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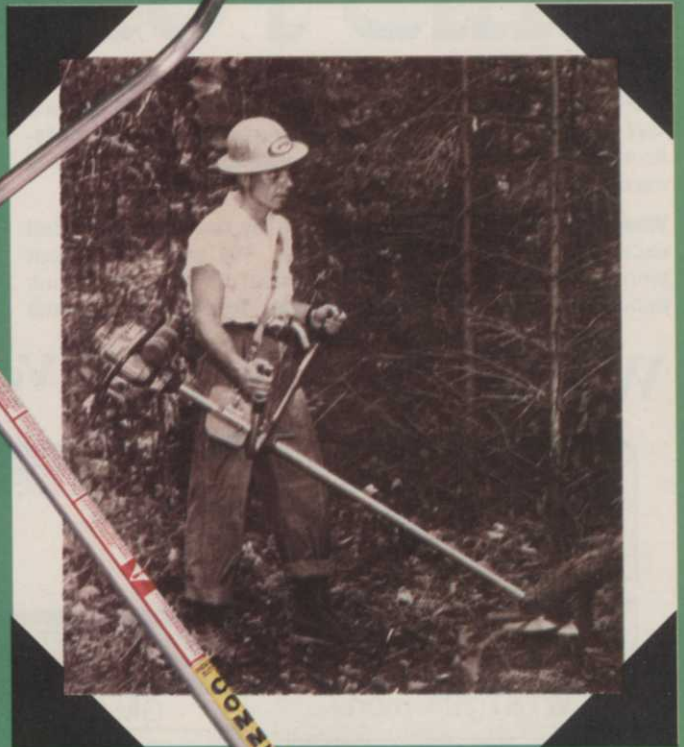
In 1952, Hoffco built a special gasoline-powered portable brushcutter for the U.S. Forestry Service: A fast, dependable way to clear firebreaks and save trees.

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JP420 8" Tri-Kut Weed Blade, 2 line Monofilament Head standard equipment, 9" Brush Blade optional accessory.

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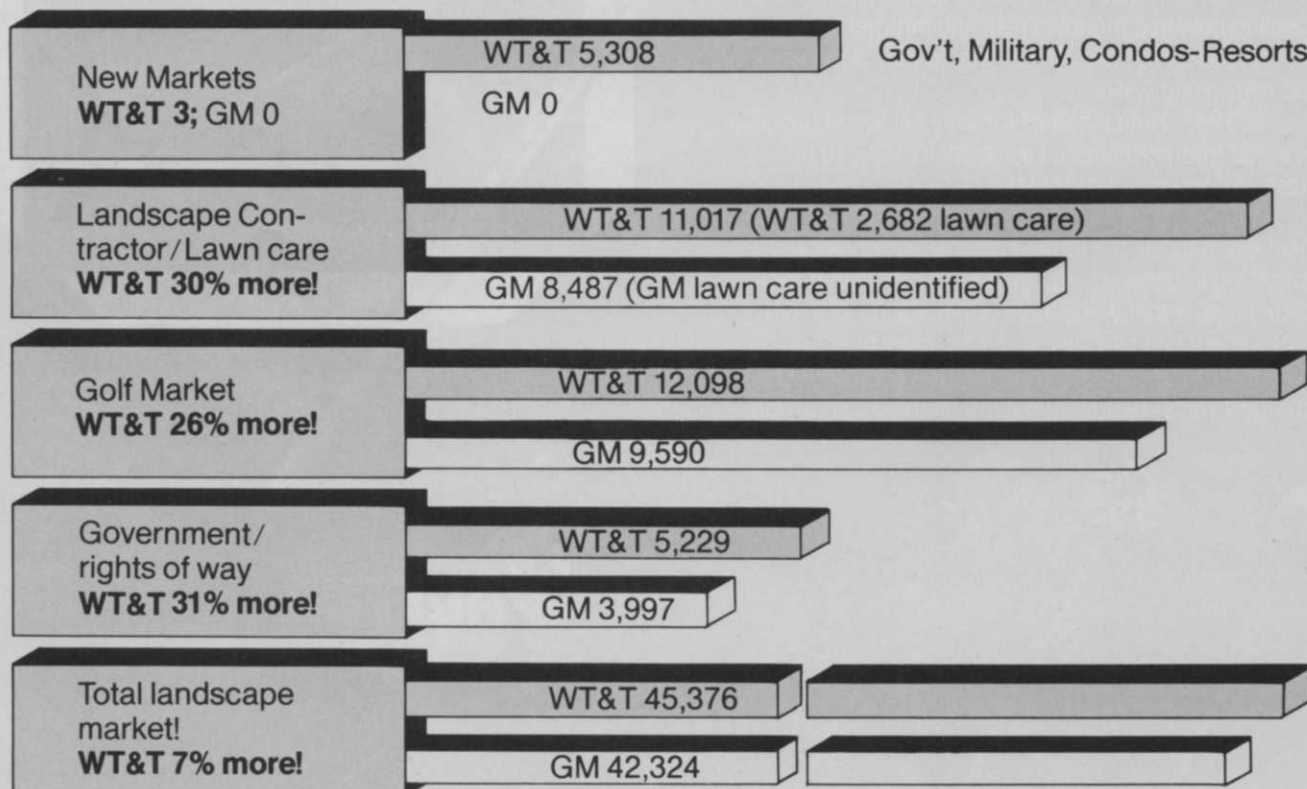
In a competitive industry like ours, a magazine doesn't maintain its readership lead by resting on its laurels. **Weeds, Trees & Turf** keeps ahead of the field by constantly toning its journalistic muscles and auditing its performance to insure you receive maximum reach for your advertising dollars.

