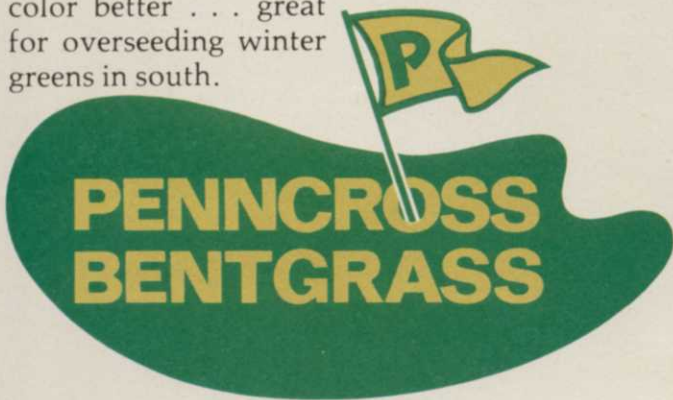


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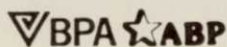
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Single copy price \$1.25 for current and back issues. Foreign \$1.50. Subscription in the U.S. and Canada are \$12.00 per year. \$15.00 in other countries. Foreign air mail optional at an additional \$24 per year. Controlled circulation postage paid at Cleveland, Ohio 44101. Postmaster: send form 3569.



Member; American Business Press, Business Publications Audit, National Golf Foundation, American Sod Producers Association, Associated Landscape Contractors of America, National Landscape Association, Horticultural Research Institute, and Professional Grounds Management Society.

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"The church board voted unanimously to get a John Deere because it's the best tractor for the money. With my blessings."

Father John Poerio,
St. Lawrence Parish, Raymond, LA

St. Lawrence parish has a lot of grass to mow (over 12 acres), but not a lot of money to spend on mowing equipment.

So when the time came to buy a tractor, Father Poerio and the church board considered the alternatives very carefully.

They decided to get a John Deere 22-PTO-hp 850.

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"And being a diesel, we figured it would be economical to operate, too!"

Not too big, not too small.

Which, of course, is what John Deere 'little-big' tractors are all about.

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tractors are built to last.

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We think you'll see why Father Poerio and the church board decided on a John Deere.



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The little-big tractors from John Deere

OUTLOOK

By Bruce F. Shank, Editor

The time to evaluate employee development is here. We need to take a serious look at our investment in good people and to challenge old attitudes about loyalty, education, and advancement.

During a recent discussion with Green Industry managers I detected a serious unwillingness to pay for the education of anyone under the management level. Furthermore, this unwillingness represents a roadblock to advancement in technical areas, since managers are almost entirely concerned with business topics and not agronomic or horticultural matters. Sure, large companies provide technical training, but what about those small to medium size firms who can't afford a technical staff?

Until someone can prove the financial benefits of well-trained crew members, I suspect that this tightness will continue. Will a manager invest \$2,000 in an employee's technical advancement unless he can realize benefits which exceed that amount? Probably not.

The reasons stem from employee turnover, a lack of interest in education by many employees, and confusion over how to pay or utilize the better educated person.

The good employee is being penalized by this confusion and is likely leaving the industry for another field where employee investment is practiced.

Every company, no matter the size, should have one or two persons in a development track, both technologically and businesswise. These persons should either have been hired with an appropriate education or are in the process of being improved by company investment in education. There is no guarantee for keeping that person, but he should be brought along regardless. There are no sure things in this world.

If he leaves, you should quickly replace him and maintain your development program. Because, when the manager leaves, someone is there that knows the company from the inside, knows the customers, and can keep momentum up until he is either promoted to the management position or a new manager is hired.

There is another good reason to invest in education. There is pressure on many public universities to cut out unwanted programs. If you support these universities with your educational program, you not only



end up with a better employee, insurance against management turnover, and better morale, but you assure the industry of educational support in the future.

LETTERS

This letter is in response to Edward P. Milhous' comments related to Silver Maple. The article written in the January issue was designed to point out the desirable characteristics of trees and stimulate thinking. I was pleased to see it has done both. I suggest that one read the article carefully.

Silver Maple does not fit into every situation, but if one realizes it is a high maintenance tree and provides that needed level of maintenance, it has potential in the urban landscape. For example, pruning on a two- to three-year cycle reduces the incidence of heartwood decay (Silver Maple is a poor compartmentalizer), while correcting structural problems. If one can still con-

sider American Elm a desirable tree with its weak wood, insect problems, damage to the sidewalks, as well as heartwood decay (slime flux), while considering disease problems (UED), then one must rethink Silver Maple. Both trees thrive in the urban landscape.

