



Make sure your lawn care jobs don't come back to haunt you.

With labor and gasoline what they are today, the cost of a call-back is frightening. Add in the hidden costs of unhappy customers, and it's enough to scare you to death.

That's why you need DURSBAN* insecticide in at least two of your yearly applications. You see, in most parts of the country, insects are a problem in both the Spring and later on in the Summer. If they don't get you the first time, they just might get you the second.

And that can mean costly call-backs.

So think twice before you decide to skimp on DURSBAN. And think about how little it costs—as little as \$3.50 for a 10,000 sq. ft. lawn. Which is a lot less than the

cost of a call-back.

DURSBAN insecticide gives you results you can count on, too. It gets all your major problem bugs. And it controls them for up to eight weeks instead of the more common four to six.

DURSBAN. Makes sure all your returns are happy returns. Available in 2E and double-strength 4E liquid formulations. Plus, new 50W wettable powder.

See your Dow distributor. Also ask him about our new "DURSBAN delivers the goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

DURSBAN

Call-backs haven't a ghost of a chance.



Dow Chemical U.S.A.

*Trademark of The Dow Chemical Company.

3919



Cover: Every year at this time calculators and catalogs come into play. Weeds Trees & Turf kicks off the planning and buying season with the 1984 Buyer's Guide, page 25-86.

SEPTEMBER 1983/Vol. 22, No. 9



Mulch gets too deep when piled on year after year, see page 22.

22 Over-mulching: A National Plague

Dr. Francis Gouin of the University of Maryland criticizes an industry habit, annual mulching of plant beds to the point of root suffocation.

25 1984 Buyer's Guide

Just the reference you need to locate sources of new and existing products to purchase for the 1984 season. Use the Guide to contact manufacturers regarding their products and distributors in your area. Get a head start on 1984 with the Buyer's Guide.

88 Distributors Say Orders, and Competition Up

A survey of 50 landscape and turf product distributors in the U.S. reveals a definite upturn in buying by their customers. Competition for the business is keen with reports of price cutting.

90 Toro Pacific Draws A Pair of Aces

Twice, this young Los Angeles area distributor has benefitted from manufacturers selling company-owned stores. First Toro and now Cushman/Ryan. Meet the players in this success story.

92 Porter Bros. Grows By Keeping in Touch

Joe Porter travels once a week, 50 weeks a year to "get a pulse" on his customers. Porter Bros. started in 1949 with one product, McCulloch Chain Saws. Today, they sell a wide range of turf and



Joe Porter travels 50 weeks per year to keep in touch with his customers, see page 92.

tree equipment as one of the largest distributors in the country.

DEPARTMENTS

Outlook	.6
Green Industry News	.8
Golf Update	.10
Landscape Update	.14
Government Update	.16
Problem Solver	.20
Jobtalk	.100
Events	.102
Landscape Log	.104
Products	.106
Classifieds	.110
Advertiser Index	.112

Robert L. Edgell, Chairman; Richard Moeller, President; Lars Fladmark, Executive Vice President; Arland Hirman, Treasurer; Thomas Greney, Senior Vice President; Ezra Pincus, Senior Vice President; Pat O'Rourke, 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: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. 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: \$16 per year in the United States; \$20 per year in Canada. All other countries: \$45 per year. Single copies (pre-paid 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 © 1983 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 Microfilm, International, 300 N. Zeeb Road, Ann Arbor Michigan 48106.

POSTMASTER: Send address changes to WEEDS TREES & TURF, P.O. Box 6198, Duluth, Minnesota 55806-9898.

A HARDCOURT BRACE JOVANOVIH PUBLICATION

THE PROFESSIONAL'S CHOICE



For the landscape, irrigation, turf, gardening, and horticulture markets

ORION is the professional's choice.

- Inventory of fertilizers, sod, turf treatments, herbicides, insecticides, fungicides, and algacides available for immediate shipment
- Equipment stock of mowers, trimmers, sprayers, hand tools, etc.
- Full line of irrigation pipes and fittings, sprinkler systems, etc.



- 3½ acre Service and Distribution Center
- 10,000 sq. ft. of turf for equipment testing and demonstration
- Open 7 days a week - Fridays until 9 p.m.
- 24 - Hour Service and Repair capabilities for all landscape power equipment

For all your industry needs,
Look to **ORION**
The choice of the professionals !