Weeds, Trees & Turf stays in shape by running fast-paced exclusives like our Industry Profiles. We work up a sweat pinning down the small details that make our special sections accurate, timely and useful. **Weeds, Trees & Turf** raises

weighty issues and jogs memories in the legislative arena. We push ourselves to the limit to give our readers the news, trends and breakthroughs they need to know to stay profitable.

The bottom line for our advertisers is a magazine that is read from cover to cover by the green industry decision-makers who have the authority to buy their products. We deliver **MORE** readers too, and at a **LOWER** cost per thousand than our nearest challenger.

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SOURCE: 6/82 BPA AUDIT

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WEEDS TREES & TURF

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MOLE

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Phostoxin can help you turn rodents into sitting ducks. For more information, contact your Degesch America representative:

Farmland Industries, PO Box 7305, Kansas City, MO 64116, Phone 816-459-6000; **Fumigation Service and Supply**, 10505 N. College Ave., Indianapolis, IN 46280, Phone 317-846-5444; **Fumigators**, PO Box 33342, Raleigh, NC 27606, Phone 919-832-3983; **Industrial Fumigant Company**, PO Box 1200, Olathe, KS 66061, Phone 913-782-7600; **J-Chem**, PO Box 5421, Houston, TX 77012, Phone 713-923-9401; **Lystad's**, 901 University, Grand Fork, ND 58201, Phone 701-775-6283 or 7220 Claussen Blvd., Oklahoma City, OK 73116, Phone 405-843-5876; **Van Waters and Rogers**, 2600 Campus Dr., San Mateo, CA 94403, Phone 415-573-8000.



RESTRICTED USE PESTICIDE

For retail sale and use only by Certified Applicators or persons under their direct supervision and only for those uses covered by the Certified Applicator's Certification.

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APRIL 1983/WEEDS TREES & TURF 73

season. It also means he must pay close attention to cash flow.

"During the months of April and May, cash outflow is far greater than income," Fredette pointed out. He stresses his organization is in the service business and not the credit business. "This is really a matter of customer education. Our customers have come to accept our billing procedures. We bill net 30 days for work done," Fredette says. "On small jobs the customer can pay half down and the remainder when the job is completed. On large jobs, the customer pays a third of the total at the beginning, a third when the job is half finished, and the final third when the work is complete."

Fredette dryly remarks, "The landscape manager has to wear many hats; that of a horticulturist, a salesman, an employer, a public relations person, and a credit manager."

Fredette has found a good policy is to listen closely to the property owner before laying out a program. After the initial discussion, it is then possible to make suggested changes without alienating the customer.

Color photography has become an important visual aid to Fredette. "I can shoot existing projects as examples for potential customers. Photography has proven to be a great selling tool."

The landscape manager is a horticulturist, a salesman, an employer, a public relations person, and a credit manager.

Another operational procedure Fredette has found to be valuable: "Always level with the customer when figuring the cost of a job. That includes all the job, not just bits and pieces."

If the customer is aware he is being treated honestly and fairly, he becomes a potential referral for new business. Fredette estimates that approximately 10 percent of his business has come from referrals. He wants to increase that percentage.



Woodlake is one of 12 apartment complexes managed by Fredette for J.T. Burns Management Corp.

Advertising in the Yellow Pages as well as in the classified section of the local newspaper are two other avenues this landscape supervisor has found to be effective in getting business.

Another point relating to customer satisfaction—and it has become a "must" with Fredette, buy plants hardy to the area. His usual procedure is to buy from a reliable wholesaler in the Albany area who buys the plants/shrubs/trees from growers in New Hampshire, Vermont and Connecticut.

Winter work, such as snow removal and carpentry, is being developed to keep more employees on the payroll. Key workers are asked to sign an agreement of confidentiality.

