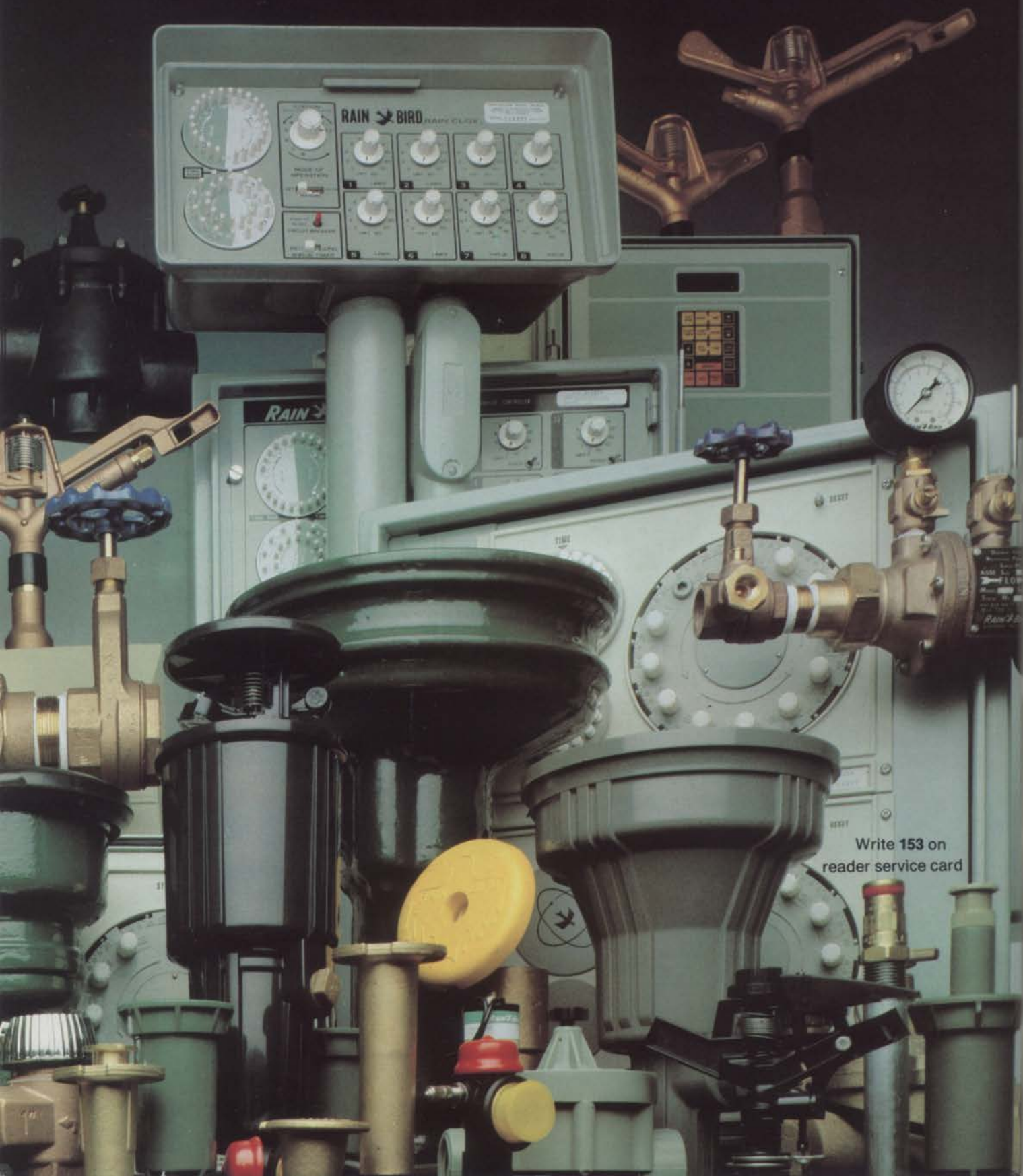


NO ONE MAKES RAIN SO MANY WAYS.

RAIN BIRD[®]
Simply Better



Write 153 on
reader service card

Bruce F. Shank
Editor

John Kerr
Associate Editor

Robert Andresen
Graphics Director

Maxine Hagen
Production Manager

Marilyn MacDonald
Production Supervisor

Agnes Aspling
Circulation Supervisor

Business

ATLANTA

Dick Gore, National Sales Manager
Ron Kempner, Regional Sales Manager
3091 Maple Drive
Maple Center One Building
Atlanta, GA 30305
(404) 233-1817.

