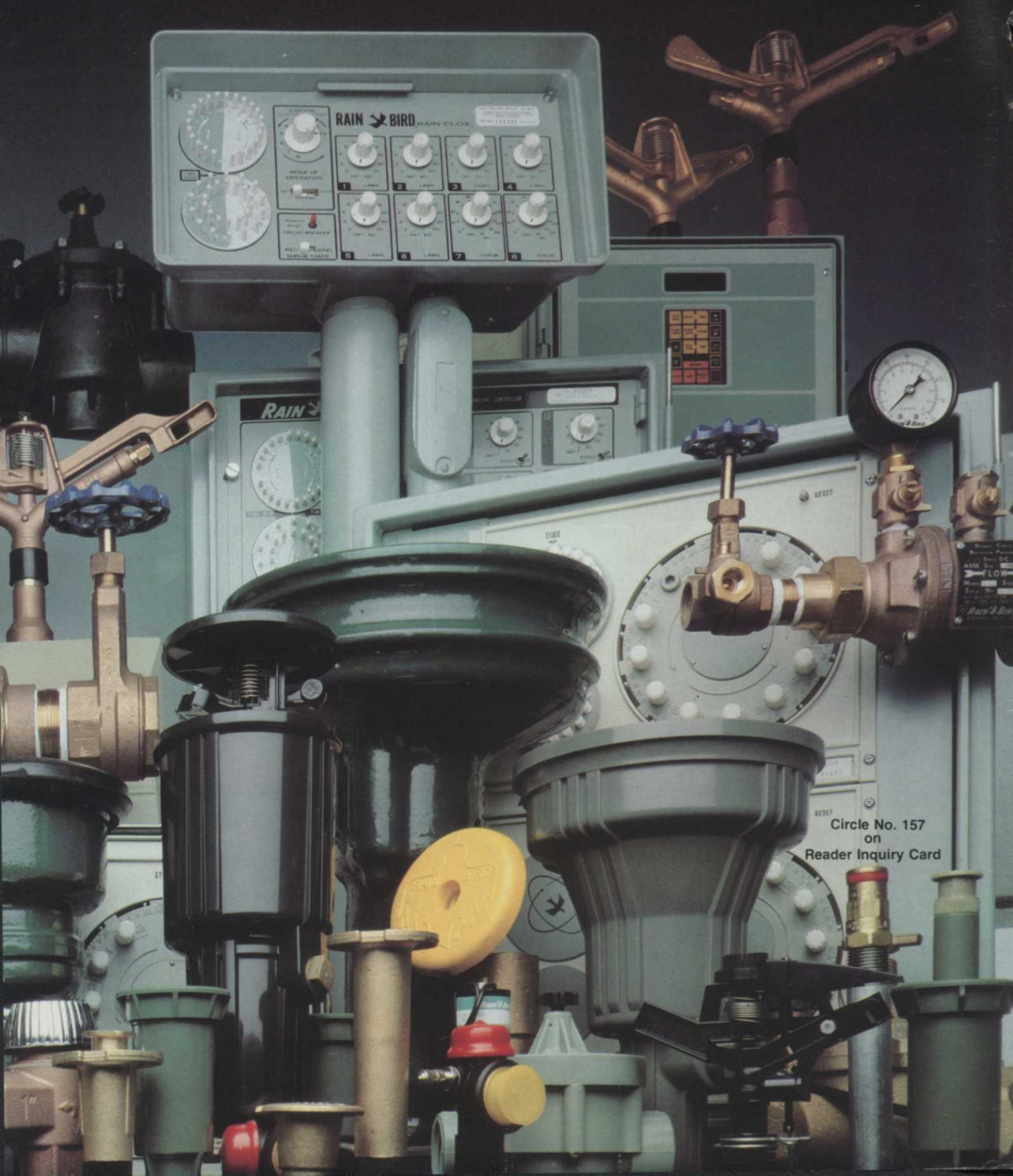


NO ONE MAKES RAIN SO MANY WAYS.

