

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.



**PENNCROSS
BENTGRASS**

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.



PENNEAGLE



TEE2GREEN CORP.

Post Office Box 250,
77 West G Street, Hubbard, Oregon 97032
Toll Free 1-800-547-0255 TWX 510-590-0957

For more information about Pennncross or Penneagle write:

Pennncross Bentgrass Growers Assn.
1349 Capitol N.E., Salem, Oregon 97303

Write 145 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) 888-2563

SEATTLE

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

(HBJ)

HARCOURT BRACE JOVANOVIICH 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. 2nd class 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	3
Landscape Contractor News	7
Government Update	11

GREEN INDUSTRY NEWS

Design awards presented by National Landscape Association . . . Nursery Marketing Council urges promotion during drought . . . Reagan proposes \$6 million cut in EPA budget . . . Firestone Country Club no longer under tire company management. 5

FEATURES

Entering the Computer Age: Avoid the Panacea Approach

Equipment columnist Dave Johnstone warns about overdramatizing the immediate benefits of small computers and suggests reports to seek in program planning. 12

Conditions Favor Gypsy Moth Outbreak, Northeast Under Alert

Communities and homeowners brace themselves for another annoying spring of leaf-eating crawlers, and the experience is spreading to other parts of the country. Arborists and extension entomologists report on this pest of locust proportion. 16

Increasing Role of Insect Pheromones From Indicator to Control

This here-to-stay component of integrated pest management is fully explained by Ian Weatherston of Albany International, a leader in pheromone research. 28

Netting Makes Fescue Sod Practical in Nine Months

Tall fescue sod could serve a valuable function in the transition zone but it lacks suitable rhizome structure for sod. Netting makes tall fescue sod a practical reality. 32

Engine Life, Fuel Efficiency Improve

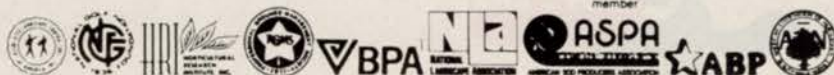
Changes in engine design and a move toward diesel fuel are taking place. Read both sides of the diesel story. Tips for longer engine life and the latest engine models are presented. 37

Magnolia Cultivars Flower From April to August

Douglas Chapman describes good and bad points about the major North American cultivars of magnolia. Transplanting and maintenance tips are given with thought to cost and hardiness. 46

Vegetation Management	50
Sod Producer News	56
Events	57
Products	70
Classifieds	75
Advertiser Index	76

Cover: Female gypsy moth and egg masses. (Courtesy David Nelson, PH.D.)



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.

Now, a second choice in shafts for your first choice in trimmer/cutters.



Introducing the Hoffco JP225 straight shaft.

It's the Hoffco trimmer you wanted for those hard-to-reach jobs like cutting under fences and pruning dense vegetation.

Our patented flexible drive shaft delivers full power from the 22.5cc Fuji-robin engine, also protects gears and engine from shock loads.

Hoffco's Guardian Triangle is a three point suspension that promotes operator efficiency, comfort, safety. Two-line monofilament cutting head is standard; tri-kut weed blade and brush blades are optional.

For lighter work, our lightweight WC215H.

It's got reach, maneuverability and the power to go after grass and weeds every day, all season long. Engine is the dependable 21.2cc Kioritz, proved on the job in Hoffco professional/commercial models.

Vibration-dampening loop handle, fatigue-reducing shoulder harness and two-line monofilament cutting head all come standard.

Hoffco Model JP225 straight shaft with steel grass shield.

Hoffco Model WC215H curved shaft with plastic grass shield.

Patented flexible drive shaft.



TOUGH ON THE JOB.
EASY ON YOU.

HEAVY DUTY

Hoffco, Inc. • Dept. No. WTT/481 • 358 N.W. F St. • Richmond, IN 47374

Write 120 on reader service card

OUTLOOK

By Bruce F. Shank, Editor

The high energy, aggressive business tactics of the 60's and 70's have temporarily fallen to the conservative, cautious methods of the 80's. Emphasis has switched from growth to control. Accordingly, concern over share of market and constant growth is now focused upon efficiency and taking care of the core business.

The questions now are: Will the pace and excitement of the 60's return? Will we be able to rein in our thought from new ventures to improving our basic skills? Will a temporary return to improvement of skills prepare us for another round of growth when recession lifts? And will we be satisfied with our positions in life and get off the fortune hunter kick?

