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DURSBAN Gets the jump on late emergers.



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Ad No. 1906



Cover: Thirty acre industrial park west of St. Louis groomed for efficiency and comfort. See page 36.

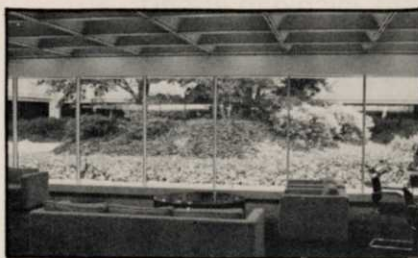
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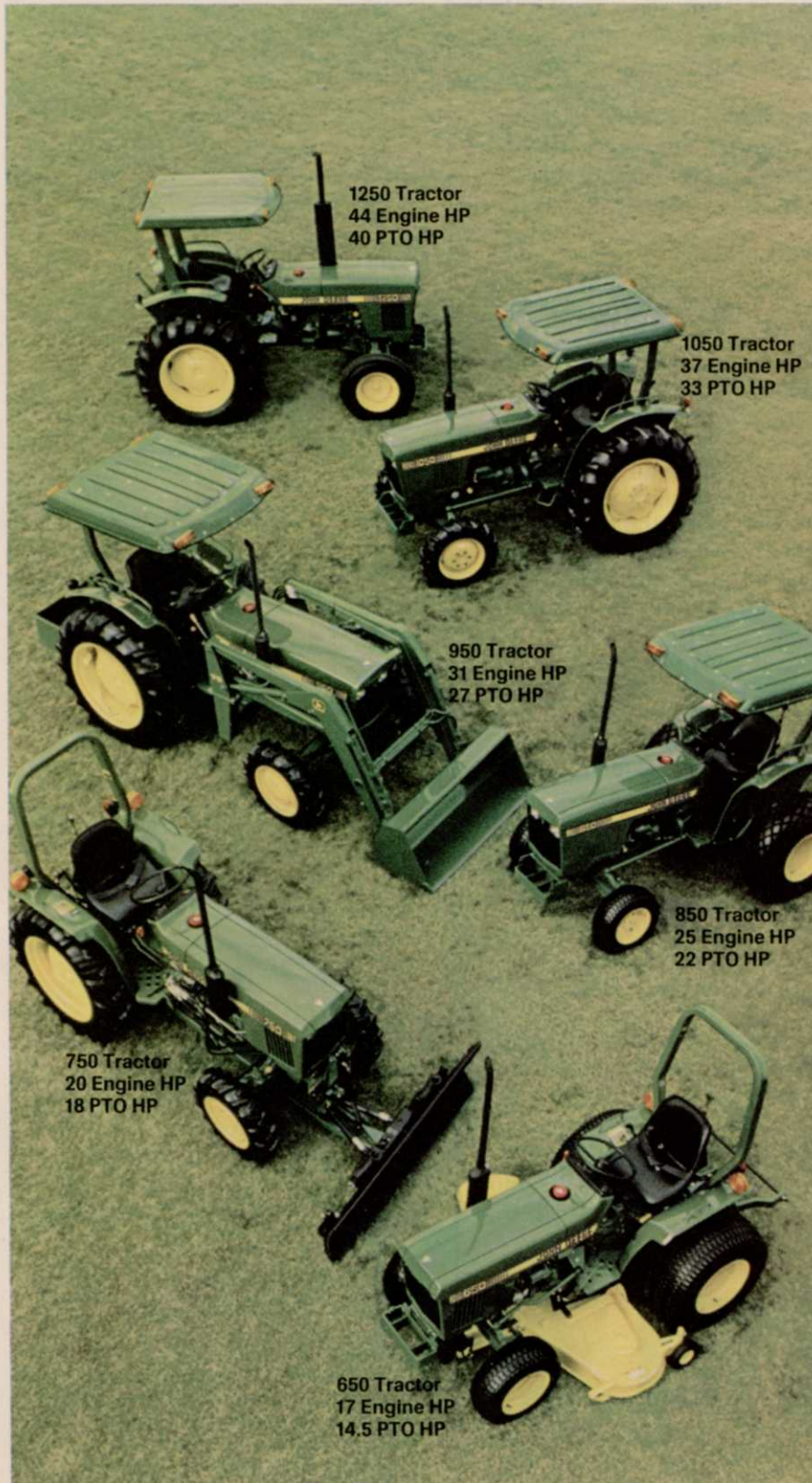
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For the name of the nearest dealer, or a free folder on the John Deere compact utility diesel tractors, call 800-447-9126 toll-free (800-322-6796

in Illinois) or write John Deere, Dept. 67, Moline, Illinois 61265.