CHEMICAL, INC.

Western Regional Offices
13261 Garden Grove Blvd.
Garden Grove, CA 92643

(714) 971-2299
(800) 874-6220 (CA)

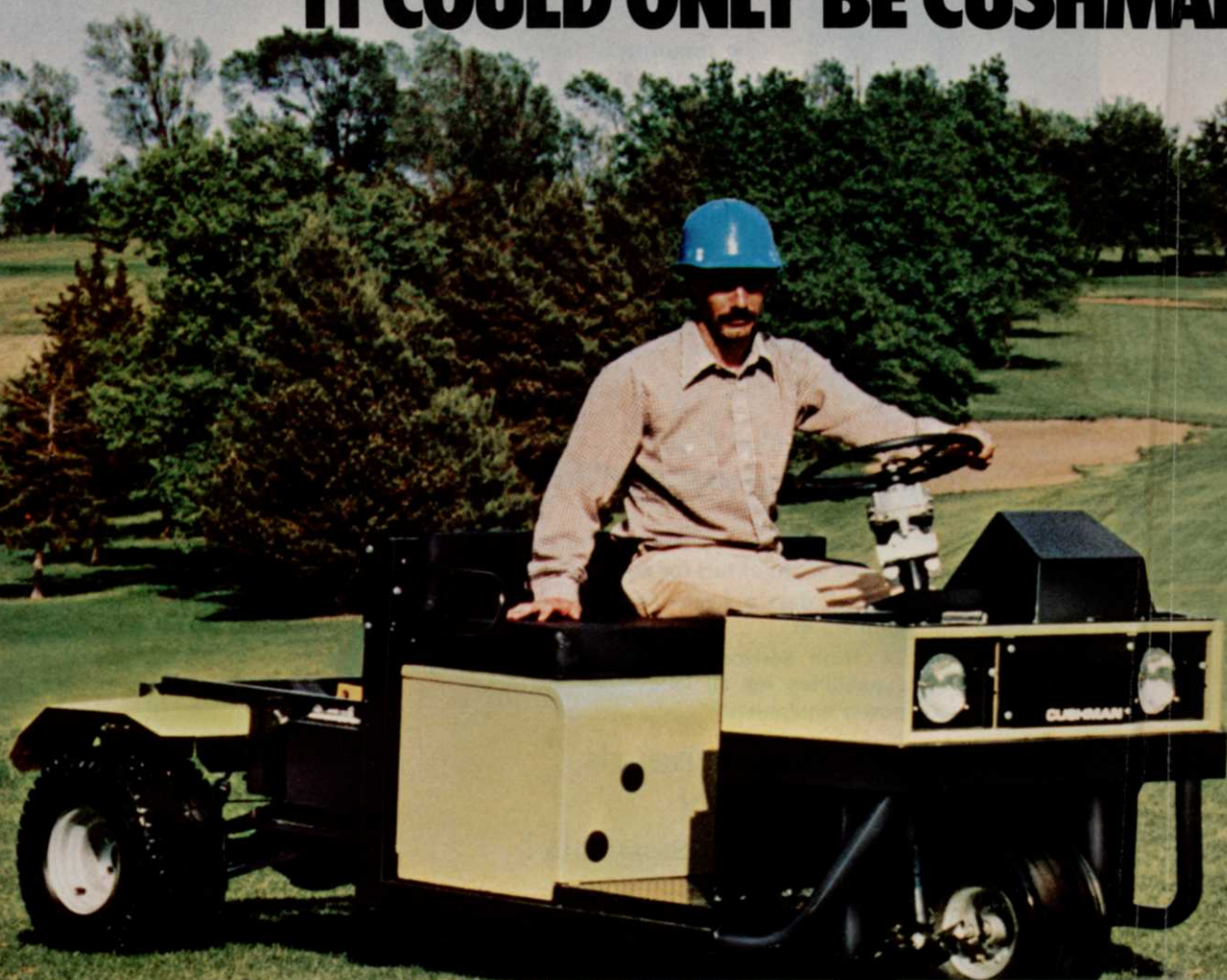


OPEN SOON

Dallas, Texas
St. Louis, Missouri
Atlanta, Georgia
Chicago, Illinois

YOU CAN'T BEAT THE SYSTEM

EQUIPMENT SO TOUGH, SO VERSATILE,
IT COULD ONLY BE CUSHMAN.