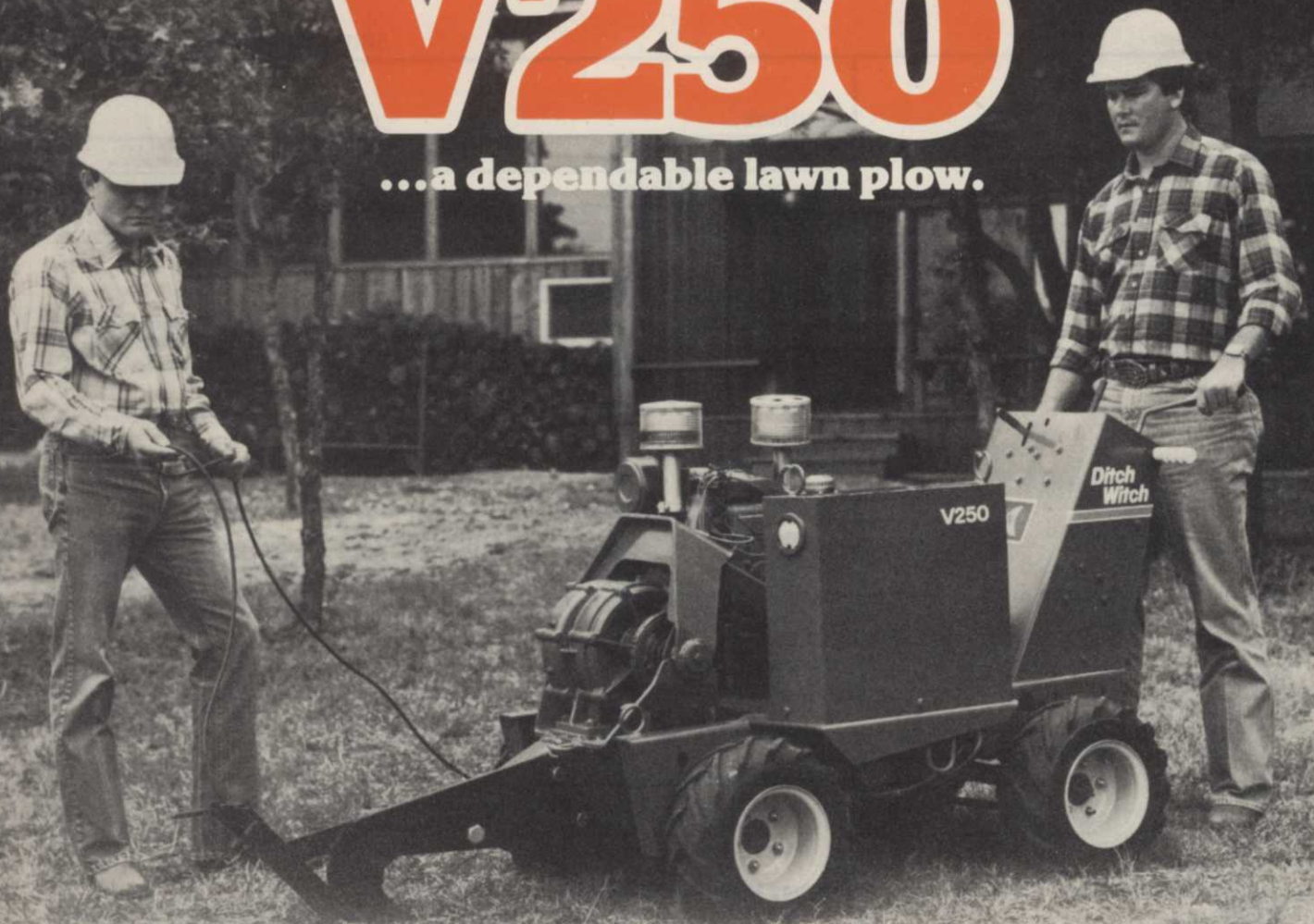
RAIN BIRD[®]
Simply Better



Circle No. 157
on
Reader Inquiry Card

V250

...a dependable lawn plow.



When your landscape work calls for underground installation and turf protection, consider the Ditch Witch V250. It's the most compact lawn plow available, and it has design features like a newly designed ground drive and plow-lift systems that make it a dependable, efficient alternative to trenching.

Put in complete underground sprinkler systems, plastic pipe services or power and communications cable.

