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The energy behind the idea never runs out.

Good ideas come and go. Even some of the best ideas eventually fade away. Why? Because it takes a constant flow of energy to keep an idea fresh and bright.

DURSBAN* insecticides are a perfect example. 17 years ago they were a good idea. But with the full energy of Dow behind them, they are among the most widely used insecticides on the market.

It all started when Dow developed chlorpyrifos — the active ingredient in DURSBAN insecticides, and still the most effective ingredient available. Since that time, Dow has invested a lot of energy in continual research and development programs to expand the uses and registrations of DURSBAN.

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Remember, anybody can come up with a good idea, but it takes a company like Dow to make it work for you. Agricultural Products Department, Midland, MI 48640.

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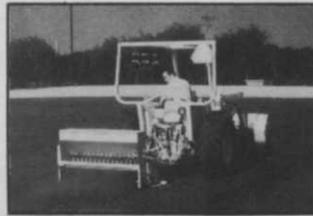


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Ad No.: 3902



Cover: The park system staff in Northbrook, IL, gives taxpayers what they want, good fields for its soccer program. See page 24.

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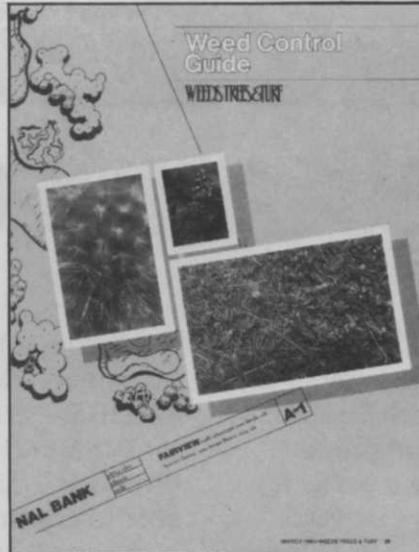
Landscape Log: April Jobs for Your Crew

Insect control, transplanting and fertilization head the list for April. April is a good time to beat the insect before it gets established says Doug Chapman.

24

Serious Soccer: Northbrook Commits To Quality Fields

Northbrook, IL, takes soccer seriously and its park staff responded with a five-year program to improve fields. Mike Schiller's program includes frequent aerification, bulk fertilization, and overseeding. Schiller has moderated costs with labor and cost cutting techniques.



Expanded Weed Control Guide, see page 29

29

1983 WEED CONTROL GUIDE

This annual field guide has been updated to include more land-

scape and warm season weed control information. Drs. Euel Coats and Elton Smith are the authors of this 48-page helper. Illustrations by O.M. Scotts and a Weed Quiz round out the Guide. Keep this valuable reference to answer questions this spring and summer.

78

Let's Not Forget Little Golf Courses

Veteran superintendent Bill Lyons defends the importance of small golf courses to the game. He points out their special needs and questions whether they receive the support they deserve.

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Efficient soccer field management, see page 24

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Prelude

turf-type perennial ryegrass

**“Every ‘new generation’
brings with it
something special.
So it is with this
new ryegrass . . .”**

Rich Hurley

It's here. PRELUDE, a “new generation” ryegrass that sets new standards in all 'round performance. The ryegrass that far surpasses those most popular varieties of just a few years ago.

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Available Fall 1982



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ALWAYS READ AND FOLLOW LABEL DIRECTIONS FOR ROUNDUP.
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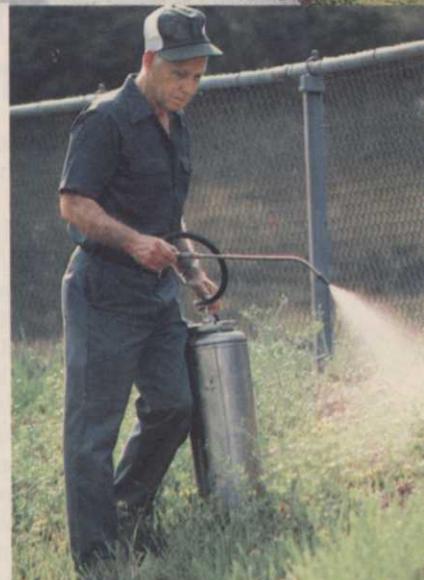


YOU USE ROUNDUP,[®] LABOR YOU'LL SAVE.

