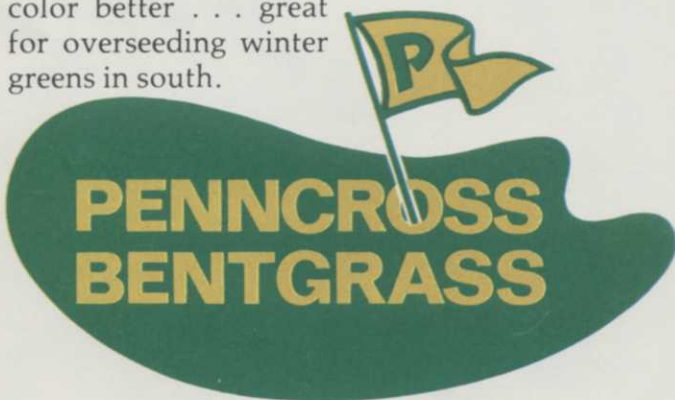


# Pair for the Course



## Pennncross Penneagle

**Pennncross** greens are known around the world for their consistent, high quality putting surface. **Pennncross** has genetic diversity assuring disease resistance . . . germinates fast, establishes quicker . . . superbly consistent, less grain for true putts . . . greens up earlier, holds summer color better . . . great for overseeding winter greens in south.



**Penneagle** was developed through 18 years of research and 5 years of testing. This new variety of creeping bentgrass has these selected attributes of a great all-purpose grass for the entire course. **Penneagle** has a broad genetic base for greater climatic adaptability . . . is not overly aggressive, but competitive with *Poa annua* . . . has tight, more upright growth characteristics . . . is finer leaved than most bents . . . has excellent putting and playing qualities . . . was bred for disease resistance.



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1349 Capital N.E., Salem, Oregon 97303

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# OUTLOOK

By Bruce F. Shank, Editor

When Weeds Trees & Turf was born in 1962 as a section in Pest Control Magazine, no one imagined it would become a \$1 million property with offices in the publishing center of the world, New York City. That's what I said, New York City.

The November issue of Weeds Trees & Turf is brought to you by one of the world's most respected publishing houses, Harcourt Brace Jovanovich, Inc. Perhaps if I named a few publications by HBJ you will understand better. How about Instructor Magazine, Modern Medicine, Home & Auto, Rent All, Dental Management, Housewares, Ready to Wear, Food Management, Hotel & Motel Management, Snack Food, and Professional Remodeling? HBJ is also a top publisher of books to schools and universities in the U.S. and foreign countries.

More important is what this means to you, the subscriber. I assure you, as edi-

tor, the standards will go up, not down. There will be more color illustrations, the best research reports from universities, more international coverage, better regional reporting, more news, and closer contact with associations. We will continue to build our mail order book program for a central source of turf and tree references. Authors for future references will be sought to help build the information base for the future. The full force of one of the world's biggest publishers is now behind the Green Industries.

Harvest Publishing Company, a subsidiary of HBJ, moved the magazine to New York so that it could reap the full benefit of business magazine publishing expertise. The staff from Harvest has been maintained, which indicates HBJ wants to improve, not diminish the contribution of the magazine. This is not a step toward production line journalism. It is a vote of

confidence from a publisher that knows a good audience.

West Coast subscribers will also gain. As of January, we will have a West Coast correspondent to cover the particular needs of the West more fully. Then we plan to grow internationally. It is a big challenge requiring the expertise of an international publisher. Weeds Trees & Turf as a publication of HBJ will be able to grow with the resources it needs and now has.

One of our hopes is to begin publishing letters again from you. Although we have been receiving some extremely insightful mail, lack of space has inhibited our including this in the magazine. Don't think your comments and criticisms have fallen on deaf ears. Send them to me at our new address:

Weeds Trees & Turf  
757 Third Avenue  
New York, NY 10017

## Fine Fescue

### What is it?

You will find it in virtually every bluegrass seed mix.

You will find it in the finest home lawns.

It's the basic grass for northern turf areas.

You will find it on most golf course fairways and tees.

You will find it in shade areas.

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# No mixing, no burning, no hassle.

Introducing FOLIAN®... the easy-to-use liquid fertilizer that's safe and effective on any kind of turf.

FOLIAN is a complete fertilizer. Its special formulation of N-P-K, sulfur and iron gets nutrients directly into grass tissue. And FOLIAN will not cause tip burn when used as directed.

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FOLIAN is the only turf-builder you'll ever need. It saves you time because there's no mixing or agitation required before using FOLIAN. And FOLIAN can be applied in more concentrated form than most other liquids. As a result, you can service more lawns per truckload

with fewer wasted man-hours.