Let us give you all the details on the Ditch Witch V250 vibratory plow.



Circle No. 116 on Reader Inquiry Card

I need an alternative to trenching!

Please send information on:

WT&T

- the V250 other vibratory plow units
- Sprinkler System Installations
- Ditch Witch Full line brochure

Name: _____

Company: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

Mail to:

The Charles Machine Works, Inc.
P.O. Box 66 • Perry, Oklahoma 73077

Ditch Witch®

WT&T

CONTENTS

SEPTEMBER 1981/VOL. 20, NO. 9

Bruce F. Shank
Executive Editor

Tom Paciello
Associate Editor

Maxine Hagen
Production Manager

Denise Johnson
Graphics Manager

Agnes Aspling
Circulation Manager

Business

Atlanta

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

New York

757 Third Ave.
New York, NY 10017
(212) 888-2563 (or 2892)

Chicago

11 East Wacker Drive
Chicago, IL 60601
(312) 938-2344

Seattle

Robert 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: United States \$15 per year; Canada \$18 per year. All other countries: \$40 per year. Single copies: \$2 in the United States and Canada; all other countries: \$4.50. Second 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 55806-9898.

Outlook	4
Landscape Update	8
Government Update	11
Golf Update	14

GREEN INDUSTRY NEWS

Shaw resigns as ALCA executive director... Floraboard stalled in Congress... Medfly impact on contractors small... AAN Show draws industry cross section... First interior landscaping certification tests near... ALCA award deadline is November 15 6

FEATURES

Winter Overseeding Test Results on Golf Greens

Mississippi State University tests by Associate Professor Jeff Krans and golf course superintendent Charles Scroggins show few marked advantages of one overseeding mixture to another. Mixture composition and seeding rates were the same as commercially available products. Color, texture, and transition characteristics were evaluated. 16

Late Flowering Trees Provide Mid-Summer Color, Interest

American Yellowwood, Goldenrain tree, Goldenchain tree, and Kousa dogwood are compared for their contributions to summer landscapes. Doug Chapman extends ideas to keep the landscape interesting in all seasons. 26

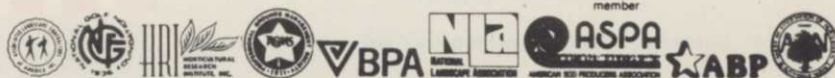
1982 BUYER'S GUIDE

Products, manufacturers, distributors and parts suppliers are listed in this comprehensive directory for the Green Industries. Use this reference for fall planning and buying or for year round purchases. 37

Gypsy Moth Invasion Runs Arborists Ragged

1981 is the year the caterpillar won and the trees lost. Arborists worked seven-days per week to keep up with the demand for spraying. White Plains, NY, arborist Bob Mullane said this was the worst year he has seen since 1955. *Weeds Trees & Turf* reviews the spread, the severity, and the business strain of this year's infestation. 28

Vegetation Management	112
Events	114
Products	118
Classifieds	126
Advertiser Information	128



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.

You'll find one on every National . . .

The little decal that means big savings!



It does more than tell you the belt sizes used on National mowers. It signifies our commitment to build a mower that can be maintained easily and inexpensively. It tells you that these are standard, off-the-shelf items available from your local supplier, not a special, high-priced belt designed by a manufacturer to be available only from him. **It means less down time!**

But standard belts are only part of National's value. There's the normal maintenance factor which is reduced by National's obviously easy accessibility. Field reports tell us that **National mowers are one-third to one-half the cost** of maintaining competitive models.

Then there's greater fuel economy. National's simple, functional design means as much as 44% to 62% less fuel consumption than competitive, power-robbing, hydrostatic type rotary machines.

Best of all, **National's initial cost is less** than that of other mowers sold to do the same job.

In these days when purchase price, fuel economy, continuous performance and longevity are most important, look to a National to do more work, with easier



Model 84" Triplex

and faster maintenance, over a longer period.

Write to us for the name of your nearest dealer. Then call for a demonstration.



Model 68" Triplex

There's more to make you forget about down time



We still cut our own gears, forward, reverse and differential, out of solid steel blanks. These durable gears, carburized, hardened and tempered, are heavier than those used in many automobiles today.