What's more, Roundup leaves no residual soil activity, and it won't wash or leach out to harm desirable vegetation. That makes Roundup ideal for around shrubs and flower beds, around trees and other areas.

Using Roundup makes good business sense. Look around. The more you do, the more you'll save. See your herbicide dealer soon.

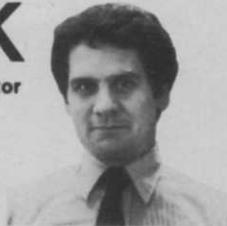
**FOR A FREE GUIDE TO ROUNDUP, CALL 1-800-621-5800
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OUTLOOK

By Bruce F. Shank, Executive Editor



The time is now to coordinate educators with our industry

The landscape business and the U.S. political machine have simultaneously recognized a need to improve our educational system.

In his State of the Union Address, President Reagan proposed a four-part package of educational incentives. The two parts of importance to the landscape and golf market are a program to improve math and science training and an Internal Revenue Service income deduction for educational savings accounts.

At the same time, the Associated Landscape Contractors of America has created a \$25,000 fund to help two- and four-year colleges establish landscape curricula. The program will build from a successful program in existence at Mississippi State University. The program will extend to high schools to show students the opportunities in landscape contracting.

A third consideration might be increased recognition of the needs of agriculture. Most horticulture programs fall into the agricultural curricula of colleges and Land Grant universities. Agricultural colleges may benefit from this new awareness.

The stage is set for a major improvement in educational channels for the landscape and golf industries. Industry should coordinate its needs with current educators to take maximum advantage of this unique opportunity.

Agricultural extension agents have an association, but horticulture and agronomy for turf and landscape play a minor role in it. An organization of educators and extension agents in horticulture and agronomy for turf and landscape would be very helpful, not only to the programs run by the educators, but to the industry as it tries to coordinate with educators.

If the major industry associations worked together with a new association of turf and landscape educators, the full potential of educational support programs could be realized.

To this end, *Weeds Trees & Turf* offers to act as a communications center to help educators and industry associations coordinate their efforts. I invite turf and landscape educators and extension agents interested in this plan to contact me at 7500 Old Oak Blvd., Middleburg Heights, OH 44130. In turn, I will try to find and contact you and work with principals at our industry associations.

The opportunity exists. We have to make sure we take advantage of it now.

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Which is exactly what our two tractors feature.

It means you can move from forward to an equivalent reverse gear by simply disengaging the clutch, stopping the tractor, and then pulling the

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Up there on the left is the L235, ideal for all grounds maintenance chores.

While hard at work down on the farm is the L275.

Both tractors have water-cooled diesel engines.

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*Gross engine hp manufacturer's estimate.

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GREEN INDUSTRY NEWS

Contractors shift emphasis to management

The Associated Landscape Contractors of America's new emphasis on management was evident at its annual

meeting in Miami in January. Delegates from the interior and construction sessions were seen slipping into

the management sessions as the meeting progressed. The thirst for management discussion was clear.

Ron Kujawa, head of the Landscape Management Division, told the general session the Second Landscape Management Seminar will take place this November in Denver and he expects the attendance to double or triple from the 300 at the original seminar in Dallas in 1982.

Two elements add to ALCA's management emphasis, a program to encourage educational institutions to develop landscape curricula and a book to be published this fall, *Cost Effective Landscape Management*. Mississippi State University's Bob Calloway and Joe Marsh formerly with Environmental Industries will visit two- and four-year schools with other contractors to encourage development of a landscape management curricula.

Dues savings to locals

After December 31, 1983, member firms of state and local landscape organizations may become members of ALCA for \$100, according to a new

Continued on page 10



Ron Kujawa updates ALCA conference on its new Landscape Management Division which he chairs. Seated at podium are (left to right) president elect Rod Bailey, 1983 president Dave Pinkus, former president Ray Gustin, 1984 convention chairman Irv Dickson, and secretary Karl Korstad.