CHICAGO

Bill Scheible
111 East Wacker Drive
Chicago, IL 60601
(312) 938-2344

NEW YORK

757 Third Ave.,
New York, NY 10017
(212) 421-1350

SEATTLE

Robert A. Mierow
1333 N.W. Norcross
Seattle, WA 98177
(206) 363-2864



HARCOURT BRACE JOVANOVIĆ PUBLICATIONS
Robert L. Edgell, Chairman; Richard Moeller, President;
Lars Fladmark, Executive Vice President; Arland Hirman,
Treasurer; Thomas Greney, Group Vice President; Ezra
Pincus, Group Vice President; Larry Witchel, Group Vice
President; Joe Bilderbach, Vice President; James Gherna,
Vice President; George Glenn, Vice President; Harry
Ramaley, Vice President.

WEEDS TREES & TURF (ISSN 0043-1753) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 757 Third Avenue, New York, New York 10017. Advertising offices: 757 Third Avenue, New York, New York 10017, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$15 per year in the United States and Canada. All other countries: \$40 per year. Single copies: \$2 in the United States and Canada; all other countries: \$4.50. Controlled circulation postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright ©1981 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to WEEDS TREES & TURF, P.O. Box 6198, Duluth, Minnesota 55806.

Outlook/Letters 6

GREEN INDUSTRY NEWS

Toro management changes affect 125 salaried executive, including the chairman, president, and three vice presidents . . . Modern management featured at landscape show . . . Integrated pest management studied by arborists in Sarasota . . . MTD Products takes over International Harvester's Club Cadet line . . . ChemLawn goes public with stock sale 8

FEATURES

Container Ornaments Solve Preparation, Maintenance Woes

Dr. Gary Anderson, chairman of the Ohio State University Horticultural Industries Division, explains how container plantings have advantages over plant beds for city landscapes. 14

Consider Mature Characteristics in Birch Selection

Douglas Chapman gives his view on selection of the trouble-prone but highly attractive birch species. Research is still needed. 17

Cultivating and Soliciting New Business Prospects

Equipment columnist Dave Johnstone gives tips to finding the decision maker in potential maintenance accounts. Selling new business without stepping on the toes of subjective executives. 19

Landscape Structures Are Key Elements in Management

The scope of expertise by landscape managers must be broadened to include structures. Survey reveals architects specify more landscape structures than plant materials. 24

Irrigation Precautions Assure Design Efficiency

Irrigation consultant Mike Morey outlines the points for inspection prior to spring system use. Corrections made now can save water and turf in the summer. 31

Reagan's EPA: Balancing Regulations With the Budget

Washington correspondent James Dickinson provides insight into the Environmental Protection Agency under the Reagan administration based upon interviews with past and present EPA officials. 35

Thatch Biology: Turfgrass Growth Versus Decomposition

Cornell University turfgrass pathologist Dr. Richard Smiley reports the latest research on factors in thatch accumulation. Some management practices encourage thatch accumulation. 38

Drainage Design to Withstand Intensive Football Field Use

Specifications, formulas, and installation recommendations for football field drainage. Proper drainage doesn't have to cost a mint. 46

Vegetation Management 63

Sod Producer News 64

Events 70

Products 89

Classifieds 102

Cover: Stump grinder makes fast work out of removing evidence of a dead tree from a park setting.



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.



Any turfgrass seed works

**RUGBY
KENTUCKY
BLUEGRASS
IS DESIGNED TO
WORK IN THE
REAL WORLD.**



well with constant attention.

RUGBY KENTUCKY BLUEGRASS.

IT DOESN'T NEED CODDLING TO LOOK GREAT.

As a turf professional, you know all the tricks to making grass look terrific. You lavish water and fertilizer on it, overseed, apply herbicides, and take great care in mowing.

But times are changing. Increasingly you're finding yourself pinched by escalating costs for materials and labor. And there's a growing movement among environmentalists to lessen dependence on fertilizers.

Rugby Kentucky Bluegrass answers these problems.

YEARS OF TESTING.

Rugby is a new Kentucky bluegrass. But it's not unproven. Before it was ready to be introduced to you, years of extensive testing were performed under a broad range of climatic and soil conditions. Test sites were located not only in the United States, but Canada as well.

The results? Our testing has shown Rugby to be unique. It's a truly *different* variety from anything else on the market, with superior performance.

How is it superior? Read on.

A TRUE LOW-MAINTENANCE TURF.

The most singular advantage of Rugby is its ability to provide high-quality dark green turf when maintained at *low* nitrogen fertility and restricted moisture levels.

Most improved Kentucky bluegrass varieties are *not* low-fertility types. You may be told they performed well in turf trials. Unfortunately, you're *not* told that those trials are often conducted using *optimum* nitrogen levels. So it's no wonder you have to fertilize the heck out of these varieties to get good results.