Bed knives have upturned lips for extra wear and longer service. It prevents scalping and will not allow small objects to enter and damage reels.



NATIONAL MOWER COMPANY

660 Raymond Avenue
 St. Paul, Minnesota 55114
 612/646-4079

OUTLOOK

By Bruce F. Shank, Executive Editor

Conflicting signals on pesticide development

A recent increase in the number of pesticide products gaining registration will hopefully continue, but signals from industry and government seem to indicate otherwise.

Mergers may play a role equal to government regulation in the future development of pesticides. Mobil's sale of its agricultural chemical division to Rhone Poulenc was surprising in light of its participation in the Conoco takeover. Du Pont's interest in Conoco is fairly evident since it is highly dependent upon oil resources for its products. The Boots/Fisons merger in the U.S. seems to show togetherness is better in chemical development and marketing.

The result of mergers is obvious; fewer, bigger chemical companies. Does this mean that combining resources will improve research investment and result in more new products?

Or will it mean less competition, dropping of minor use products, and higher prices?

Both the cost of registration and liability in case of disposal problems is forcing chemical companies to be more selective in products offered. This extra caution is necessary for chemical companies to protect their market stability in today's merger-mad market.

Integrated pest management is expected to cut agricultural chemical sales in the next decade. Since most landscape products are developed from agricultural products, the prospects are not as rosy even though IPM is not expected to cut landscape chemical use appreciably.

Biological or bacterial production of chemicals is the new wave. No chemical company wants to be left out of that market as it develops due to technological breakthroughs.

Data compensation between chemical companies is still not resolved by the Environmental Protection Agency.

Data is still duplicated at high cost to support new registrations when it exists in the files of other companies.

On top of all this, EPA's new administration has reorganized the enforcement division. Companies now have to get new assurance of the rules before proceeding with current and new products.

The small manufacturer must feel lost in all this confusion.

Regardless of the intent of the Reagan administration to provide more encouragement to manufacturers, market conditions are keeping the lid on and finishing the job EPA started in the early 70's. The numbers get bigger and bigger. Small users have a harder time gaining the attention of chemical manufacturers. And the prices keep going up.

You can't blame the chemical companies. They, like you and I, are trying to survive. With so many conflicting signals, they have to be cautious and we have to fight harder for attention. **WTT**



**RATED
FIRST**

One bluegrass does it best.

Warren's A-34 BenSun bluegrass out-performed 43 bluegrasses during a 5 year independent study at 8 universities.

Whether it be density, texture, disease resistance, color, uniformity, wear and shade tolerance, hot-cool-dry or wet conditions, A-34 BenSun was superior in quality to all others.

A-34 blends well with other bluegrasses as well as fine leaved rye and fescues.

Do it now! Phone or write for proof of what we say.

Available as Seed and Sod

Warren's
TURF NURSERY, INC.

8400 West 111th. Street
Palos Hills, Illinois 60465
Phone: 312/974-3000

Looking for one source for all your lawnmower & small engine replacement parts?



Stop Looking!

We manufacture and stock one of the largest inventories of quality replacement parts for lawnmowers, small air-cooled engines, and replacement trimmer line.

We've grown simply because our quality, inventory and servicing are second to none.

**WE INVITE YOU TO SEND
FOR OUR FREE CATALOG TODAY!**

Circle No. 155 on Reader Inquiry Card

**POWER
LAWNMOWER
PARTS**
KWIK-FIX POWER PART™

POWER LAWNMOWER PARTS, INC.
1920 Lyell Avenue
P.O. Box 7837 - Lyell Station
Rochester, New York 14606
716/458-0800
Telex #97-8398

WT&T

GREEN INDUSTRY NEWS

Medfly impact small on contractors

The Mediterranean fruit fly infestation has embarrassed state officials, traumatized consumers and imperiled California's lucrative fruit crop. Arborists and landscapers, however, have not been greatly effected. Tree people throughout the infected area in central California say that they were besieged by requests for help and information but weren't able to do too much to help.

"We had an awful lot of telephone calls. People wanted advice," says Susan Pitt, office manager of S.P. McClenahan Company in the Portola Valley. "We gave them support and advice. There was no real impact on business, but it caused an awful lot of office work."