GREENSAVER
The Greensaver aerator gives *precise* aeration over fine turf areas.



SPRAYER
The Sprayer attachment sprays chemicals through an optional 15' rearboom or optional handgun.



FLATBED BOX & SHORT BOX
The Flatbed Box and Short Box attachments haul and dump 1500 pounds of sand or soil, with optional live hydraulics.

If you've never owned a Turf-Truckster™, then you're about to find out why we call our turf-care system the Working System.

Each Turf-Truckster comes equipped with a dependable 18-hp air cooled OMC engine, auxiliary transmission and heavy-duty differential.

Standard features include comfortable seating for two, 1500 lb. payload and engine/ground speed governor for precise spreading and spraying.

Optional features on the Turf-Truckster include "live" hydraulics that speed up work and prolong clutch life and a separate PTO system that has been simplified to reduce wear.

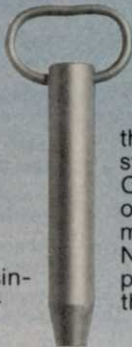
Cushman lets you transform a single Turf-Truckster into all the turf-care machines you need to

get your jobs done. And done fast.

Only Cushman offers such a wide selection of fully interchangeable work accessories specifically designed for our own turf vehicles. There's no jerry-rigging or making things fit.

And every Cushman vehicle and accessory is built to keep working year after year. Tight construction, tough materials and commonsense engineering keep them that way.

And finally, only Cushman offers the labor saving pin-disconnect system, a system that allows all Cushman accessories to be placed on a Turf-Truckster or removed in minutes. No bolting. No hitching. No tools. Just snap in two or three pull pins and you're ready to hit the turf.



For all these reasons and more, we call Cushman's turf-care line the Working System. But to hundreds of turf pros, it's the *only* system.

CUSHMAN®

THE WORKING SYSTEM

5048 Cushman, P.O. Box 82409
Lincoln, NE 68501

CUT-3-8780

CALL TOLL-FREE

800-228-4444



QUICK AERATOR

The Quick Aerator's 46" swath covers wide expanses of turf quickly. Choice of 3 tine styles: coring, slicing, open spoon.



TOP DRESSER

The Top Dresser holds about 1000 pounds of material and spreads a 31 1/2" swath precisely and evenly.



SPREADER/SEEDER

The Spreader/Seeder provides uniform spreading across a wide 40' swath.

*Outboard Marine Corporation 1982. All rights reserved.

Circle No. 110 on Reader Inquiry Card

OUTLOOK

Association management changes suggest a return to the basics

Five different Green Industry associations have changed their management in the first half of this year. The primary reasons seem to be reevaluation of association goals by association boards, belt tightening in general as members tighten their own belts, and rejection of a 1970's philosophy common to association executives that they know what's best for their members.

Changing association management from multi-management firms to captive, single management was the reason for switches at the American Sod Producers Association and the Professional Lawn Care Association of America.

Multi-management firms have management systems designed more for the firm than the association. Boardmembers often find these systems limiting, expensive, and sometimes demeaning.



By Bruce F. Shank, Executive Editor

Some multi-management firms work better than others, especially when the various associations are related; such as the American Association of Nurserymen and its related groups, National Landscape Association, Wholesale Nursery Growers of America, Garden Centers of America, National Association of Plant Patent Owners, and the Horticultural Research Institute. Sharing resources in this case seems to work.

More aggressive board members disagreeing with their association executives were the cause for three other changes in management; James McLoughlin at the Golf Course Superintendents of America, Frank Smith at the National Golf Foundation, and Allen Smith at the Associated Landscape Contractors of America.

