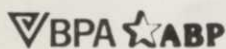
Richard J.W. Foster
Vice President



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GREEN INDUSTRY NEWS

Growth Of ALCA Evident At Annual Meeting . . . Horticultural Research Institute Expands Grant Program . . . Nursery Promotion Expected To Increase Sales By 5 Percent . . . Additional Coverage of Green Industry Business

FEATURES

Problems and Successes in Modern Tree Pest Management

Henry Gilbertson, director of technical services for Davey Tree Expert Co., spoke at the Northern Forest Insect Work Conference last year. He notes the major tree pests and what you need to control them. 18

Urban Adaptability of Ash, Hackberry, and Katsuratree

In the third part of his series on trees, Dow Gardens' Doug Chapman discusses three which may substitute for the American elm. 24

The Anatomy of a Spray System

From the millimeter of an orifice nozzle to the maximum pressure of a pump, every facet of a sprayer's mechanics should be known. With that expertise, one system may easily adapt for various uses. 28

SYMPOSIUM ON LEAF SPOT

This special section for turf managers presents papers given at the 18th Nebraska Turfgrass Conference given during a symposium on Helminthosporium leaf spot, which was held in conjunction with the 18th Nebraska Turfgrass Conference. 46

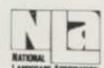
Foundation Planting Continues to Haunt Landscape Design Progress

Jot Carpenter and Fred Buscher of Ohio State give a chronological study of design styles, specifically base plantings, and their effect on modern design principles. 65

New Dursban Labels Aid Native Elm Beetle Control

New state local need and national labels for Dursban provide arborists with backup control of the native elm bark beetle for Dutch elm disease. 92

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Convert to automatic

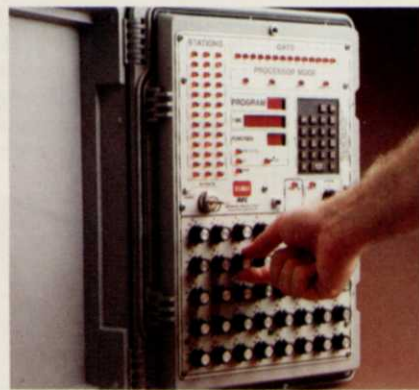


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OUTLOOK

The more we try to gauge trends in the economy the more we realize how unpredictable our complex economy is. It is complexity that is preventing severe problems currently.

That is not to say many are not being severely hurt by conditions at present. Hundreds of thousands of auto workers will tell you that. But the Green Industries may get just a light shower rather than a monsoon.

Nonresidential construction contracts are holding their own so far. Architects are keeping busy and even expanding in the Sun Belt. Non-residential landscape construction will benefit from winter contracts for a year or more. Highway construction has received a helping hand by a recent surge in Federal dollars. Erosion control and highway maintenance contractors will get a boost eventually from this news.

The maintenance contractor faces the toughest challenge with fertilizer prices jumping 15 to 20 percent, gas-

oline prices likely to rise another 30 percent, and similar price hikes for other petrochemicals and supplies. A recent survey by ALCA provides additional cause for concern because the average profit of landscape contractors was 4.24 percent. There is not much fat to work with. ALCA also reports average liabilities of \$321,000 on assets of \$520,000, \$171,000 of these fixed assets. Capital averaged \$197,000.

It is critical that everyone in the Green Industry get a handle on his books. Taking jobs for a loss just to get cash flow or to showoff may be a fatal mistake in a tight year such as this. Jobs should be priced individually, carefully, and with all overhead considered.

Business consultant Warren Purdy gave an excellent talk on costs at the ALCA show last-month. I'd recommend that local associations arrange financial management seminars as soon as possible to help their members keep dry in 1980.



LETTERS

On the front cover of the December issue the caption for the tree illustrated was Buckeye or Horse Chestnut. These two are as different as the silver and sugar maples. The Ohio buckeye (*Aesculus glabra*) has smaller greenish yellow upright panicle six-in. high flowers, is more roundheaded and broader, five leaflets and palmately compound, colors up a good orange in autumn and the winter terminal buds are clean.

Whereas the horse chestnut (*Aesculus hippocastanum*) usually has seven leaflets also palmately compound, poor fall color, very susceptible to leaf scorch, more upright, very sticky buds in winter and whitish flowers with red and yellow throated 10- to 12-in. flower clusters.

Dr. L.C. Chadwick, Professor Emeritus of Horticulture at Ohio

State University, is very emphatic in the differentiation of these two species.

Dick Sebian, Grounds Construction Foreman
S.U.N.Y. Buffalo, NY

Thank you for your correction. The fact that one is considerably more susceptible to leaf scorch is worth the attention of anyone who specifies trees for low maintenance landscapes. By the way, Dr. Chadwick has been writing Doug Chapman regularly on Doug's tree selection series. He still is emphatic on differentiation of trees according to hardiness, disease resistance, and proper use of trees in landscapes.

Why isn't there more emphasis

placed on certification of landscaper skills? It is now being done in the automotive industry to weed out the schlock work.

K.S., Germantown, MD

Your point is well taken by the executives of both the Professional Grounds Management Society and the Associated Landscape Contractors who are viewing such programs. There has been some resistance to certification in certain states due to ineffectiveness by government agencies and their enforcement. The association method of certification seems to be preferred. PGMS has just begun accepting application for certification. Interested persons should contact PGMS, Allen Shulder, 19 Hawthorne Ave., Pikesville, MD 21208, 301-653-2742.



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GREEN INDUSTRY NEWS

ALCA growth evident at annual meeting

The growth in membership and market diversity of the Associated Landscape Contractors of America was clearly evident during ALCA's annual meeting in San Diego in February.

More than 750 contractors attended, a dramatic increase in attendance from the 1979 show. More than 40 exhibitors had booths. An equipment demonstration in a field next to the Town and Country Hotel provided an effective and dramatic display of tractors, trenchers, trimming equipment and hydraulic mulching and seeding machinery.

Perhaps the most noticeable difference in educational sessions was the presence of many interiorscape contractors and designers which also meant a greater percentage of women delegates. This group of specialized contractors listened intently to all business sessions.



Design/Build received the greatest attendance of all the educational sessions. Interiorscaping was next in popularity.

The location of the show attracted a large number of family members. It may have also provided competition for some of the sessions which had surprisingly low attendance

even though the subjects were recommended by ALCA members themselves.

Concurrent sessions, as many as four at once, gave delegates a wide choice of topics. To show the diversity of topics covered, these are some of the specific market areas covered: design/build, interiorscaping, erosion control, irrigation, maintenance, lawn care, and basic contracting.

In addition to these there were sessions on communications, and bidding and costing. The sessions began with the keynote presentation by Mike Vance on Creative Thinking.

Sixty-four landscape projects, including three outside the United States, were honored during the Environmental Improvement Award ceremonies at the meeting. There were 11 grand awards, 17 merit awards and 33 awards of distinction. Included in the awards were two from the United Kingdom, one from Saudi Arabia, and nine for interiorscape projects.

Grand Award winners included:
Residential - Parson and Wewerka

Continues on page 12



An early morning fog burned off in time for a whole morning of equipment demonstrations next to the convention center.

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