Jane Lesh, secretary-treasurer of Lee's Tree Surgeons in Saratoga thinks that the controversy may have "caused people to look at their trees and think about them." Lesh voiced a common complaint when she explained that possible business increases from fruit stripping were offset by the "indecision about the whole thing. People would call one day and say 'you have to strip the walnut trees,' and the next day they would be told no."

Gil Mitchell, a partner in Able Tree Surgeons, San Jose, says that in addition to the "vacillation" of officials, demand for stripping was low because "people didn't want to put out the bucks for it. A lot of people thought they could strip the trees themselves or waited for the California Conservation Corps to come by or they just didn't give a damn.

Some didn't think it would be effective."

Even when people were sure they wanted their fruit stripped, tree surgeons weren't always able to be of service. "We just don't have the time to do it," says Susan Pitt. The man hour rate is too expensive to send a tree surgeon to strip trees. We advised clients to get someone local to strip the trees."

Arborists were not asked to spray against the Medfly. The government took care of the aerial and ground spraying and "preferred that people not spray by themselves," according to Pitt. Agricultural Pest Control Operators were asked not to duplicate the job. Mitchell says that there was a negative impact on spray business because people "think that malathion spray is

sufficient for all pest troubles. Sprayers lost a lot of business."

Malathion did eliminate many insects and was good for indoor landscapers, according to Alrie Middlebrook of Interior Landscape Design, Inc. in San Jose.

The long range effects of the infestation are mixed. The public is more aware of the importance of tree care. Some people may want to avoid plants, shrubs or trees that attract the Medfly. Fruit trees may not bear as well next year because of the damage caused by improper stripping.

One thing is clear. As Andrea Golden of Interior Landscape Design observed: "it will certainly be a lot of work for people cleaning up the mess."

Floraboard stalled in Congress

Congressional action on the Floraboard plan to establish a research and promotion program that would increase demand for flower and plant products has been delayed. The bill has been introduced in the House of Representatives, but has not yet been introduced in the Senate.

Floraboard is a "producer's program designed to increase demand for floral products similar to the programs for other agricultural commodities such as cotton, wool and milk," according to Barbara Kratchman, publications editor for the Society of American Florists (SAF).

Under the Floraboard system, growers and importers would be assessed a certain rate of sales per year, thus generating a fund of \$7-9 million in the program's first year. For the first two years producers and importers would pay at a rate of one half of a percent per year. Each year the rate increase may not exceed one quarter of a percent, with a maximum assessment of one and a half percent of sales. Only firms with more than \$100,000 of growth sales would be assessed.

The program will be administered by

the Floraboard, a 75 member board consisting of industry representatives nominated by producers' and importers' organizations, and appointed by the Secretary of Agriculture. The board's major objective, Kratchman says, will be to increase demand for flowers and plants and thereby "even out consumer buying patterns. On five major occasions each year (Valentine's Day, Easter, National Secretary's Week, Mother's Day and Christmas) growers sell all they can. They are forced to produce in an inefficient manner." Kratchman points out that "demand hasn't increased in six years. The full market potential of cut flowers, cut greens and foliage has not been realized.

"The program is producer conceived, created and directed," Kratchman emphasizes. "Because it's a mandatory assessment the government has to have its finger in it, but it is a producer's program. Floraboard will only implement what the producer's okay."

The program must have major industry backing. A referendum will be held and two thirds of all producers have to