A clear solution of the highest quality, FOLIAN won't settle out in your tanks. It's compatible with most pesticides, too.

#### Greens lawns fast

Because of its patented formulation and foliar activity, FOLIAN greens up turf quickly—faster than dry fertilizers or suspensions. And at the recommended rates, FOLIAN supplies enough residual fertilizer in the soil to keep grass green and healthy for many weeks.

#### Good for your business

Your customers will love the results

FOLIAN gives. And you'll appreciate FOLIAN's convenience.

Best of all, FOLIAN makes your lawn care service more valuable. It means repeat business from satisfied customers and greater confidence in you.

Give FOLIAN a try and discover how it can mean more green for both of you.

To find out more about how to get started using FOLIAN, call toll-free 800-228-2178 Omaha, Neb., 800-446-1841/800-446-1845 Hopewell, Va. or write Allied Chemical Corporation, Dept. AG, Box 2120, Houston, TX 77001.

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## FOLIAN® complete liquid fertilizer.



# "When our aircraft tug broke down for the last time, we replaced it with something reliable from John Deere."

E. K. Jones, Jr., President,  
Iowa City Flying Service, Iowa

If it weren't for E. K. Jones, Jr., and his John Deere 850 Tractor, a lot of airplanes might never get off the ground.

Thirty times a day, he uses his John Deere to pull airplanes out of the hangars.

"It's a real nice tractor, and I haven't had any trouble with it," says Jones, after 1,046 hours of service.

But things weren't always so easy. Until a couple of years ago, he hauled airplanes with an old aircraft tug that gave him nothing but trouble.

"Every time it broke down, we had problems!"

Which explains the feature Jones likes most about his John Deere 850 Tractor.

"It's maintenance free!"

**Small enough, yet big enough.**

When his old aircraft tug finally died, Jones needed more than something reliable. He also needed something that was big enough to pull planes as heavy as six or seven thousand pounds. Yet

small enough to be economical to buy and operate.

So he bought the 22-PTO-hp John Deere 850.

It has a compact, water-cooled, 3-cylinder diesel engine that has enough power and stamina to pull airplanes around, day in and day out, year after year.

And because it's a diesel, it's more economical to operate. Which is important to Jones because sometimes he runs his tractor all day long, non-stop.

**A better tractor, even for pulling airplanes.**

The fact that Jones uses a John Deere Tractor to haul airplanes certainly displays its versatility.

And there are some good reasons why people use a John Deere 850 Tractor for so many different things.

It has a well-spaced, 8-speed transmission, and a differential lock. It has a 3-point hitch (Category I), 540-rpm PTO, an adjustable drawbar and a complete line of power-matched equipment. And you have a choice between traction and

high-flotation tires as well.

**Built to last.**

Of course, like all John Deere Tractors, the 850 is built to last.

"The way it's been running, it will probably be running as long as I'm in business," says Jones.

And E. K. Jones, Jr., and the Iowa City Flying Service plan to be in business for a long time.

The fact is, John Deere Diesels are helping lots of people get projects off the ground.

Take one for a ride at your nearby John Deere dealer.

Try out the 22-PTO-hp 850, the 27-PTO-hp 950, or the 33-PTO-hp turbocharged 1050.\* Then ask about John Deere leasing, renting and financing plans.

See for yourself why people like E. K. Jones say, "You may pay a little more, but it lasts longer."



**Nothing runs like a Deere®**

For more information, write John Deere, Dept. 67, Moline, Illinois 61265.

\*Maximum PTO horsepower at 2600 engine rpm for the 850 and 2400 engine rpm for the 950 and 1050 by official test.



**The Task-Master™ Tractors from John Deere**

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# GREEN INDUSTRY NEWS

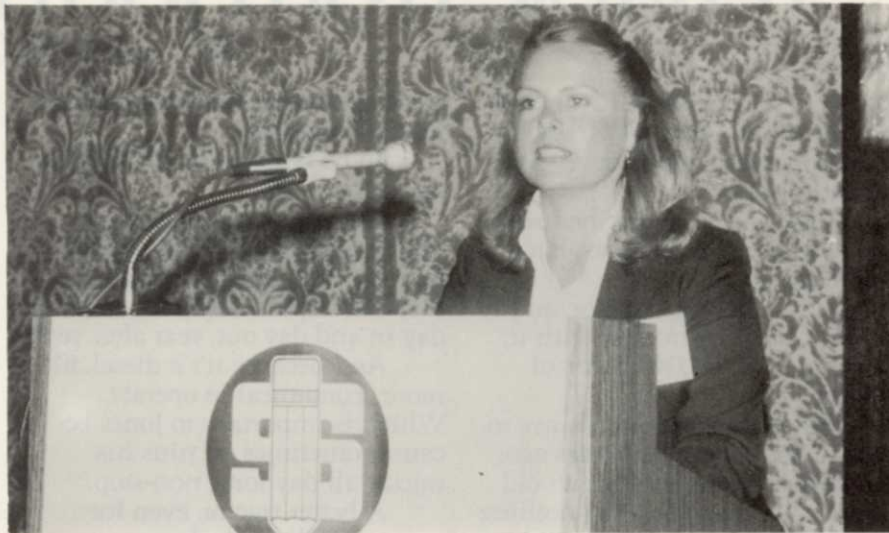
## Interior Landscape conference draws trade exhibitors