Association executives have a built-in problem dealing with boardmembers who constantly change. On the other hand, today's board member is more interested in member services and balancing the budget than launching image campaigns based upon shows, magazines and fancy headquarters. Today's board member expects his association to operate under the same principles as his own business. He also realizes the long-term solution to industry image is based more in technical and business competence of the membership than things which divert dollars from the real solution, good training. WTT

Editorial Advisory Board



Zuel Coats
Associate Professor
Weed Science
Mississippi State
University



Douglas Chapman
Horticulturist
Dow Gardens
Midland, Michigan



Kent Kurtz
Professor
Horticulture
Cal Poly - Pomona



Harry Niemczyk
Professor,
Turfgrass Entomology
Ohio State University
Wooster, Ohio



Roger Funk
Vice President
Davey Tree Expert Co.
Kent, Ohio

Executive Editor
Bruce F. Shank, Cleveland

Associate Editor
Maureen Hrehocik, Cleveland

Assistant Editor
Kevin Cooney, Cleveland

Publisher
Dick Gore, Atlanta

Senior Vice President
Tom Greney, Chicago

Group Publisher
Robert Earley, Cleveland

Production Manager
Kathy Judd, Duluth

Production Supervisor
Marilyn MacDonald, Duluth

Graphic Design
Mary Hessing, Duluth

Circulation Manager
Kristine Bussell, Duluth

Directory Coordinator
Sheryl Albertson, Duluth

Reader Service Manager
Gail Kessler, Duluth

Promotion Manager
Linda Winick, Cleveland

OFFICES

ATLANTA
3091 Maple Drive
Maple Center One Building
Atlanta, GA 30305
(404) 233-1817

CLEVELAND
7500 Old Oak Boulevard
Cleveland, OH 44130
Editorial: (216) 243-8100

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

SEATTLE
1333 N.W. Norcross
Seattle, WA 98177
(206) 363-2864

DULUTH
120 West Second Street
Duluth, MN 55802
(218) 727-8511

MARKETING REPRESENTATIVES

Dick Gore
Atlanta (404) 233-1817

Ron Kempner
Atlanta (404) 233-1817

Joe Kosempa
Cleveland (216) 243-8100

Robert Mierow
Seattle: (206) 363-2864



Member; American Business Press, Business Publications Audit, National Golf Foundation, America Sod Producers Association, Associated Landscape Contractors of America, National Landscape Association, Horticultural Research Institute.



TIME MACHINES.



WHEN TIME IS MONEY, HOMELITE SAVES YOU TIME.

Whenever a piece of your grounds maintenance equipment is down for repairs, your productivity is down, too. And your costs are up.

Let's face it, time is money.

That's why Homelite makes a full line of portable power equipment that is engineered for long service life and less downtime. From pumps and generators

to chain saws, string trimmers and brushcutters, you can count on Homelite's advanced technology to keep them on the job. And out of the shop.

But that's not the only way we save you time.

You don't have to go any farther than your nearest Homelite dealer to find grounds maintenance equipment with a full range of accessories to meet every need.

And whenever you require parts or service, we'll save you time there, too. Your Homelite dealer is part

of a nationwide network of distribution and service centers that can get you anything you need—fast.

Talk to your dealer about everything Homelite has to offer. Because any way you look at it, Homelite saves you time.

For more information, contact Bill Grant, Executive Director of Sales, Homelite Division of Textron, P.O. Box 7047, Charlotte, N.C. 28217.

HOMELITE

HOMELITE TEXTRON

Homelite Division of Textron Inc.

Circle No. 126 on Reader Inquiry Card

INDUSTRY

Scotts lays off 170 in cutback

A changeover in top management and under budget sales figures combined in June to cause 170 employees of O.M. Scott and Sons, Marysville, OH, to lose their jobs. Hardest hit, according to Paul Devine, manager of public relations, was the marketing and research departments.

Lee Herron, president and chairman of O.M. Scott for the last 18 years, retired in June. Tadd Sietz, a marketing

specialist and officer of Burpee Seed Co., acquired last year by O.M. Scott, is the new president. Faced with off budget numbers and marketing ideas of his own, Sietz made an across-the-board, top-down cut in marketing and research personnel.

George Horn, director of marketing for the Pro-Turf Division for the past eight years, was a victim of the cutback. "The 1984 marketing plans are

already complete," Horn told Weeds Trees & Turf. "The Pro-Turf Division will feel very little effect from the cutbacks."