Continues on page 8



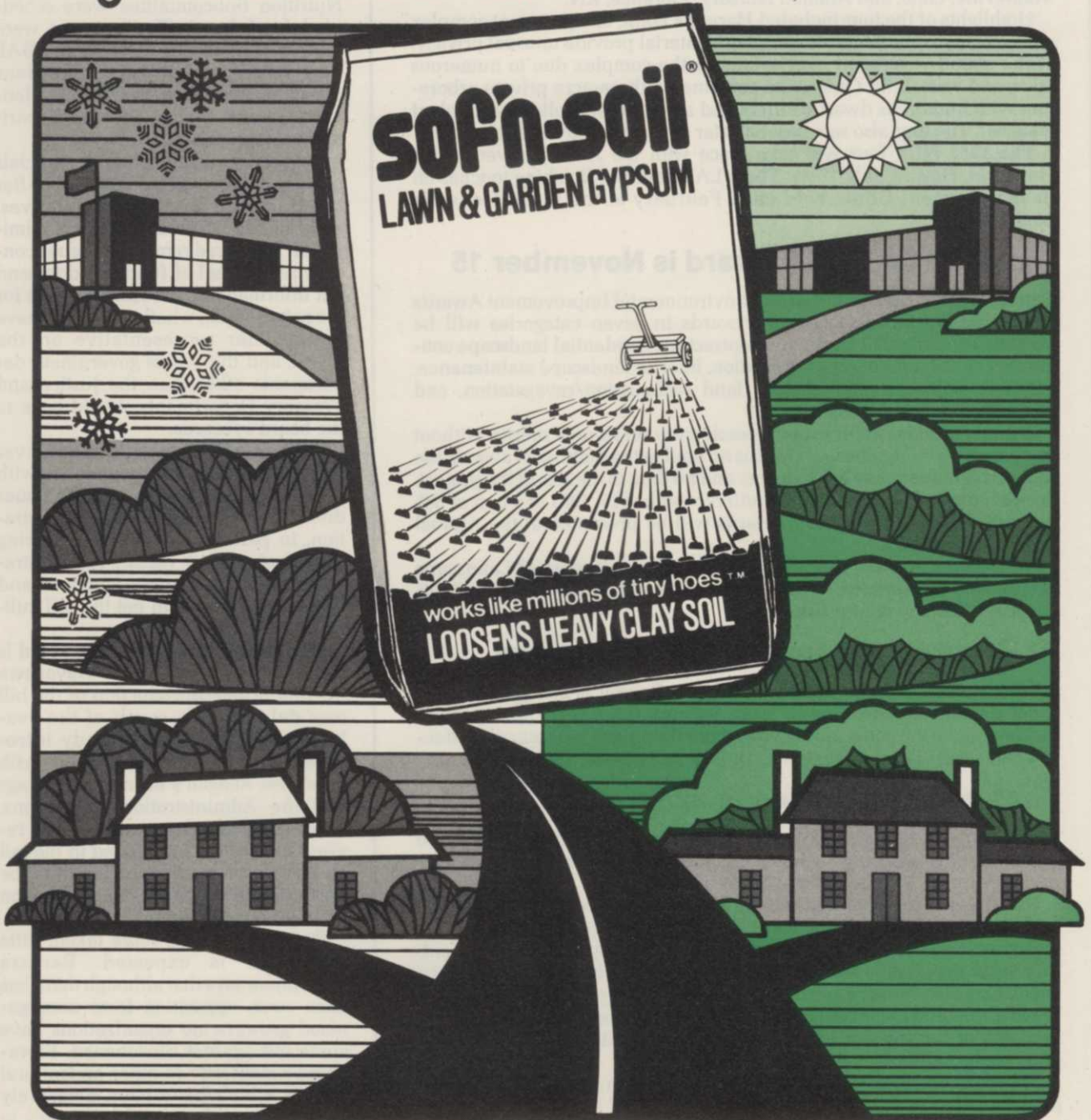
25 year service award is presented during the Central Pennsylvania Golf Course Superintendents Association annual meeting to John Boyd of Hershey Country Club (left) by president David Portz.

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. WTT981



CHEMICALS DIVISION
UNITED STATES GYPSUM
Primary supplier of secondary plant nutrients

Circle No. 170 on Reader Inquiry Card

SEPTEMBER 1981/WEEDS TREES & TURF 7

LANDSCAPE

UPDATE

NLA landscape tour views Cincinnati

More than 200 members of the National Landscape Association toured a cross section of Cincinnati landscapes during the recent America Association of Nurserymen Convention and Trade Show there.

Ken Natorp, president of W.A. Natorp Co., Cincinnati, guided the tour to urban parks, office plazas, suburban apartments complexes, and two residential estates. Much of the construction and design had been performed by Natorp's firm, Thorton Environmental Industries of Maineville, Ohio, and Ammon Nursery, Florence, KN.