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WT&T

OUTLOOK

By Bruce F. Shank, Executive Editor

It's a Horse Race, We're Winning

Don't let stories about International Harvester and Allis Chalmers get you down. Manufacturers to the golf and landscape industries are strengthening their promotional campaigns because our market is a sound one.

Toro and Jacobsen are reporting improved sales. Mobay, Mallinckrodt, Dow, Rhone Poulenc, Stauffer and other chemical companies are realigning marketing strategies to beef up specialty chemicals. More than ten new chemicals are nearing registration for turf and ornamentals.

Two markets are of particular interest to manufacturers, golf and lawn care. The term lawn care is stretched often to include all landscape contractors. Golf is a solid performer for manufacturers and lawn care is the market of potential.

The fact that we have two strong identities within the landscape industry, has brought new respect to all segments of the market. Nursery, like golf, is highly regarded but not to the same degree as golf and lawn care.

To me, the landscape contractor is not getting the recognition he deserves from manufacturers. They understand lawn care, golf, sod, nursery, and tree care. For some reason the terms landscape contractor and grounds manager are too general or too hard to define in terms of buying. The market profiles we started in August are intended to help both the reader and the manufacturer in terms of identity.

Manufacturers have also voiced uncertainty over the involvement of distributors to the landscape industry. As a result, national and large regional distributors such as Lakeshore, The Andersons, Miller, and Lebanon are growing in market share.

Who cares if the landscape industry is attractive to manufacturers? Due to the highly complicated and expensive laws governing chemical registration today, manufacturers must set priorities and make choices. Equipment manufacturers carry tremendous overhead and they too have to make choices. If we want to assure our future supply of quality equipment and chemicals specifically for our market, we must gather the data and do whatever it takes to show manufacturers how significant we are.

Call for Guest Editorials

If you read *Newsweek*, you probably read the "My Turn" page where readers provide insight into the effects of laws and politics on their lives. *Weeds Trees & Turf* would like to provide its readers with the same opportunity.

If you would like to make a statement to the industry, please send a two-page, double-spaced manuscript to Bruce Shank, *Weeds Trees & Turf*, 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

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We're not just in the golf car business.

We're in the golf course business.

Our president Joseph Noll looks at golf cars a little differently than other manufacturers do. He's been deeply involved in the *business* end of golf for over 25 years. He has been a country club president, and a volunteer in many club and course organizations. Currently a director and an officer of the National Country Club Association and a director of the Greater Milwaukee Country Club Association, Mr. Noll knows that a golf car is an important, specialized piece of equipment.

And he knows something else: a quality golf car is important to a quality golf course.

In 1982, when Columbia purchased the golf car division of Harley-Davidson, Mr. Noll had the opportunity as president to make this awareness the foundation of something important. Prior to this purchase, an extensive survey of all golf car products was made, and he came to the firm conclusion that Harley-Davidson built the best golf car in the world. And he knew he could make it even better.

Introducing the Columbia Car Corporation.

Columbia has a single purpose. With the special understanding we have of the role golf cars play in the golf course business, we've chosen to concentrate our efforts toward one end—producing golf cars of uncompromised quality. Every Columbia car coming off the line will deliver what the best club management is demanding today: economy, efficiency, reliability, longevity. It's true whether you choose our gasoline- or electric-powered car—three-wheeled or four-wheeled. That's not just a commitment for the future. It's a rock-solid reality today.

Ours are the only golf cars made in America with an American engine. Every Columbia is manufactured at our plant in Deerfield, Wisconsin, a place where the work ethic that established American manufacturing excellence still thrives.

*Major engine components defined as cylinder, piston, cylinder head, crankshaft assembly, and bearings.

**Master drive system consists of solenoids, resistor, time delay, diodes, and speed switch.



And we've just expanded to an adjacent building giving us 154,000 square feet of total manufacturing space.

We stand behind what we sell.

We give you a two-year warranty on the major engine components of our gasoline cars* and a two-year warranty on the master drive system for our electric cars.** That's *twice as long* as any other company offers! We have the confidence because we have the products.

Our involvement doesn't stop at the end of the production line. In fact, Columbia has the largest dealer network of any golf car manufacturer. It's also recognized as the finest service organization in the industry. So you can count on fast, expert service wherever your course is located.

We do more than sell golf cars.

We strive for increased quality to improve performance and dependability. To reduce maintenance costs. To increase user satisfaction. To innovate in the areas of efficiency, comfort, and luxury accessories. To continue to educate and encourage our dealers so that you'll never be kept waiting or wanting.

Get to know us better.