"The weather and the economy were mostly to blame for the sales numbers," said Devine. "Supply, distribution, and products will not be impacted by the move. The realignment is centered in the marketing group."

SOD

Sod goes international at summer field days

Ninety-eight percent of the sod in South Africa is kikuyugrass. There is no turf research being done in that country. For Graham Corbett of Lawns for Africa in South Africa, the American Sod Producers Association Convention in Atlantic City in July, offered the opportunity to exchange ideas with American and other foreign sod producers and see first-hand U.S. sod production.

Corbett was only one of 14 international visitors who took part in ASPA's first international convention. The more than 250 convention registrants included representatives from Finland, Austria, England, New Zealand and Australia.

Besides sod production, the foreign visitors also toured the world's largest blueberry farm and had an elaborate picnic-style dinner complete with country music at the Tuckahoe Turf Farms in Hammonton, NJ.

Opening the three-day convention were: Dr. A.J. Turgeon, formerly of Texas A&M - Dallas and now with Tru Green of East Lansing, MI; Dr. Henry Indyk of Cook College, Rutgers University (convention coordinator), Dr. Richard Hurley of Lofts Seed and presentations from the international guests.

Convention Chairman George Betts hosted a demonstration and tour at his Tuckahoe Turf Farm, with another field day at the Novasack Bros. Turf Farm in South Seaville.

Most of the attendees told WT&T the field days are the most beneficial part of the conventions.

"I enjoy seeing and meeting people and discussing problems," said Ted Tvetene of Terry, MT.



Too much rain in seed country has Eddie Rose, left and Mark Fricker de-jamming a combine in Willamette Valley, OR. Mature grass is swathed into windrows to dry so that seed can be removed easily. Wet seed sticks to the stalks and often passes through the combine resulting in wasted seed.

Approximately 25 distributors displayed in the booth area at the convention hotel, Resorts International.

During the annual business meeting, Walt Pemrick of Crystal Lake, IL was elected president; Bill Campbell of Lynden, Ontario, president-elect; and Ike Thomas of Granbury, TX as secretary-treasurer.

Update: In a surprise vote during the ASPA business-meeting, the board voted to move the headquarters from Hastings, Nebraska to the Chicago area. Bob Garey, executive director for the past ten years, said the move would require a change in the by laws, and thus, a vote of the membership and not just the board. Garey would lose his job if the move is made.

CHEMICALS

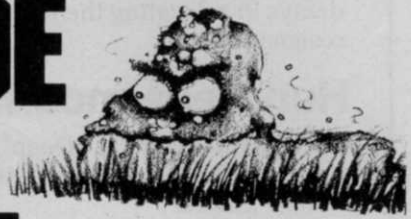
Diamond, Showa Denko launch new venture

A joint venture between Diamond Shamrock and Showa Denko of Japan was launched during a signing ceremony near Cleveland in July. The new company, SDS Biotech Corp., will concentrate on agricultural chemicals and animal health products.

SDS Biotech corporate headquarters and research facilities are located in Painesville, OH. 1983 sales will approach \$300 million according to Allan Tomlinson, chairman and chief executive officer of SDS Biotech.

Diamond Shamrock, a \$3 billion
continued on page 10

THE HEAVY TRAFFIC, CLEAN MOWING, SALT TOLERANT, DISEASE FIGHTING, SUN-TO-SHADE GRASS SEED.



No one grass seed combines every characteristic for every type of turf. That's why Northrup King research has developed a complete line of Medalist Turf Products to meet specialized professional needs.

MEDALIST TURF PRODUCT	MAJOR AREAS OF USE	SPECIAL FEATURES
Athletic Pro Mix	High maintenance athletic turf	Both are well suited for new seeding or overseeding. Fast establishing, excellent traffic tolerance, and rapid recovery. Provides good footing.
Athletic Pro II Mix	Low to moderate maintenance athletic turf.	
Boulevard Mix	Any area with high pH (roadsides, sidewalks, boulevards, beachfronts, etc.)	Contains both "Fults" <i>Puccinellia distans</i> and Dawson red fescue which thrive on high saline or alkaline soils. Performs at low to high fertility levels.
Landscape Pro Mix	School grounds, cemeteries, golf course roughs, lawns	Fast establishing. Adapts to broad range of conditions and management levels. Low to moderate fertility requirements.
Overseeder II Mix	Fairways, tees, athletic fields	Fast establishing, traffic tolerant, disease resistant, penetrates compacted soil.
Medalist North Mix	Fairways, tees, cart paths, wear areas	Long term quality in high traffic areas. Clean mowing and disease tolerant.
Premium Sod Blend	Commercial sod producers	Fast establishing, exceptional dark green color, shade tolerant, superior disease resistance.
Special Park Mix	Parks, commercial developments, lawns	Low fertility tolerance, shade tolerant, adapts to wide range of soil types.