Highlights of the tour included Harper's Point, an apartment complex where many water features and plant material provide unusual privacy. Water sound was heard everywhere in the complex due to numerous lakes and waterfalls. One estate contained a three-acre private arboretum with numerous dwarf conifers and an elaborate collection of plant material. The tour also saw baseball star catcher Johnny Bench's home.

The 1982 NLA tour will take place with the AAN Convention in Honolulu, Hawaii, July 17-21. The NLA Board put finishing touches on its management Clinic held each February at the Gault House in Louisville, KY.

Deadline for ALCA award is November 15

Entries for the 12th Annual ALCA Environmental Improvement Awards are sought by the association. Awards in seven categories will be awarded: commercial landscape contracting, residential landscape contracting, interior landscape installation, interior landscape maintenance, exterior landscape maintenance, land reclamation/revegetation, and design/build landscaping.

A panel of judges will evaluate each entry on its own merits, without comparison to other entries. There is no limit to the number of awards the judges can make in any one category and no limit to the size of the project. Project entries will be accepted until November 15, 1981 at a cost of \$85 per entry (\$70 for members). Awards will be presented at the Annual Meeting in January.

Information and entry forms are available from Associated Landscape Contractors of America, 1750 Old Meadow Rd., McLean, VA 22102. Awards chairman is Ann Lambeth.

ALCA prepares for Palm Springs show

Exhibit space for the annual ALCA Trade Exhibit is going faster than usual for the 1982 meeting in Palm Springs, CA. Indoor and outdoor displays make the show attractive to more than 1,000 landscape contractors each year. The date for the show is January 24-27, 1982.

First interior landscape exam nears

The National Council for Interior Horticultural Certification plans to give its first exam during the Interior Plantscape Association Show, October 28-30, at the Radisson Hotel, St. Paul, MN.

NCIHC is an independent self-sustaining council formed to recognize qualified interior landscape contractors and their job worthiness. Requirements for taking the exam include five years experience in the field, four years experience and an associate's degree in horticulture, or three year's experience and a bachelor's degree. Each applicant must submit photographs and documentation of four jobs completed and belong to either IPA or the Interior Landscape Division of ALCA. The applicants must pledge adherence to a code of ethics.

The exam will also be given at the ALCA Show in Palm Springs, CA, in January 1982. ALCA has endorsed NCIHC and its certification program.

For information contact the National Council for Interior Horticultural Certification, PO Box 17148, Washington, D.C. 20041.

News from page 6

approve of the program or Congress won't pass it. The Floraboard Development Committee of the SAF will administer the referendum, with Congressional oversight.

In the House, the bill's primary sponsor is Rep. Tony Coelho (D.-California). By mid-July, 28 other representatives had signed on as co-sponsors of Floraboard. Floraboard hearings before the House Agriculture Domestic Marketing, Consumer Relations and Nutrition Subcommittee were scheduled for July 14. The hearings were postponed in order to allow the SAF time to respond to some questions raised by officials in the Office of Management and Budget and the Department of Agriculture.

Originally, administration officials contested 11 provisions in the bill. After meeting with SAF representatives, eight of the 11 problems were eliminated. The three remaining issues concern reimbursement of funds used to send out information to educate growers for the referendum, whether or not to have a consumer representative on the board, and the access government departments other than the Justice and Treasury Departments should have to the board's records.

At the SAF's convention in Denver on July 31, special sessions dealing with Floraboard, in general, and the issues dividing the SAF and the Administration, in particular, were held. During Congress' August recess, Administration officials, SAF representatives, and legislators met to iron out the difficulties.

The Senate version of Floraboard is sponsored by Senator S.I. Hayakawa (R.-California). Introduction of the bill was delayed as a result of the avalanche of legislation already introduced, the Senate's preoccupation with President Reagan's economic package and the Administration's objections. Senate strategists are not sure if the revised bill will be introduced in the fall on its own or as an amendment to the Farm Bill, the periodic reauthorization of major farm programs.

Regardless of the route taken, little opposition is expected. Barbara Kratchman says that although there has been some opposition from nonorganized growers, no organizations have come out against Floraboard. Floraboard's similarity to other agricultural boards which have been extremely successful has bestowed legitimacy to the legislation in the eyes of the Congressmen.