Fredette is very picky about equipment as well. "We sharpen and balance mower blades every day. This attention to mowing equipment means a neater, more cleanly groomed lawn which attracts attention and business," says Fredette. He uses Scotts fertilizers with minor elements for both turf and trees.

Fredette's crew operates with one 18,000-lbs. stake truck, a low-boy trailer, two pick-ups, two Grasshopper mowers (52 and 61-inch) and other various equip-

"Always level with a customer when figuring the cost of a job."

ment. He makes an effort to get full utilization out of all equipment. "Idle equipment becomes expensive equipment over a period of time."

All accounts are on computer. Before final billing Fredette inspects completed worksites. A follow-up process is done to clear the books.

Burns Management Corp. provides the computers and billing personnel. The ability to use Burns' staff and equipment not only provides increased efficiency for Burns but enables Fredette to increase income by branching out.

WTT

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Circle No. 155 on Reader Inquiry Card

VEGETATION MANAGEMENT

By Balakrishna Rao, Ph.D., and Thomas P. Mog, Ph.D.

Q: Is northern Minnesota too extreme for late fall fertilization programs? I am specifically concerned about direct low-temperature kill due to lack of winter hardiness. (Minnesota)

A: Responses of Kentucky bluegrass in Minnesota to fall fertility indicate that cold tolerance is not adversely affected by late season nitrogen. The optimum rate of soluble nitrogen is approximately one pound per 1,000 square feet. Soluble fertilizers applied after October 15 tend to act like slow-release sources with visible responses the following June.

Poor surface or subsurface drainage during the cold hardening period is the major cause of low-temperature kill. Excessive available water inhibits normal reduction of plant water content during cold hardening and the internal water later forms ice crystals within the plant.

Q: Every year as the season progresses from summer into fall our customers have to continually raise their mowers in order to avoid the "scalped" look on Bermuda lawns, both hybrid and common. We have fertilized with well-balanced fertilizers including iron and don't really have a thatch problem. It seems as if it must be a growth response to something. Do you have an explanation? (California)

A: Without having sufficient information concerning mowing height and frequency, it appears the scalped effect could be due to letting the grass grow too tall before cutting it. If Bermudagrass is mowed frequently it is not necessary to raise the cutting height to avoid a scalped appearance, although sometimes Bermudagrass may produce upright growth which, when not mowed properly, may appear to be scalped. With proper irrigation and fertility management, turf should green-up quickly and if mowed frequently, should not require a change in cutting height later on.

Sometimes dull mower blades may pull tall grass plants resulting in the scalped appearance you describe. Common Bermudagrass should never be mowed less than one inch.

Q: A pond was treated with aquazine for weed control. The water from this pond was used to irrigate bentgrass which resulted in injury. Could you please suggest some guidelines to remove the herbicide contamination from the pond water and how soon the water can safely be used for irrigation? (Canada)

A: Reports indicate that aquazine (simazine) even at 1 ppb. can be toxic to bentgrass, which is extremely sensitive to this herbicide. Repeated use of even slightly contaminated water can accumulate the herbicide in the soil resulting in turfgrass injury.

Activated charcoal is generally recommended to remove triazine herbicide contamination. Ideally, the entire pond or the contaminated body of water should be treated with activated charcoal. Perhaps, this would be difficult to manage, if not impossible. An alternative suggestion is to pump the pond water through an activated charcoal filter into a holding pond or a tank. Water coming out of the filter should be periodically monitored for herbicide residue.

In addition to monitoring to establish a safety level, I also recommend that the water be tested on small bentgrass test plots to further verify that it would not be phytotoxic.

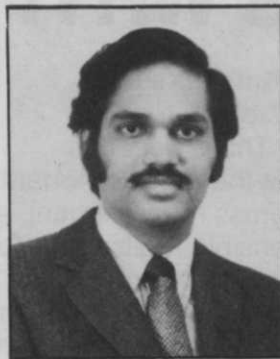
Q: It's not even summer and leaves are dropping from some maple trees. The leaves don't turn color, they just fall off. What is going on? (Illinois)

A: The maple petiole borer, June beetles and aphids are three of the more common causes of this problem.

It is the small larvae (caterpillars) of the maple petiole borer which do the damage. The adult petiole borer is a sawfly, a wasp-like insect. The larvae bore and feed inside of the leaf stalk. As a result, the petiole is weakened and breaks off a short distance from the leaf blade. The larvae usually stay behind in the stub which is still attached to the tree. The insect and the petiole stub fall off later. This insect overwinters as a pupa in the ground. I am not aware of an effective means of controlling the maple petiole borer.

The larvae of June beetles, also called May beetles, are white grubs which live in the soil. The adult beetles can fly. The adults feed on tree leaves and leaf petioles which brings about the leaf drop. When beetle feeding is the cause of the leaf drop, the length of the petiole which remains attached to the fallen leaf will normally be longer than the stub associated with petiole borer injury. Insecticide applied to the foliage should control May and June beetles. More than one application may be necessary.

