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Business conditions are tough, but landscape businessmen are tougher. Diversification and foresight have prevented major losses or cutbacks. See State of the Industry Report.

JULY 1982/VOL. 21, NO. 7



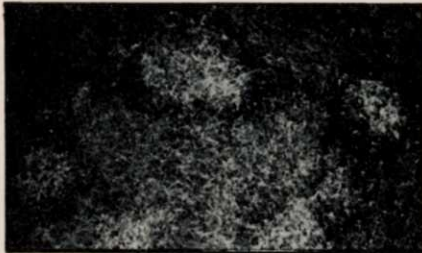
Northrup King's sales forces nearly a century ago, page 18.

18 Northrup King Nears Century Seed Mark

Northrup King first entered the professional turf field in 1970, but its agricultural and general turf seed business goes back to the turn of the century. Today, turf professionals know Northrup King as Medalist Turf Products.

32 State of the Industries: Diversity Provides Strength

When many other markets are severely affected by recession, the diversity of the market and the cautiousness of its members are providing a large degree of security.



Fusarium, one of the serious turf diseases, page 24.

24 Landscapers Incorporate Turf Disease Gains

Improved turfgrasses, altered cultural practices, and modern fungicides have helped landscape managers get a handle on turf diseases. Three turf pathologists cite the primary and secondary turf diseases and give keys to cultural practices to reduce disease incidence.

38 Hollies Stand Up To Urban Conditions

Doug Chapman covers a number of Ilex species for urban tolerance, foliage, fruit, and management. The shrub forms of Ilex have a wide range and offer diversity to landscape designers.



Deriving new business from old landscapes, page 28.

28 Award Winners Show Renovation Solutions

WTT selected landscape renovations projects from this year's award winners to show that new construction isn't the only game in town. Judges provide their reasoning for selecting this year's winners.



Fruit and foliage in urban conditions, Ilex, page 38.

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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 and 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; \$18 per year in Canada. All other countries: \$40 per year. Single copies (prepaid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1982 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. Microfilm copies of articles are available through University Microfilms, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

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OUTLOOK

By Bruce F. Shank, Executive Editor

A Market Worth Attention

While writing the State of the Industry Report I realized that suppliers aren't keeping up with you. You are changing and growing faster than they realize.

Put yourself in their boots. When you purchase advertising in most cases the business derived comes straight to you. When manufacturers advertise, the business goes to the distributor first. They wait much longer for feedback from their advertising.

Another thing we've learned is large manufacturers wrap up planning for the coming year in May or June. They are just getting initial feedback from distributors for the current year when they have to predict the next year. That is tough for anyone to do. They have to rely on historic information rather than current conditions.

To bridge the gap we often show them surveys we've done with you. We started doing regular research in 1978 and its paying off. We can prove to manufacturers, our advertisers, that you are changing and in what ways. Even then, historic data is used to challenge us.

Erik Haupt of the National Arborist Association said it best, "We have to utilize every bit of technical information out there to survive and prosper."

Some of our surveys had comments written on the bottom indicating the respondent doesn't read magazines or books or belong to an association. They know what's right for them. To me that's sad. I suppose they still use Bordeaux mixture for diseases.

My point is, without realizing it, I find myself defending the intelligence and business abilities of the landscape industry to its manufacturers and suppliers, when it should be known. The landscape architects and the lawn care businessmen have fought through this haze of disbelief to surprise everyone. They did it by unifying their efforts and proving with statistics their accomplishments.

Some of our efforts are beginning to pay off. Chemical companies are creating specialty products groups to serve the landscape markets. Stauffer, MoBay, and Rhone Poulenc are three examples. They have assigned staff just for our markets, to keep in touch, and to note change.

The lure of consumer sales still pervades the equipment manufacturers. Most of them started out on the professional side and moved over to consumer. Companies paying close attention to the landscape market will get the orders when recession lifts, or they have their distributors to thank for keeping close to the market.

The landscape markets are solid, healthy markets. They deserve complete or at least special attention.

Even the Census Bureau is adapting to the informational needs of the landscape market. That will help a great deal. It took associations pressuring the Census Bureau to accomplish the changes. It too was going by precedent and history rather than following our progress. Like agriculture, landscaping is far into the billions of dollars today. We deserve, or perhaps expect, more attention. **WTT**

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GREEN INDUSTRY NEWS

PEST CONTROL

Oregon zaps gypsy moth explosion

In an effort to avert a repeat of the Northeast's massive defoliation caused by gypsy moths, the Oregon Department of Agriculture overcame community opposition and legal roadblocks before spraying 5000 residential acres of South Salem with Sevin 4-L to eradicate the pests.

On May 20th, one day after U.S. Circuit Court of Appeals Judge Jim Redden denied an opposition group's request to ban the spraying, helicopters completed the first application. A second application was made in early June. Ray Hobson, deputy director of the State Department of Agriculture, feels that they should be able to assess the success of their effort by early August.