The precise time the bill will come

Continues on page 11

Circle
the
Reader
Service
numbers
of those
items of
interest
to you.

Inquiries serviced for 90 days from date of issue. For those countries outside the U.S., please apply appropriate postage before mailing.

READER SERVICE INFORMATION CARD 9-81 1

For more information on products or services mentioned in this issue, circle the corresponding numbers below, fill in appropriate information and mail today.

101	115	129	143	157	171	185	199	213	227
102	116	130	144	158	172	186	200	214	228
103	117	131	145	159	173	187	201	215	229
104	118	132	146	160	174	188	202	216	230
105	119	133	147	161	175	189	203	217	231
106	120	134	148	162	176	190	204	218	232
107	121	135	149	163	177	191	205	219	233
108	122	136	150	164	178	192	206	220	234
109	123	137	151	165	179	193	207	221	235
110	124	138	152	166	180	194	208	222	236
111	125	139	153	167	181	195	209	223	237
112	126	140	154	168	182	196	210	224	238
113	127	141	155	169	183	197	211	225	239
114	128	142	156	170	184	198	212	226	240

Your primary business at this location is: (check one only in A, B or C)

A. LANDSCAPING GROUND CARE FACILITIES:

- 0005 GOLF COURSES
 0010 SPORT COMPLEXES
 0015 PARKS
 0020 RIGHTS-OF-WAY MAINTENANCE FOR HIGHWAYS, RAILROADS, & UTILITIES
 0025 SCHOOLS, COLLEGES & UNIVERSITIES
 0030 INDUSTRIAL & OFFICE PARKS/PLANTS
 0035 SHOPPING CENTERS, PLAZAS AND MALLS
 0040 PRIVATE/PUBLIC ESTATES & MUSEUMS
 0045 CONDOMINIUMS/APARTMENTS/HOUSING DEVELOPMENTS/ HOTELS/RESORTS

- 0050 CEMETERIES/MEMORIAL GARDENS
 0055 HOSPITAL/HEALTH CARE INSTITUTIONS
 0060 MILITARY INSTALLATIONS & PRISONS
 0065 AIRPORTS
 0070 MULTIPLE GOVERNMENT/MUNICIPAL FACILITIES
 OTHER TYPE OF FACILITY (PLEASE SPECIFY) _____

B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:

- 0105 LANDSCAPE CONTRACTORS (INSTALLATION & MAINTENANCE)
 0110 LAWN CARE SERVICE COMPANIES
 0115 CUSTOM CHEMICAL APPLICATORS (GROUND)
 0120 TREE SERVICE COMPANIES/ARBORISTS
 0125 LANDSCAPE ARCHITECTS
 0130 EROSION CONTROL COMPANIES
 0135 EXTENSION AGENTS/CONSULTANTS FOR HORTICULTURE
 0140 IRRIGATION CONTRACTORS
 OTHER CONTRACTOR OR SERVICE (PLEASE SPECIFY) _____

C. SUPPLIERS:

- 0205 SOD GROWERS
 0210 EQUIPMENT DEALER/DISTRIBUTOR
 OTHER SUPPLIER (PLEASE SPECIFY) _____

Approximately how many acres of vegetation do you maintain or manage? _____

What is your title? (please specify) _____

NAME _____

BUSINESS NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE () _____

AREA CODE

I WISH TO RECEIVE (CONTINUE RECEIVING) WEEDS, TREES & TURF EACH MONTH YES NO

SIGNATURE _____ DATE _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 665 DULUTH, MINNESOTA

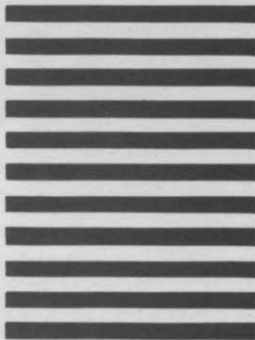
POSTAGE WILL BE PAID BY ADDRESSEE

READER SERVICE DEPARTMENT

WEEDS TREES & TURF

POST OFFICE BOX 6049

DULUTH, MINNESOTA 55806



**GET
MORE
FACTS**