Not so with Rugby. *You can actually get better results with Rugby than with other Kentucky bluegrass varieties while using less nitrogen fertilizer.*

And you'll also save on the *labor* it would take to apply that extra fertilizer and to do the extra mowing.

A HIGH-QUALITY TURF.

But no matter how much we tell you about the low-maintenance aspects of Rugby, ultimately you look for — and demand — *superior turf*. Your professional standards wouldn't settle for anything less. And we wouldn't want it any other way.

Rugby has a rapid spring green-up rate and excellent fall color. And it

also displays *sustained growth during the mid-summer heat stress period*, even under low nitrogen fertility and restricted moisture.

Moreover, Rugby possesses a high level of resistance to most of the common and current turfgrass diseases. This is another factor which may well result in significant savings in turf management costs.

THE ENVIRONMENTALIST'S GRASS.

Using less water and fertilizer means potential dollar savings for you, of course. But you can also take satisfaction in the fact you'll be using *fewer natural resources*.

By now you're well aware of the increasing social consciousness among the population in this regard. And by making available a Kentucky bluegrass that fits the world of the '80's, we believe we're fulfilling an important need.

For more information on Rugby, write Rugby Kentucky Bluegrass, P.O. Box 923, Minneapolis, MN 55440.

Rugby
KENTUCKY BLUEGRASS
For low maintenance turf.

OUTLOOK

By Bruce F. Shank, Editor

One of the last reports to reach the Environmental Protection Agency during the Carter Administration was one by the Urban Pest Management Committee of the National Academy of Sciences recommending development and promulgation of new regulations for urban pest control. The prospect of such laws, although they would provide grants for pest control research, is too risky.

Regulations specifically for urban pest management, on top of existing laws, might backfire as other laws based upon good intentions have. I know a number of the members of the committee and know how sincere they are and how valuable they have been to the field of structural pest control in urban areas. We met while I was editor of *Pest Control Magazine*, the parent publication of *Weeds Trees & Turf*.

Rodent and cockroach control in urban areas are ongoing battles with no permanent solution. This battle is a losing one in depressed areas of our cities

where control is not economically feasible without government support. In these areas, officials try to prioritize public health threats and use limited funds and manpower to protect the poor. It is a situation closely aligned to soothing the national racial conscience by massive use of buses, realizing that the buses will not solve the problem of inequality. The child still goes home to less than the children he meets at school.

Research support for public health pest control is absolutely critical. Shrinking tax bases in northern cities are threatening public health funding. The dollars to support these pesticide uses during EPA scrutiny are considerably less than those of agriculture.

Urban pest management needs special attention and support, but through existing agencies. After all, the EPA was established to solve implementation problems of previous regulations under the Department of Interior and the Department of Agriculture.

Another danger is lumping public health pest control with commercial pest control in urban areas. Don't we now have the compliance of contract applicators? The Environmental Defense Fund and Friends of the Earth have posed serious objections to the spraying of trees even under the control of licensed applicators. Are they saying the law is not working?

Indeed, we need to know more about the use of pesticides and their effects in urban areas. This is a responsibility of EPA as it now stands and another layer of regulations will only make doing the job right more difficult. If you can't accomplish basic tasks due to confusion and mismanagement, certainly adding another layer of regulations to interpret will only add to the problem.

President Reagan appears to understand this. He claims to be able to separate conscience from logic. We hope he succeeds in this case. **WTT**

WT&T

LETTERS

Improper pruning cut

Your cover picture on the November issue is a perfect example of an improper pruning cut. Indeed this is not the fault of the workers, because we have been told for ages that a proper cut is a very close flush cut. We now know from current research that the branch collar should not be injured or removed. We are trying now to get this message out to as many people as fast as possible.

I always enjoy reading *Weeds Trees and Turf*.

Alex L. Shigo
Chief Scientist
U.S. Dept. of Agriculture,
Forest Service
Northeastern Forest
Experiment Station
Durham, NH

Educating public on DED

I have read with great interest your November 1980 *Weeds Trees & Turf* article on Dutch Elm Disease.

Our Village has an ongoing Dutch Elm Disease Control Program and this article does a tremendous job of ex-

plaining the disease and suggesting additional steps to take in our preventive program.

As your article states, educating the public is an important part of an effective program. Along these lines, I am interested in obtaining additional copies of this article or receiving written permission to reproduce this article as a hand-out for our residents who become involved in our Dutch Elm Disease Program.

Sincerely,
Carl F. Peter
Director of Public Works
Village of Glencoe, IL

Bentgrass not nimblewill

A slight delay but I will feel better for having contacted you. Page 64 of the October 1980 issue of *WEEDS TREES & TURF* contained information I must disagree with. The question was asked as to the best way to distinguish nimblewill from bentgrass. You had drawings depicting colonial and creeping bentgrass and nimblewill. It is my belief that the ligule shapes of the

bentgrasses are reversed—colonial being short and truncate while creeping is fairly tall and somewhat acute. No argument with nimblewill!