Don't kid yourself. Although we will benefit from the temporary concentration on current skills, we will never have the slow, exacting

pace of previous generations. Technology will not permit stagnation.

So, while we wait for the cloud to lift, we should be researching ways to expand our businesses. That computer you thought may not be necessary should be ordered and an employee trained to run it. If you have put off building needed storage space, get the blueprints back out and get bids. Hire a trainee for positions where growth will require backup like an accounting assistant, shipping clerk, or salesman. Now is the greatest opportunity to train for future needs.

How about design training for landscape contractors? My sources tell me enrollment in two- and four-year landscape design courses is high. As typical residential installations reach \$5,000, copying out of landscape photo books will not work. Knowledge of low main-

tenance plant material and energy saving design is a valuable asset to the modern landscape contractor. Better knowledge of landscape structures is also advised. If landscape architects can specify structures at a cost two-and-one-half times the cost of plant material, so can landscape contractors with design capability.

Finally, do not moderate price increases expecting lower costs. The investment for growth has not vanished. If investment is delayed, invest in short term certificates. Don't pay off cheap credit. Be ready to roll when the opportunity is identified.

The businessman who uses slow periods to prepare for future opportunities will find economic recovery an organized, goal-oriented progression rather than a total rebuilding process. **WTT**

Four Models: 50", 60", 78" and 88"

BIG TREES are BIG BUSINESS

and —
you have an opportunity to get in on the profits.

- The demand for big-tree planting is increasing steadily;
- Contractors in the business are earning \$50,000 to \$100,000 annually;
- **BIG JOHN** is the world's biggest patented tree spade.

Find out how you can own or lease a **BIG JOHN** and capture the big-tree business in your area. We'll send you an investment prospectus and arrange for a demonstration.

Call or write today!



BIG JOHN
TREE TRANSPLANTER MFG., INC.
P.O. Box 608 Ph: (501) 362-8161
Heber Springs, Ar. 72543 (800) 643-8039

A REAL WORK SAVER

M-C lawn genie®
Pick-Up Mower



The Professional's Choice

Mow smoothly and pick up clippings in one pass! The rugged, versatile Lawn Genie thatches lawns, verti-cuts greens, tees and fairways, sweeps leaves and mows through tall weeds. Hopper empties easily from tractor seat. Change to thatching knives or replace blades in seconds with M-C's patented spring-loaded hangers! There is a tough Lawn Genie model sized for any job in your choice of engine-driven or PTO, lift-type or pull-type and cutting widths of 36", 48", 60" and 72". It's the three season pick-up mower that thatches, mows and sweeps.



Change blades to thatching knives, or combination of both styles, in seconds.