For the first time, the recently-formed Interior Landscape Division of ALCA gathered trade exhibitors at its annual conference held Sept. 10-13 at the Fairmont Hotel in Denver.

Major manufacturers and suppliers displayed their products and services for the industry during the four-day meeting. Interior specialists also heard a wide range of topics.

The theme for the conference was "Interior Landscaping: Prospering in an Uncertain Economy" and was carried through all of the many sessions. Gary Luing, dean of the School of Business & Public Administration, Florida Atlantic University, gave the keynote address which focused on "The Current Economic Climate and Its Impact on Interior Landscape Firms."

The major portion of the program was devoted to a series of concurrent workshops, including six different topics. Financial consultant E. Gray Payne made two workshop presentations, one on proper accounts and accounting and another on cash flow analysis and budget projections. Personnel administration expert Bill Liley (Colorado State Univ.) worked in another workshop with a panel of interior



**Laine Craft**, president of Living Interiors, Lake Park, FL, was formally installed as chairman of the Interior Landscape Div. of ALCA.

contractors on current personnel policies and practices in the industry.

Nationally-known John Grogan (Nashville, TN) presented workshops on sales and marketing. The first dealt with techniques of face-to-face sales situations and proven methods of successfully closing. The second delved into promotion and public rela-

tions and analyzed the approaches and philosophy of promotional literature.

In addition to the business topics, one workshop was devoted to the technology of the foliage industry, the current state of foliage plant inventories and future trends, new plant diseases and pest problems, and new pesticide treatments.



**The International Society of Arboriculture** met for the 56th time in Hartford, CT. Newly elected officers are (left to right): John Z. Duling, Muncie, IN, research trust chairman; Gordon S. King, Amherst, MA, past president; Leslie L. Thot, Detroit, MI, vice president; Robert C. McConnell, Philadelphia, PA, president; Robert N. Berlin, Pasadena, CA, president-elect; R. Dan Nelly, Urbana, IL, editor; Ervin C. Bundy, Urbana, IL, executive director.

### FERTILIZER

## Jordan will reap a Dead Sea harvest

Jordan's Arab Potash Co., operator of a project that will make Jordan a major world supplier of potash, expects to begin supplying world markets by the spring of 1983, reports Chemical Week.

Financing for the \$425 million project is split among a number of groups. The U.S. Agency for International Development is supplying \$38 million. Another \$35 million is coming from the World Bank. The rest is from the Libyan Bank, the Iraqi Fund, the Kuwait Fund, and a special OPEC fund.

In full production, Arab Potash will be turning out 1.5 million tons a year of

potash. Some material produced will be sold in the Arab world, but most of it is earmarked for marketers located in France, Japan, and the U.S.

### PLANT MANAGEMENT

## Contributions sought for new publication

A publication planned by the University of Wisconsin-Madison is seeking news and information on the restoration and management of plant and animal communities for its first issue.

Called *Restoration and Management Notes*, the publication is intended to encourage exchange of up-to-date information between ecologists, land managers naturalists, landscape archi-

*Continues on page 10*

# When Dave Portz renovated 14 fairways with Roundup®, the members played the same day he sprayed.



Dave Portz  
Grounds Superintendent  
Brookside Country Club  
Mecungie, Pa.

Cleaning up a weedy fairway doesn't have to be a slow, messy job for you—or a hardship for your golfers.

Roundup® herbicide helps make renovation fast and efficient—as Grounds Superintendent Dave Portz discovered last year.

“If we had chosen to plow the course under, we would've had to close it,” Dave says. Instead, he applied Roundup on 14 weedy fairways, and reopened the course the same day. While Roundup worked, the members played over the dying turf, with no problems.

The members—and Dave—liked that. They were glad, too, that Roundup won't wash, leach or volatilize to injure desirable plants along the fairway. Dave simply took precautions against spray drift.

This year, reach for Roundup to control many tough weeds. It can make turf renovation fast and efficient for you—and leave a lot more playing time for your golfers.

For literature, call 1-800-621-5800, or in Illinois, 1-800-972-5858.