We're ready to be your number one source for golf cars, and we're anxious for you to know more about Columbia. Our dealers have the details about the golf car company that understands *your* business. Contact the one nearest you, today.

If you have any questions, please call Mr. Noll at his toll-free number, 1 800 222-4653. If you prefer, write to him. Joseph Noll, Columbia Car Corporation, P.O. Box 3069, Madison, WI 53704.

COLUMBIA

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Here for the long ride.

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NOVEMBER 1982/WEEDS TREES & TURF 5

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AND



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USE



Lots of lawn care jobs you do are easier and faster with Roundup.

Wherever you use it, Roundup® herbicide helps make weed control around your customers' homes fast, easy and effective. Just one application of Roundup controls tough labeled weeds right down to the roots, so they won't grow back. That means less need for time-consuming repeat treatments.

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Whether you apply Roundup with a backpack sprayer or a hand-held wiper, it effectively controls weeds

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So reach for Roundup before you begin your next lawn care job. It'll help make weed control faster and easier—which can mean more profit for you.

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Monsanto

GREEN INDUSTRY NEWS

Indianapolis is set for lawn care show

More than 1,500 professionals involved in the lawn care industry are expected to attend the third annual Professional Lawn Care Association of America's Convention and Trade show Nov. 16-18 at the Indianapolis Convention Exposition Center. Former U.S. Secretary of Agriculture Earl L. Butz will be the keynote speaker.

The program has been expanded to include more than 150 booths, 10 speakers addressing key issues in the industry and presentations on a variety of topics useful to the lawncare professional in the current economy.

"PLCAA has developed a dynamic program geared to assist the lawn care professional in these challenging times," said Marty Erbaugh, current president of the PLCAA.

The keynote speaker is currently Dean Emeritus of Agriculture at Purdue University. Butz will discuss "Populism, Politics and Progress," a presentation on the free enterprise system and the essential need for profits in it.

Other speakers include:

-Richard Lehr, Chairman of the Labor Department of a Birmingham, Alabama law firm, discussing "Preventive Employee Relations for the Lawncare Businessman."

-Gerald Sweda, Manager of Corporate Sales Training, O.M. Scott & Sons Co., will demonstrate how believing in yourself can help motivate those around you.

-Lawrence D. Kokkelenberg, Ph.D. will outline in his presentation, "Increase the Bottom Line Through Improved Customer Relations."

-Jerry Faulring, Chairman of the PLCAA Governmental and Industrial Affairs Committee and Immediate Past President of PLCAA, will discuss "Government Regulations Include More Than Just Pesticides."

-Wilbur Wagner, Manager, Mail Classification Center, Indianapolis, will address "Postal Regulations and Services" to help members find efficient, economical means of promoting their businesses through the mail.

-Bob Miller, Ph.D., of ChemLawn Corporation, will give a "2,4-D Coalition Update" and discuss ways members can assist in one of the more controversial issues facing the industry.

For more information about the convention, contact Professional Lawn Care Association of America, 435 North Michigan Ave., Suite 1717, Chicago, IL 60611, (312) 644-0828.

COMING SOON

New Jersey Turfgrass Expo 82, Resorts International, Atlantic City, NJ, Dec. 6-9. The annual turfgrass educational conference and trade show sponsored by Cook College, Rutgers University, and the New Jersey Turfgrass Association. Golf, sod, athletic fields and lawn care are discussed in educational sessions. Regional distributors and national manufacturers participate in trade show. Contact Henry Indyk, Soils and Crops Dept., Cook College, Rutgers University, PO Box 231, New Brunswick, NJ 08903. (201) 932-9453.

Ohio Turfgrass Foundation Conference and Show, Columbus Hyatt House, Columbus, OH, Dec. 7-9. The first show to stress lawn care held in conjunction with Ohio State University. Packed educational sessions and large variety of turf and golf course equipment. Contact John Street, Ohio Turfgrass Foundation, 1827 Neil Ave., Columbus, OH 43210. (614) 422-2592.

EQUIPMENT

Sawtelle wins Jacobsen distributor award

Jacobsen's president John Dwyer and vice president Roger Thomas presented its Distributor of the Year plaque to Chester Sawtelle of Sawtelle Brothers, Swampscott, MA. Sawtelle is a distributor of turf and maintenance equipment.

Distributor of the Year awards also

went to Watson Distributing, Houston, TX; Paul Blakeney Co., Oklahoma City, OK; Interprovincial Turf, Calgary, Alberta, Canada; Colonial Motor Co., Dallas, TX; Robison's Lawn and Golf, Grandview, MO; Fallis Turf Equipment, Richmond, BC; and Horst Distributing, Chilton, WI.