Mathews Company

P.O. Box 70, Crystal Lake, IL 60014 / 815-459-2210

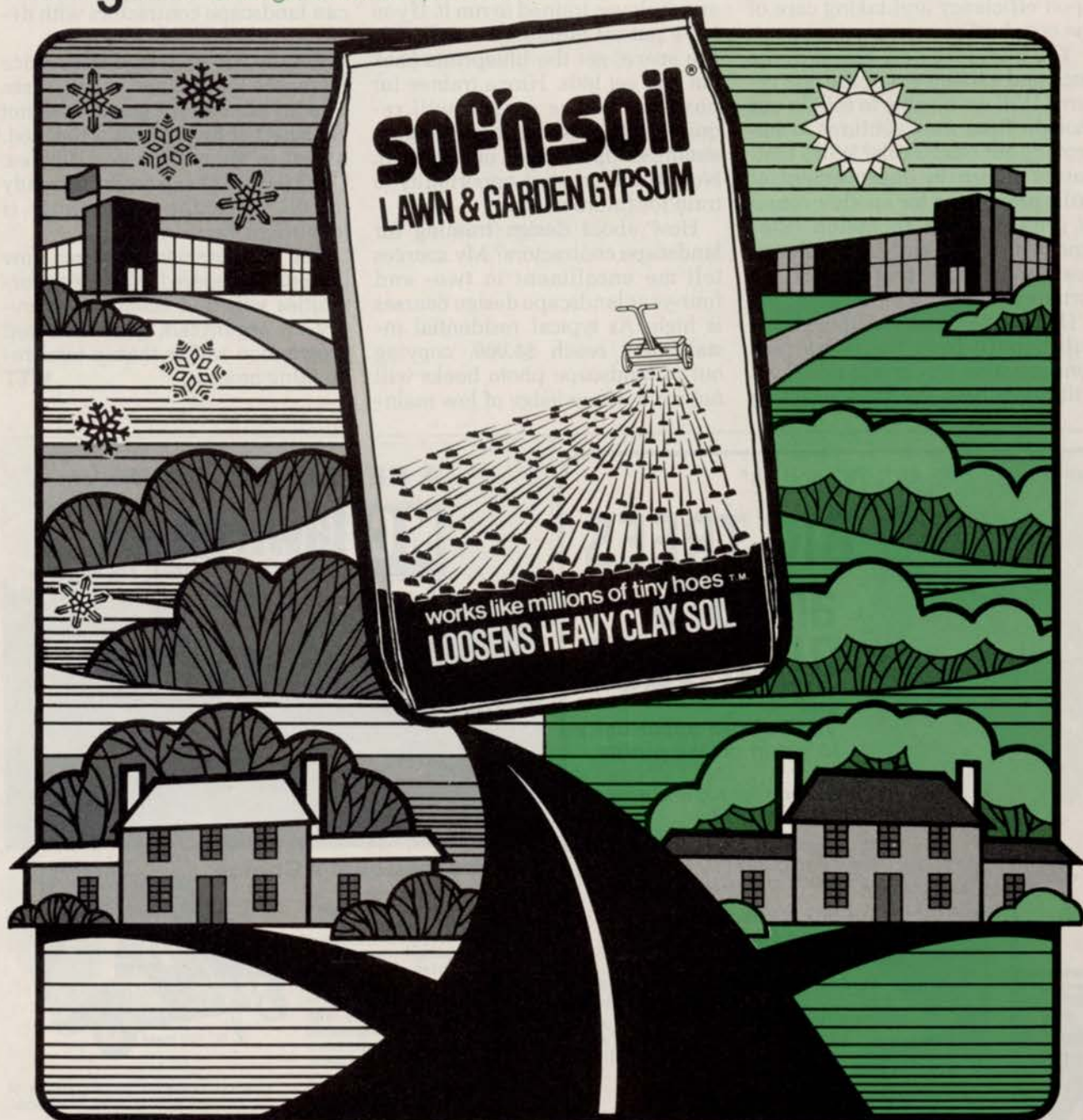
sof'n-soil

- Loosens clay soil to improve drainage!
- Optimizes use of fertilizer, water, seed!
- Alleviates winter salt damage!
- Adds soluble calcium and sulfate sulfur!

gypsum works
four ways to
build satisfied
customers
for you!

Versatile Sof'n-Soil gypsum helps turf maintenance professionals boost business, Spring and Fall. In Spring, this natural soil conditioner loosens heavy clay soil structures and promotes drainage to increase fertilizer efficiency. In Fall, Sof'n-Soil gypsum protects against the harmful effects of winter deicing salt. Sodium chloride, toxic to most plants, causes heavy clay soils to tighten. This keeps water from leaching out the salt. The available calcium in Sof'n-Soil replaces toxic sodium attached to clay particles—permits new seed or sod to grow normally.

And it's 100% safe! Non-burning. Non-toxic. Harmless to people, plants and pets. Look into the multi-profit opportunities of adding Sof'n-Soil gypsum application to your lawn service programs. Write to us for specifics at 101 S. Wacker Drive, Chicago, IL 60606, Dept. WTT581



CHEMICALS DIVISION

UNITED STATES GYPSUM

Primary supplier of secondary plant nutrients

Write 151 on reader service card

WT&T

GREEN INDUSTRY NEWS

Outstanding residential designs take top honors

Landscape firms throughout the nation received six residential landscape awards and eight certificates of merit for distinguished work in residential landscaping by the National Landscape Association.

John Wight, Jr., president of the American Association of Nurserymen, presented the awards at a luncheon this winter during the Landscape/Garden Center Management Clinic in Louisville, Kentucky.

In the single family residence category, John Sterling of Sterling Landscape Co., Boise, ID, received one of two first place awards for the design and planting of a home in Boise. Chazz Cox Associates and Gateway Gardens, Inc., both of Florida, received the other first place award in this category for their design and planting of a Winter Park, FL, home.