Silver Maple, if one understands the plant's requirements, has a place in the urban environment. It is high maintenance but grows in flood plains and lake bottom soils which comprise many of our cities, e.g. Chicago, Cincinnati, Midland, MI, etc. Further, Silver Maple has shown tolerance to air pollutants (e.g. sodium dioxide and PAN) and sodium chloride. It was recently brought to my attention that one of

the conclusions of the 1979 Cleveland meeting of METRIA was that professionals in the field of urban forestry and horticulture again look at Silver Maple, its adaption in the urban landscape with an eye towards developing improved selections. No individual tree is perfect for every site.

A good dialogue between professionals actively involved with landscape maintenance who can assess plants' desirable and undesirable characteristics will advance the field of horticulture and lead to trees which will tolerate today's urban conditions.

Douglas J. Chapman
Horticulturist
Dow Gardens, Midland, MI



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***Dimethylamine salt of Dicamba	2.76%
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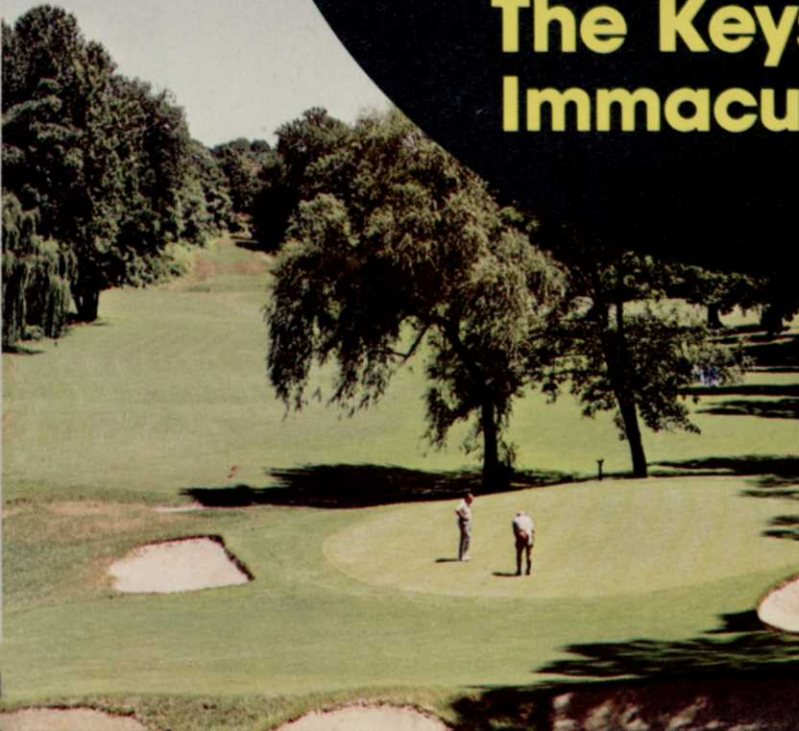
INERT INGREDIENTS
Total

*6-(4-chlorophenoxy)acetic acid equivalent 2.2 pounds per gallon or 22.96%
**2-(2-methyl-4-chlorophenoxy) propionic acid equivalent 1.1 pounds per gallon or 11.46%
***3,4-dichloroacetic acid equivalent 0.22 pounds per gallon or 2.21%

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See Back Panel for Additional Cautions
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**NET CONTENTS ONE U.S. GALLON
(3.785) LITERS**

The Keystone of Immaculate Turf



Immaculate weed-free turf is the key to profit for the Lawn Care Operator

Read how Trimec® Turf Herbicide can help you improve the bottom line

As a lawn care operator, you live in a glass house, and this has a direct bearing on your profits. Some businesses can hide their mistakes, or shift the blame, or postpone the consequences, thus buying time to make corrections later when they're not so busy.

But not you!

If a few ugly weeds appear out of nowhere in one of your lawns, or if some trees and ornamentals show signs of damage, the finger points to you; you've got to do something right now or you may lose a customer as well as your chances for new customers in the block.

Fortunately, there's another side to the coin. If one of your lawns is as immaculate as a country club fairway, everyone in the block sees it and becomes a prospect for you.