**There's never been  
a herbicide like this before.**

ALWAYS READ AND FOLLOW LABEL FOR ROUNDUP. RI-8011D  
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NOVEMBER 1980/WEEDS TREES & TURF 9

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# LANDSCAPE

## CONTRACTOR NEWS

### 1981 ALCA Trade Show set for New Orleans

The 1981 ALCA Trade Exhibit in conjunction with the group's annual meeting will be held in the French Market Exhibit Hall of the Hyatt Regency New Orleans on Feb. 10. The theme of the meeting is "Getting the Right Numbers."

The popular industry show will attract roughly 1,000 of the leading commercial landscape contracting firms. Booth space is available on a "first come, first served" basis. Full information and space reservation material is available from: ALCA Exhibit Manager, 1750 Old Meadow Road, McLean VA 22102.

### ASLA publishes national directory

The American Society of Landscape Architects has published its 1980 *Members' Handbook*, which contains 471 pages of professionals, affiliated services, and award programs.

The list of landscape architects is grouped alphabetically and includes each individual's full address. A second list groups them geographically. The handbook also contains an extensive list of private landscape architecture firms, government agencies and academic institutions, and the address, telephone number, and names of ASLA members in each organization.

Copies are available to schools and libraries for \$10 and non-members and other organizations for \$40. Send payment to: ASLA Members' Handbook, 1900 M Street N.W., Suite 750H, Washington, DC 20036.

### Seattle will host maintenance symposium

Programming at the 1980 ALCA Landscape Maintenance Symposium will be centered around the meeting's theme, "A Framework for Planning and Managing in the '80's," according to program chairman Rod Bailey.

The symposium will be held at the Washington Plaza Hotel, Seattle, WA, on Dec. 1-3. It is designed for owners, managers, and staff of maintenance-oriented businesses who are looking for paths to survival and success in the decade ahead. Sessions will cover markets and services and products and equipment.

For complete information and registration materials, write: ALCA, 1750 Old Meadow Road, McLean, VA 22102.

sects, administrators of conservation agencies and programs, and others concerned about or responsible for ecologically sound approaches to the preservation and management of natural areas.

Notices will be limited to 200 words and may deal with research, field projects, meetings, publications, and other matters related to the active management of the plant and animal communities native to the central and northeastern parts of North America. Deadline for the first issue is Dec. 31, 1980.

Persons interested in contributing or receiving further information should contact: Dr. William Jordan, Editor, The University of Wisconsin-Madison

Arboretum, 1207 Seminole Highway, Madison, WI 53711.

#### TURF

### Manufacturer helps support turf program

A new program offered by Midwest Toro of Omaha will benefit turf research at the University of Nebraska Institute of Agriculture and Natural Resources.

Toro is loaning a \$9,000 85-inch triplex reel mower to the University for one year. The new mower will enable researchers to relate more closely to the golf and sod production industries

which use commercial equipment, according to Bob Shearman, associate professor of horticulture. Until now, home lawn care equipment has been used in the turf research program.

The company's support program was begun this year and is open to U.S. universities with research plots and demonstration areas and a teaching-research-extension program in turf.

#### CONFERENCE

### Lawn & Garden Assn. gathers in Los Angeles

Fifty-five distributor companies and 92 manufacturer companies of the National Lawn & Garden Distributors Association came to the 10th annual convention which was held at the Century Plaza Hotel in Los Angeles.

Howard Jarvis of Proposition 13 fame opened the meeting with a keynote address on "You and Your Taxes." Other speakers discussed making sales and marketing efforts more productive, adapting to future changes, and profiting in spite of inflation.

Retiring President James Beckmann of Turf Products Co., St. Louis, turned over the gavel to newly-elected President Franklin C. Dikeman of M.G.R. Feed Co., Inc., Hammond, IN. Frank Forier of Terminal Sales Corp., Detroit, MI, was elected vice president and George Jarmillo of Las Vegas Fertilizer Co., Las Vegas, NV, was elected secretary-treasurer, of the association.

#### PESTS

### Beetles attracted to bluegrass and sex

Recent tests have found that the Japanese beetle is not only attracted to bluegrass, but it can also be lured into traps by a new sex-attractant bait, says the Ohio Agricultural Research and Development Center in Wooster.

Tests have shown that when two beetle larvae in the underground growth stage were placed in a 6-inch pot of Kentucky bluegrass, they reduced the growth nearly 50 percent by eating the roots away.

When the water supply was limited the damage was much worse, resulting in even less growth or death of the plants.

Research entomologist Michael G. Klein said that USDA researchers have synthesized a material based on an attractant released by female beetles. When the attractant was added to the food baits, it increased the capture of beetles by as much as 800 percent dur-

*Continues on page 14*