Wight presented certificates of merit to Rudi Harbauer of Atlantic Nursery & Landscaping of Freeport, NY, for design and planting of a Bellmore, NY, home; and Alley Pond Nurseries of Huntington, Inc., Melville, NY, for de-



This single family residence in Laurel Hollow, NY, received a certificate of merit award from the National Landscape Association. Alley Pond Nurseries of Huntington, Inc., Melville, NY, did the landscaping.



The design and planting of this Bellmore, NY, home garnered a certificate of merit award for Rudi Harbauer of Atlantic Nursery & Landscaping of Freeport, NY.

sign and planting of a home in Laurel Hollow, NY.

The top honor in the entrance category went to Jim Gibbs of Green Brothers Landscape Co., Smyrna, GA, for his design and planting of an entrance area for an Atlanta home. Two others received certificates of merit: Thornton Landscape, Inc. of Maineville, OH, for landscaping the entrance to a Crescent Springs, KY, home; and Harold Timmer of Bunch Nurseries, Inc., Terre Haute, IN, for the design and planting of a Terre Haute home.

In the active use category, Steven Dubner Landscaping of Dix Hills, NY, was awarded the first place honors for a Dix Hills residence. Dubner also received a certificate of merit for a residence in Kings Point, NY, and Michael Hartnett of Contemporary Landscape, Inc., Fairlawn, NJ, received a merit

honor for a residence in Pompton Lakes, NJ.

Two entries were recognized with first place awards in the passive use category. Vista Landscaping, Inc. of Orlando, FL, and Bunch Nurseries, Inc. of Terre Haute, IN, received first place honors for residences in their respective cities. Green Brothers Landscaping of Smyrna, GA, was awarded a certificate of merit for the planting of an Atlanta home and Lakeland Nursery of Willmar, MN, was awarded a certificate for the planting of a Spicer, MN, home.

This year's award winners will be displayed in color and in greater detail in the July issue of *Weeds Trees & Turf*. We will discuss the challenges each landscaper faced with his particular site and the judges' comments.

Continues on page 7

WOODS

GEAR-DRIVE REARMOUNT MOWERS



**...new mowers
geared to your
needs**

Now you can choose Woods rear-mount mowers from either belt or gear-drive models.

Woods new gear-drive rear-mount mowers feature heavy-duty cast iron gear boxes designed and built by Woods especially for rotary mower use...plus, all the field proven convenience, performance, and safety features that have made Woods belt-drive rear-mounts Number One! New gear-drive models are available in 4, 5, and 6 ft. cutting swaths for most tractors rated 10-35 hp.



Woods undermounts are adaptable to most tractors rated 15 to 45 hp.

Woods offers more rear-mount and undermount models than any other tractor-powered mower manufacturer. New tractors or old, import or domestic, Woods has a mower to fit both the tractor and mowing job.

Send for complete gear-drive specifications today.

Woods mowers are backed with 33 years of dependable quality

Write **152** on reader service card

WOODS

Division of Hesston Corporation
Oregon, Illinois 61061

LANDSCAPE

News from page 5

NURSERYMEN

Texas short course features merchandizing

Melvin Brady of Brea, California, gave Texas Nurserymen a brief course in marketing at the nurserymen's short course at College Station.

Brady talked about meeting the challenge of the discount chains by (1) defining your target market, (2) matching your inventory to that market, (3) finding the unique selling point to make your nursery different, (4) practicing differential pricing, and (5) providing knowledgeable service.

In merchandising, stores are usually classified by what they sell, Brady said. But he proposed a different classification, by type of merchandise: convenience, shopping, or specialty items. A nursery is a specialty store, he said, and its target market is the middle income, middle-age market — the people who are established in a home, have a family, and are interested in creating a beautiful environment for that family.

Neil Sperry of Dallas praised radio as an advertising medium for the nursery industry. In the past 10 years, Sperry said, radio listenership has gone up 63 percent while newspaper readership has gone down 4 percent. The cost of radio has risen 63 percent, while newspaper advertising has gone up 111 percent.

CONVENTION

Mid-Am/81 show sets record at new site

The 1981 Mid-America Horticultural Trade Show attracted 6,240 at the new Hyatt Regency Chicago, surpassing the former record of 5,744 that attended Mid-Am/80.