C. Richard Skogley, Professor
Turf Research Specialist
Plant and Soil Science
University of Rhode Island
Kingston, RI

Finds February useful

The February 1981 issue of *Weeds Trees & Turf* is packed with timely and widely useful information. Every feature article is either directly useful or essential background material for people in landscaping, restoration, ecology, climate control, and utilization. What a hard act you have to follow! I'll be anxious to see the March issue.

Hearty thanks for your efforts!

I also appreciate your support of Horticulture Research Institute. Some of the *Weeds Trees & Turf* thrust is down the center line of our efforts.
W. R. Heard, Treasurer
Heard Gardens Ltd.
Des Moines, IA

You just can't buy a better mowing tractor.



It's been proven time and again, day after day, acre after acre. You just can't buy a better cutting mowing tractor. For a very convincing demonstration, call your Jacobsen Distributor.

JACOBSEN
TEXTRON

Jacobsen Division of Textron Inc.

Jacobsen: You just can't buy any better.

Write 129 on reader service card

GREEN INDUSTRY NEWS

Landscape contractors focus on computers

Eight hundred landscape contractors and their spouses learned how to successfully utilize computers and properly manage their business in the complex economy of the 80's at the annual conference of the Associated Landscape Contractors of America.

Computers, management, election of new officers, and the presentation of environmental and safety awards dominated the week-long (Feb. 8-13) series of talks and presentations in New Orleans. A computer display presented by various manufacturers helped stress the importance of "Getting the Right Numbers," the theme of the meeting. Members of the industry challenged landscape contractors to sharpen their own business management procedures, find practical solutions to their problems, and develop the right numbers in their own operation.

Gunther Klaus, internationally known business economist and management consultant, revved up the meeting with his keynote address on

"The New Management." After crediting landscapers with shaping the land and the future, he listed changes that would occur in the 80's and suggested landscapers develop a workable, salable strategy.

Gray Payne of Ross-Payne Associates echoed many of Klaus's comments and addressed them in a framework suitable for the landscape contractor. "You have to manage more aggressively and understand the cyclical aspects of the economy," he said. He described the inaccuracies in some bases of accounting and the foibles of estimating. He also talked about losing

money through large material inventories and improper design/build and how typical money incentives don't work for landscape employees.

Talks on computers, an interiorscape workshop, an equipment demonstration, and specialty workshops were sandwiched between the management talks. Computers grabbed the stage for one full day and part of another. Hardware manufacturers and systems/software suppliers displayed products and services for the landscape contracting industry.

It was only five years ago that the first

Continues on page 13

Arborists confront IPM in Sarasota

Along with solid advice on how to manage and save costs in operating a business, arborists heard several talks about the potential of integrated pest management at the National Arborist Association's annual meeting in Sarasota, Florida, Feb. 15-19.

Chuck Cissel, chairman of the NAA pesticide committee, delivered a message to the arborists which may be prophetic for all members of the Green Industry. Since arborists' work is highly visible and spray bans are being proposed, good planning and cultural practices have become very important. Much of the IPM technology is in its infancy, Cissel said, but now is the time to begin marketing and educating customers.

"An IPM program should be no less profitable," Cissel said. It retains the same objectives arborists have followed for good tree care, but accomplishes them in a different manner. The association is planning several pilot projects and developing new educational materials toward this end.

Dr. Ian Weatherston of Albany International Corp. spoke about how to practice IPM with pheromone traps. Acknowledging that there are more

than 90,000 species of insects in North America, Weatherston discussed his company's research in combatting some of them with pheromones. Basically, pheromones sprayed in a field confuse males so they can't find females and mate.

Dr. William Wallner from the USDA in Connecticut presented a thorough discussion on gypsy moth management, a problem in regions all over the world because of the insect's tremendous adaptability. Long-distance spread from campers and firewood has caused infestations beyond the Northeast into Oregon, Virginia, and throughout the Midwest. Prevention includes cleanup, biological control, and some chemicals, but this year's infestation may be the most devastating yet.

Other highlights included Larry Holkenborg's talk on his combination tree/lawn care business; Chuck Dauphinee's use of propane for fuel on his company's trucks; Barry Graham's discussion on the value of computer consultants; and Daniel Coffman's history and update on policies to avoid unions.

New officers for the association in

Continues on page 13



Emphatic in style and message, Gunther Klaus, an international business consultant, urged landscape contractors to update their management and ways of addressing problems in a fluctuating economy.