The point is, you've got to do the job right the first time. You absolutely can't tolerate the emergence of stray weeds or damaged ornamentals.

STRAY WEEDS: The weeds that plague lawn care operators are not dandelions or chickweed or other common sensitive weeds. To the contrary, they invariably are a hard-to-kill variety usually thought to be rare — until they showed up in your customer's lawn!

Where did they come from? They're the natural consequence of using a narrow-spectrum herbicide in an area being fertilized and watered.

The hardy weeds (those not controlled by the narrow-spectrum herbicide) are nourished by the fertilizer and water, and fight with the grass to fill the vacancy left by the demise of the sensitive weeds. Some of them win, and weeds that once were obscure become prominent.

There's really only one efficient way to cope with the problem, and that is the Trimec way.

Trimec is the one turf herbicide with a broad enough spectrum to get those hard-to-kill weeds along with



- Controls the widest range of broadleaf weeds
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- Biodegradable; friendly to the environment
- Bentgrass formula is also available

the common, sensitive ones. How many broadleaf weed species will Trimec control? We're still looking for the troublesome broadleaf weed that Trimec will not control when applied at the right times and rate. If we do find such a weed, we'll be very much surprised. *No other selective herbicide matches the broad spectrum of Trimec.*

ORNAMENTAL DAMAGE: Any broadleaf herbicide can damage trees and ornamentals if used indiscriminately. But, for Trimec to cause such damage as a result of translocation, it would have to be applied at more than *ten times* the label recommendation. We estimate that more than 2 million lawns were sprayed with Trimec in 1979; there is not a single report of damage to trees or ornamentals.

The reason why Trimec is so friendly to the environment, yet so powerful, is because no ingredient in Trimec is at a phytotoxic level.

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THE BOTTOM LINE: You can buy a narrow-spectrum herbicide that costs less per gallon than Trimec. But, on the bottom line, Trimec costs less than its less-effective contemporaries. That's because it requires less chemical per acre for maximum weed control; and because it saves labor by doing the job right the first time.

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GREEN INDUSTRY NEWS

EQUIPMENT

Equipment theft cuts into dearer profits, answers needed

Manufacturers are groping for solutions and contractors grow angrier as losses from equipment theft cut deeply into profits.

Discussion continues among manufacturers and their trade associations, contractors have united in crime prevention committees, insurance companies raise premiums, and legislation is set before Congress. Yet no program has been established that will stop the millions lost through theft of construction equipment.

The most recent figures from the Associated General Contractors show that the value of stolen heavy construction equipment in 1978 totals \$341,850,000. This averages to a loss of \$10,425 per contractor. But some think that this is a small estimate of the actual loss.

Jim Supica, president of United

Construction Co. in Overland Park, KS, thinks that the loss of time and work through missing equipment, although impossible to calculate, would significantly increase the original total. "It is an inflationary problem we're dealing with constantly," he says.

Supica is also chairman of the General Contractors crime prevention committee, which has 112 chapters in major cities and states. Some chapters have operation identification programs in which they put numbers on machines to identify them. Serial numbers are normally not stamped into equipment and criminals find them easy to change or remove.

The biggest problem is in the Southwest and southern Texas area, close to hijacking grounds at the Mexican border. "The situation on

the West coast is really trouble for the landscape industry," says Joe Brazan of the California Landscape Council. Losses from equipment theft in California alone totaled \$24,000,000 for 1978.

A member of the Farm & Industrial Equipment Institute said that the best way manufacturers have of coping with the problem is working with law enforcement agencies for some method to stop theft. But there is no active program and little they can do now, he said. Caterpillar does use a computerized system for tracking machines all over the world through discreet serial numbers.

Supica says that manufacturers could be doing a lot more. With the advanced technology built into machinery design, he thinks they could develop a system to make equipment more theft proof. "I would encourage contractors to support such a system," he says, even if it raised the price.

Brian Deery, secretary of the crime prevention committee, says manufacturers response to anti-theft devices is that 'if you want them, you can get them as an option with the machine.' Some manufacturers do offer them as an option.

The committee is also interested in protecting insurance companies, which would protect themselves, and train police officers. Representatives from chapters have gone to police academies to explain equipment and where to find serial numbers. General efforts include better lighting on the job site, fences, and moving equipment to central locations at night. The FBI, which has the resources for action, has promised to do something. It would like manufacturers to draw up a certificate of origin, hopefully unforgeable, which



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