Landscape architects, landscape contractors, nurserymen, garden center operators, florists, and other horticultural professionals purchased more than \$1.5 million worth of goods and services at the three-day show. Both buyers and suppliers, representing virtually every aspect of the industry, journeyed from all regions of the country to inspect products and services. Among the suppliers were sellers of plant materials, stock, all types of machinery and heavy equipment, soil conditioners, chemicals, lawn and garden accessories, watering systems, communications systems, ornamentals, tools, and data processing systems.

Continues on page 11

CONTRACTOR NEWS

HRI publishes 1979 operating cost study

The 1979 operating cost study, tenth in a series begun in 1965 by the Horticultural Research Institute, presents operating costs for retail, landscape, and production firms.

The study presents three separate cost studies in a single volume, according to HRI president, Bob Siebenthaler. "This means that retail garden centers, landscape firms, and growers can compare their operating costs with all other firms doing the same type of business and similar operations of comparable size," says Siebenthaler.

In an annual trends section, there is a seven-year comparative history, showing information gathered from previous studies for landscape firms, a six-year comparison for growers, and a five-year comparison for retail garden centers.

The study reveals that the total cost production for landscape firms decreases as sales volume increases. Conversely, gross profit increases slightly as sales volume increases. In addition, selling expenses decrease as firm size increases.

A copy of the full report can be obtained for \$6.50 from HRI, 230 Southern Building, Washington, D.C. 20005.

Massachusetts pros discuss state topics

An expansive array of subjects and exhibits brought success to the seventh annual Massachusetts Hort Congress at Dunfey's Hyannis Resort.

The congress broke all records for attendance and exhibitors, who displayed nursery stock, sod, fertilizers, irrigation equipment, tools, chemicals, seeds, birdfeeders, and pottery.

The 1,000 registered attendees heard discussion on topics, such as gypsy moth control, guarantees, marketing, fertilizer, cost accounting for proper bidding, and trends in workmen's compensation. One speaker examined energy saving usages of plant material and another discussed horizontal and vertical solutions to difficult landscape situations.

Members of the Massachusetts Nurserymen's Association and Massachusetts Arborists Association moderated the educational sessions. These groups, along with the state's cooperative extension service, sponsored the event.

Brochure published for consumers of L.A.

The California State Board of Landscape Architects has recently published a brochure entitled, "Professional Responsibility: The Landscape Architect," authored by Nancy Hardesty, current president of the California State Board.

The brochure supports Governor Jerry Brown's policy of consumer protection and education. This policy is further reflected in the governor's appointments to the board, which now has four public members and two landscape architects, Ms. Hardesty of Northern California and Paul Saito of Southern California.

Ms. Hardesty has spent two years assembling the data for the brochure, which is written "in an easy, light style for consumer understanding," she says. "It describes the landscape architects' educational background, areas of expertise, design responsibilities and California license requirements, and includes a section on how to locate and hire a landscape architect." The board plans to distribute the brochure at local chambers of commerce, city and county building departments, and at high school career days.

MERIT

A Widely Tested and Highly Rated Superior New Kentucky Bluegrass

At a wide variety of locations, in comprehensive trials, Merit Kentucky Bluegrass has proven itself one of the better new varieties on numerous counts.

Merit consistently rated high in disease-resistance, turf quality and color. Merit produces a dense, dark green, high quality turf, and has also shown good resistance to leaf and dollar spot.

Merit was also lauded for its excellent spring color in tests at several locations.

Here's How Merit Has Performed

- NE-57 TESTS IN 1972 — Overall, Merit's rating was superior to that of Pennstar, Fylking, Geronimo, Nugget, Park and Glade.
- Five-year New Jersey trial — Merit out-ranked Baron, Nugget, Kenblue, Park, Delft, Windsor and Geronimo.
- New York trial — Merit ranked above Baron, Kenblue and Park.
- Three-year Ohio trial (two locations) — Location # 1, Merit rated above Nugget, Fylking and Kenblue. Location # 2, Merit's ratings superior to Baron, Nugget, Kenblue and Fylking.
- Four-year Missouri trial — in season-long turf-quality ratings, Merit highest in a field which included Baron, Bristol, Fylking, Nugget, and Bonnieblue.

MERIT KENTUCKY BLUEGRASS...

...IT'S WORTH LOOKING INTO

A Product of



INTERNATIONAL SEEDS, INC.

PO. Box 168, Halsey, Oregon 97348

Telephone (503) 369-2251 TWX 510/590-0765