HORTICULTURE

Sea World names new horticulturist

Susan Dietz has been promoted to horticulturist at Sea World, San Diego, CA. Dietz will supervise the park's



Susan Dietz

staff of 27 gardeners which maintains 40 acres of landscaping containing 1,700 species of plants

Dietz came to Sea World as lead gardener in August, 1979. In February, 1982, she was promoted to assistant horticulturist, working under Chuck Kline, Sea World's horticulturist since 1972. Kline will continue at Sea World as horticultural consultant.

A graduate of San Diego State University, Dietz has worked with the San Diego County Agriculture Department as agricultural technician. While there, she developed an interest in the biological control of insects which she plans to pursue at Sea World. She is a member of the American Association of Botanical Gardens and Arboreta, the American Horticultural Society, the California Native Plant Society, the Nature Conservancy and the Quail Botanical Gardens Foundation.

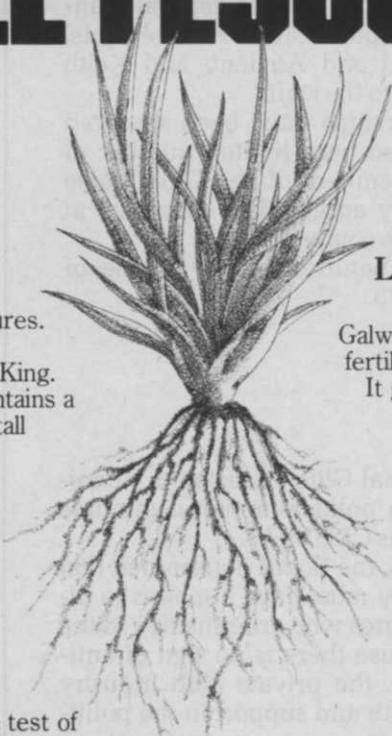
SEED

Glattly joins Ampac Seed Co.

John Glattly has been named marketing and sales manager for Ampac Seed Co. of Tangent, OR. Glattly comes to Ampac from Great Western Seed Company of Albany, OR, a subsidiary of Lofts Seed Company of Boundbrook, NJ. Prior to that, he was sales manager of Whitney Dickinson Seed Company of Buffalo, NY, a subsidiary of Stanford Seed Company.

Ampac Seed Co. supplies many Northwestern-grown public varieties of seed as well as being active in contract production of proprietary varieties for companies in Oregon and nationwide. The company also produces varieties for export, particularly to Japan.

NORTHROP KING'S GALWAY WILL CHANGE YOUR THINKING ABOUT TALL FESCUES.



Until now, most tall fescues have come up short.

They've failed under extreme temperatures. And fallen victim to disease.

But now there's Galway from Northrup King. A versatile, fine-leaved tall fescue that maintains a dense weed-free turf years after ordinary tall fescues thin out.

Low maintenance turf with a high maintenance look.

Galway requires only limited amounts of water and fertilizer to produce an attractive, dark green turf. It grows slower, which means less mowing. And its improved fine-leaved texture improves density and uniformity.

Improved performance against disease and extreme temperature.

In development, Galway passed the test of fierce Minnesota winters and sweltering Midsouth summers.

It passed the test at several northern and southern universities, too, ranking among the best turf-type tall fescues available.

Tests have shown that it won't succumb to brown patch or net blotch. And that its improved shade tolerance makes it well suited for use under trees and in other low-light areas.



It is recommended for athletic fields, parks, playgrounds, commercial and public turf areas, boulevards, embankments and home lawns. New, fine-leaved Galway from Northrup King. It'll change your thinking. Because, in the world of tall fescues, it stands above them all.



Ask your Northrup King distributor about Galway tall fescue. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.

St. Andrews seeks U.S. golfers

British businessman Frank Sheridan has invested \$20 million in a golf and country club development at St. Andrews, Scotland.

The investment will convert the world-famous Old Course Hotel into the Old Course Country Golf Club, sporting the latest in golf and relaxation activities.