Jacobsen's Distributor of the Year: pictured are (left to right): Chester Sawtelle, Sawtelle Brothers; John Dwyer and Roger Thomas, Jacobsen; Frank Higgins and Joel McKoan; Sawtelle.



The City That Works Works With Woods

There's a lot of grass to mow in the Windy City, and Chicago's Park District uses rugged Woods mowers to help them cover a lot of ground.

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Send for complete specifications on the dependable line of Woods mowers today.

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UPDATE

Winter seminars offered by NGF, GCSAA

The National Golf Foundation and the Golf Course Superintendent's Association of America are sponsoring golf course management workshops this month.

NGF's annual Golf Course Management Workshop will take place in Orlando, Nov. 29 to Dec. 2. The four-day event allows close personal instruction to managers of all types of golf facilities. During the event, professional golfer Jack Nicklaus will receive the Herb Graffis Award for his contribution to the game of golf.

More than 80 golf facility managers from the Air Force are expected at the NGF seminar. The event will take place at the Americana Dutch Resort Hotel in Disney World. Reduced room rates will be available for three days before and three days after the event. Contact NGF for more information: 200 Castlewood Drive, North Palm Beach, FL 33408. (315) 844-2500.

GCSAA will sponsor two seminars in the Chicago area late this month. They both take place Nov. 20-22. Ornamental Pest Management is the title of a course taught by David Nielson from Ohio State University and Donald Short of the USDA Northeast Forest Experiment Station. Both are top men in the field. A Human Resource Management Course will be presented by consultant Ron Fream at the same time. Contact GCSAA for more information: 1617 St. Andrews Drive, Lawrence, KS 66044. (913) 841-2240.

EPA survey raises ire of superintendents

Overstated endorsement by NGF and GCSAA and misuse of private information are the charges of some superintendents who received a lengthy questionnaire from the American Association of Retired Persons about pesticide usage.

NGF reports that many superintendents are hesitant to fill out the questionnaire since they are aware of the Environmental Protection Agency's involvement in the project. GCSAA said in its "Newsline" that the survey "appears to be the harmless result of an overzealous, well-meaning group who will probably be willing to work closer with GCSAA in the future."

A similar survey is being mailed to many other user groups of pesticides. The Professional Lawn Care Applicators Association and the National Arborist Association have endorsed surveys for those industries. The staff of these organizations obviously feel the intention of the survey and the use of the data are constructive not regulatory.

GCSAA tags Powell for information

GCSAA has hired Lewis (Chip) Powell Jr., to replace Larry Goldsmith as Director of Information Services. Powell will also serve as assistant director of education under Jim Prusa, director of education.

Powell has been superintendent at Deerwood Club in Jacksonville, FL since 1978. During that time he has been very active in the association. Prusa, another former superintendent, and Powell will take GCSAA's training programs into the 21st Century.

SEED**Grau, Penngift vetch honored by governor**

Pennsylvania Governor Dick Thornburgh signed Senate Bill 1042 recognizing Penngift Crown Vetch as the state's Beautification and Conservation Plant and Dr. Fred Grau of College Station, Maryland as the discoverer.

Pennsylvania has used Penngift along highways since 1958. Grau, was extension turf specialist at Pennsylvania State University with Dr. William Musser in 1935, when he discovered Penngift. He has since been director of the USGA Green Section and codeveloper of the aerifier for West Point Products Co., now owned by Hahn.

Thornburgh said Penngift has been successfully used to beautify and control erosion on more than 50,000 acres in the state.

CHEMICALS**Fluid fertilizer group is launched**

Dr. James Batchelor from the University of Arkansas assumes the new position of administrator of the Fluid Fertilizer Foundation this month. The new research branch of the National Fertilizer Solutions Association is funded by more than \$600,000 to explore and expand fluid fertilizer technology.

Although the main focus of the group is agriculture, chemical applicators in the landscape and golf industries may benefit from the research. Dennis Brown of NFSA told *Weeds Trees & Turf* he estimates 60 to 65% of lawn care firms use liquid applications.

The Fluid Fertilizer Foundation was created in July by NFSA and Batchelor takes responsibility this month. Batchelor has been extension specialist for the University of Arkansas in soil fertility, plant nutrition, crop protection and irrigation. He can be reached at NFSA, 8823 N. Industrial Rd., Peoria, IL 61615. (309) 691-2870.

EXTENSION**Ohio surveys users of extension program**

The Cooperative Extension Service of Ohio State University is holding public opinion forums and polling people on extension mailing lists to assess the direction of extension programs in the state.

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