The moths, which were detected in the state last year, had spread significantly enough to warrant the use of the insecticide. A group of residents, protesting the use of the chemical in a residential area, postponed the treatment by taking the State as far as the Circuit Court of Appeals before the request was denied. According to Hobson, the example of the Northeast was the most persuasive argument for the use of the chemical.

When the proposal to spray was announced, mailings outlining the precautions that should be taken during the spraying were sent to all residents in the area. Included in the packet was a notice indicating that "no harmful effects have been found using this carbaryl-based insecticide." On the order of Judge Redden, a second notice was sent describing the possible hazards of Sevin. "The residents have been buffeted with information from both sides through informational meetings and public hearings," said Hobson, and added that he felt the silent majority was in favor of the treatment.

To prevent the chemical from entering the water supply, 200 ft. buffer areas around streams were flagged off and treated from the ground. Pregnant women were advised to leave the area



during the spraying.

The gypsy moth's arrival in Oregon has been traced to relocated residents and travelers from northeastern states. To prevent further infestation the state is experimenting with a voluntary quarantine program. The Department of Agriculture is contacting as many newcomers and travelers from the Northeast as possible to inspect property for the insects.

The Department is also setting 10,000

traps to detect any moths coming into the state. Officials would like to avoid the necessity of further large scale sprayings.

Gypsy moths destroyed more than 13 million acres of trees in 1981, mainly in the Northeast. In the recent past, however, larvae have been reported as far south as Florida, in North Central states such as Wisconsin, Illinois, and Michigan and in the West Coast states of California and Washington.

RESEARCH

New lab to develop pest control strategy

The recent development of chemical resistances by some pests has prompted the establishment of the a new laboratory to investigate the replacement of some of the old pesticides with new and more active chemicals as well as improving the application techniques for all pesticides. The Laboratory for Pest Control Application Technology

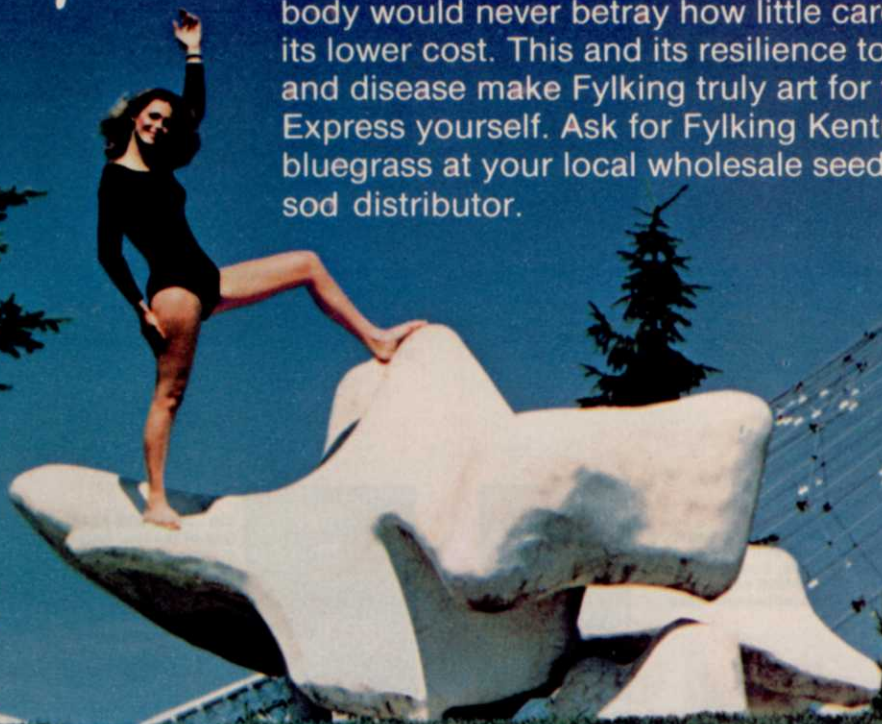
(LPCAT) opened in October of 1981 with the purpose of developing and coordinating a research effort for more effective pesticide application and use strategies in the '80's.

Headed by Dr. Franklin R. Hall, and staffed by a faculty of 17 state and Federal scientists, the laboratory is working to increase the application efficiency for pest control agents, to design and/or improve equipment and procedures to reduce unnecessary exposure to humans or to non-target organ-

Continues on page 12

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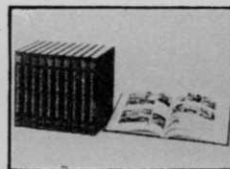


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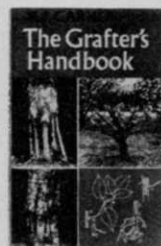
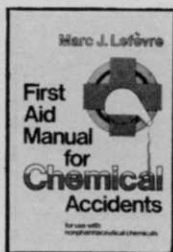
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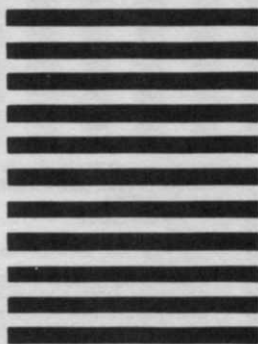
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