Sheridan toured a number of clubs across the U.S. to determine what factors would be most appealing to American golfers.

The Old Course Country Golf Club is immediately adjacent to the 17th fairway of the Old Course and is surrounded by the New Course, The Jubilee and The Eden. Scotland, the birthplace of golf, has numerous courses and 12 that are in the immediate vicinity of the Old Course Country Golf Club facilities. Balconied, double rooms overlook the Old and New Courses, the sea, the Royal and Ancient historical building and the town of St. Andrews. Locker rooms, saunas, indoor swimming pool, jacuzzi, turkish room, massage, solarium, pro and gift shops and a variety of bars and restaurants are also planned.

Sheridan has named James Bannatyne, former general manager of the Glen Eagles golf hotel complex, Laurie Auchterlonie, honorary professional of The Royal and Ancient; and Keith Mackie, golf journalist and promoter, to the staff.

Three hundred corporate memberships have been reserved for the United States. There will also be a limited number of individual memberships. Charter members of the Old Course Country Golf Club are automatically accepted as members at La Manga in southern Spain, a 36-hole course.

Membership inquiries are being handled by the House of Roche, Inc. Hartford, CT (203) 247-2973.

NCA forms political action committee

The Board of Directors of the National Club Association unanimously endorsed the formation of a political action committee for the private club industry, known as CLUBPAC.

At a recent meeting in Los Angeles, the Board determined that members of the private club industry must have a means to directly support legislators and candidates who are sensitive to the industry's needs and interests. Because there is no sign of anti-club pressures easing in the future, the private club industry feels it needs to develop more strength and support in the political arena.

A spokesman for the NCA said the purpose of CLUBPAC is to allow individual members of private clubs to pool their contributions to support their common goals. These combined resources will then be used to support the campaigns of candidates in tune with the rights and interests of the private club community.

The board of directors chosen to administer CLUBPAC includes NCA Executive Director Gerard F. Hurley, Chairman, NCA Vice President Joseph N. Noll, Treasurer; CLUBPAC directors - NCA President Harold B. Berman; Secretary John J. McEnerney; Treasurer E. Guenter Skole, CCM; Past President Herbert L. Emanuelson, Jr. and Past President and Special Counsel Milton E. Meyer Jr.

membership policy approved by the Executive Board during the meeting.

If regional associations vote to become "sponsoring associations" of ALCA, each member will receive all ALCA benefits. Many contractors are currently members of both ALCA and local associations. "This change in policy will save these contractors hundreds of dollars," says ALCA president Dave Pinkus.

Former ALCA president Ray Gustin said ALCA's current membership of 1,000 could grow to 4,000 if most major regional associations participate.

"A number of organizations have already agreed to the plan. All that remains is detail work like bylaws, to put the program in place," says Pinkus. "That is the reason for the Jan. 1, 1984 effective date."

"Much of the groundwork for this change was done by Bill Thorton and his Bylaw Committee," says Pinkus.

Smith resigns

The ALCA Executive Board also accepted the resignation of Executive Director Allen Smith during the annual business meeting. Pinkus said this development was not related to the new membership policy. Gail Morgan will act as interim executive director while ALCA carries out "an extensive search" for a new director. Smith replaced John Shaw who resigned within the past year.

"Allen Smith got the ALCA staff organized and functioning effectively," said Pinkus. "No programs or services will be affected by the change."

TREES

Rubber mulch stimulates growth

A United States Department of Agriculture study has shown a three-foot diameter butyl rubber sheet placed on the ground around newly-planted trees increased tree height by 56 percent under dry land conditions and by 40 percent under drip conditions.

Deciduous trees, including ash, Chinese elm, hackberry and honey locust grew more than twice as fast with the rubber mulch than these same species without the mulch. Conifers, including Colorado blue spruce, Rocky Mountain juniper and ponderosa pine, showed a six percent growth advantage with the mulch. Shrubs, including plum, sand cherry and cotoneaster, grew nine percent faster with the rubber mulch.

The study was done by USDA agri-

Continued on page 14