Aphids are small, soft-bodied, rapidly-reproducing, sucking insects. Aphids can build up to excessive numbers almost overnight. Stress, induced by countless aphids sucking the sap from the leaves, will cause shedding of the leaves. This is especially true during a dry spell. When aphids are the culprits, the petiole of the shed leaf will not be chewed away or shortened. It often takes several foliar sprays of an insecticide to alleviate an aphid problem.



Balakrishna Rao is plant pathologist and Thomas Mog is pest management specialist for Davey Tree Expert Co., Kent, OH.

Questions should be mailed to Vegetation Management, Weeds Trees & Turf, 7500 Old Oak Blvd., Middleburg Heights, Ohio 44130. Please allow 2-3 months for an answer to appear in the magazine.

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Fusarium Patch
Leaf Spot*
Brown Patch*
Red Thread*

*Approval Pending

L.I.S.T. Monthly Simplifies Plant Locating, Job Costing

When you first open L.I.S.T. Monthly, a national catalog and price list for nursery material, the rows of numbers overwhelm you. But, once you learn a few simple codes, locating and pricing plants for a job is a breeze. No more phone calls searching for each plant in a job and then getting a firm price.

Both contractors and architects should benefit greatly from this eight-month-old publication, one primary reason is the two people who created L.I.S.T. Monthly worked for major contractors. Robert MacDonald graduated from Mississippi State University's landscape contracting program and worked for Gustin Gardens in Gaithersburg, MD. He did much of the bid work for Ray Gustin's commercial division. John Cote worked for Theodore Brickman in Long Grove, IL, and is also a Mississippi State University graduate.

Currently, 145 growers have products listed in the publication. MacDonald hopes to increase that number to 600 in the near future. The February edition was 236 pages, four times larger than the original July 1982 issue.

BOOK REVIEW

Vargas Translates Disease Terms to Useful Words

Turfgrass diseases are one of those hitches to an otherwise smooth running management program. You'd rather not study them unless you have to.

Dr. Joe Vargas of Michigan State University, has tried to make the task more interesting in his new book *Management of Turfgrass Diseases*, published by Burgess Publishing Co.

Vargas discusses each significant disease of warm and cool-season turfgrass and explains factors which cause, encourage, or discourage them. Diseases and cultural influences are covered for home lawns, golf courses, and sports turfs.

Selection, use, and action of turf fungicides are covered in one 15-page chapter. Some authors have written entire books on this subject alone. But, Vargas has distilled down this information to the quantity desired by turf managers. He is writing specifically for them.

There are 23 color plates of diseases on turf and numerous line drawings.

The entire book is 200 pages and sells for \$24.95. If you are looking for a simplified, basic guide to turf diseases and their control, *Management of Turfgrass Diseases* is your book.

WTT

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Sod Webworms
Billbugs, Grubs and
Many Other Insects

The growers are divided into six regions. Distributors, mail order houses, retail operations and landscape nurserymen are included by region as well but are coded for identification.

The catalog is based upon the common and botanical names for each plant. These are in alphabetical order. Next to the plant are listed the size, container type, quantity available, average wholesale price, date of the information from the supplier, supplier name, region, price each, and quantity range for sale. Wholesale prices of all growers listed are averaged for job estimating.

By looking at this catalog, an architect can decide whether to specify a certain type of plant based upon availability. He can also tell a contractor where to find a plant if he says it's not available.

The contractor can save time doing estimates for bids and can show an architect with reasonable cer-



tainty a plant is unavailable. He may find the plant available in a smaller or larger size, but still in his area. Substitutions can be made up front rather than by post contract negotiations.

Computerized architects and contractors can access the information by phone rather than using the publication if desired. A "black box" is generally all that is required.

All plants are identified by the eight-digit American Association of Nurserymen code for future numerical identification.

McDonald got the idea when Ray Gustin hired him as a coop student from MSU to consolidate 400 nursery catalogs into one for his estimators. Gustin was one of McDonald's first subscribers.

Members of industry associations receive a discount for subscriptions. MacDonald has announced a spring special price of \$36 for 12 issues. The regular price is \$59. MacDonald is shooting for 15,000 subscribers.

At today's labor rates, the catalog pays for itself in less than three hours of saved time. Think of the hours you've spent paging through nursery catalogs and making phone calls. Architects, contractors, and other nurserymen should find this publication very helpful.

Subscriptions can be arranged by contacting L.I.S.T. Monthly, 218 Joseph Square, Columbia, MD 21044. (301) 964-3838.

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A complete weed control program with Roundup can also mean a considerable savings of time and labor on repeat treatments. With a 2% solution of Roundup you can control over 90 kinds of problem weeds—roots and all—so they won't grow back.



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