Ask your Northrup King distributor about the Medalist Turf Products for your needs. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.



UPDATE

Powell resigns GCSAA post

Lewis C. Powell, Jr., Director of Informational Services for the Golf Course Superintendents Association of America, resigned his position in June.

John Schilling, associate executive director of the GCSAA, said, "Mr. Powell's resignation was only accepted by the Executive Committee after a great deal of consideration. He had moved to Lawrence, KS, from Florida last fall and I'm sure that the unlikelihood of GCSAA now moving its headquarters to Orlando, FL, in the near future and a desire to return to closer contact with long-time associates impacted his decision to resign."

Powell's resignation follows on the heels of James McLoughlin's resignation as executive director Sept. 1. He, too, cited delays in relocating the national headquarters as a reason for his resignation.

Hundreds mourn Ray Gerber's death

Raymond Gerber, 84, "Dean" of midwestern golf course superintendents and long-time editor of the *Bull Sheet*, died in July after a short illness.

Ray's involvement in golf included the prestige courses Pine Valley, Medinah Country Club, Glen Oak Country Club, and Woodhill Country Club. He was president of GCSAA in 1950 and of the Midwest GCSA in 1946. He attended every GCSAA Annual Conference in the past 43 years. And, he edited the *Bull Sheet*, the official bulletin of the Midwest Association of Golf Course Superintendents, for the past 11 years.

Ray Gerber received just about every award possible for a superintendent and the friendship of hundreds of fellow superintendents around the world. Contributions may be made in Ray's memory to the Illinois Turfgrass Foundation, University of Illinois, Urbana, IL 61801.



Ted Robinson of Laguna Niguel, CA, center, accepts the presidential gavel from outgoing American Society of Golf Course Architects' president **Jack Snyder** of Phoenix at the recent ASGCA meeting in Dallas. Other newly-elected officers include (from left to right), **John Watson**, secretary, Lachute, Quebec, Canada, **Dr. Michael Hurdzan**, vice president, Columbus, OH, and **Kenneth Killian**, treasurer, Palatine, IL. The Society is comprised of leading golf course architects from Canada, Mexico and the U.S.



International partners in SDS Biotech celebrate after signing documents in July. (l to r) SDS Chairman **Allan Tomlinson**, Showa Denko Chairman **Haruo Suzuki**, and Diamond Shamrock Chairman **William Bricker**.

energy company, and Showa Denko, a \$1.6 billion Japanese chemical company, have worked together for 15 years to produce the fungicide Daconil 2787. SDS Biotech is a 50:50 joint venture capitalizing on research and marketing strength in the Pacific Basin region of the world.

CHEMICALS

McGinn named Cleary president

Martin W. McGinn has been named president and chief executive officer of the W.A. Cleary Corporation, Somerset, NJ. Barbara Cleary has moved up to Vice Chairman of the Board of Directors and will continue to work in developing sales and marketing strategies.

McGinn, a Notre Dame graduate in chemistry and philosophy, has been involved in the turfgrass industry for the past 15 years. He formerly worked for Southern Mill Creek Products, Tampa, FL.

TURFGRASS

Space-age turfgrass highlights FTA show

"Turfgrass in the Space Age" will be the theme of the 31st annual Conference and Trade Show of the Florida Turf-Grass Association, Oct. 9-12 at the Hyatt Orlando, Kissimmee, FL.

Dr. Elliot C. Roberts, Lawn Institute, Pleasant Hill, TN, will be the keynote speaker on Oct. 10. Pat McCarty of Epcot Center, will also speak.

Three concurrent sessions will high-
continued on page 14