



New Dursban 50W. Awesome bug control is here.

Now DURSBAN* insecticide, with three formulations, gives you awesome control of bugs, grubs, mites, chiggers, ticks, fleas and weevils.

New DURSBAN 50W is a wettable powder especially for professionals who prefer lower phytotoxicity in treating turf, ornamentals and trees. The elimination of chemical solvents makes this possible. DURSBAN 50W gives extended residual control...eight weeks and more compared to four or six weeks with most other brands.

So now you can do the whole job with DURSBAN 2E, concentrated 4E and new DURSBAN 50W wettable powder. That assures you of maximum bug control

and minimum inventory problems.

With all the advantages, you'd expect DURSBAN to cost more. Actually it costs less than most other brands. You can treat 1,000 sq. ft. for only 35¢! And when you use DURSBAN, it means fewer callbacks and more satisfied customers. That's a big step in the right direction.

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

DURSBAN 50W

Now you're a giant step ahead.



Dow Chemical U.S.A.

*Trademark of The Dow Chemical Company.

3915

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WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962

24 Azaleas: Undiscovered For Northern Gardens

You don't have to work in the South to take advantage of the early flower display of azaleas. Azaleas, hardy to minus 25 degrees, are listed by Horticulturist Doug Chapman.

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The rebuilt field at the Los Angeles Coliseum looks great but the roots are still causing turf consultants worry. Man-on-location Steve Cockerham describes the lingering concern as the Summer Olympics approach.

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Doubts about using sewage sludge compost linger as municipalities and private companies begin marketing compost products. *Weeds Trees & Turf* interviews leading researchers and consultants regarding compost and sludge products for turf.

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More than half of landscape construction in the future may be done by design/build firms for three major reasons.

48 Success Seems Only Natural At Theodore Brickman

The largest design/build company in the U.S. got that way by playing both offense and defense, says president Dick Brickman.

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Young Houston landscape contractor Bill Orr concentrates on building relationships to keep his Sun Belt business healthy.

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Being the biggest is not the motivation at Environmental Industries. People like Bruce Wilson set the pace.

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WHEN LAWN CARE IS YOUR BUSINESS, DEPEND ON THE BEST IN THE BUSINESS.

Tough, durable, and reliable, the best in the business. That's SNAPPER's heavy duty lawn and garden equipment for you. More than a quarter of a century of innovative American craftsmanship goes into every machine we build. So you know you can depend on them year in and year out to make you look good on each and every job. That's why over the years SNAPPER's reputation for excellence has continued to grow and gain the respect of more and more professionals in the lawn care

business. They know SNAPPER's versatility and durability has withstood the test of time. They know SNAPPER's built tough to work long and hard. So if lawn care is your business, why not go with the best in the business. SNAPPER's commercial lawn and garden equipment. Write SNAPPER Power Equipment, McDonough, GA 30253, Dept. WTT84 for further information.



EXTRA TOUGH WALK

- Push or self-propelled
- 4 HP Extra Tough 4 Cy. engine
- Ball bearing steel wheels
- 2 1/2 bu. grass catcher
- 21" Hi-Vacuum steel deck



COMMERCIAL WALK

- Push or self-propelled
- 5 HP 4 Cy. I/C engine
- Ball bearing steel wheels
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- 21" Hi-Vacuum steel deck



COMMERCIAL RIDER

- 41" side discharge or 33" Hi-Vac deck
- 11 HP I/C engine
- Long life transmission
- On-the-go shifting

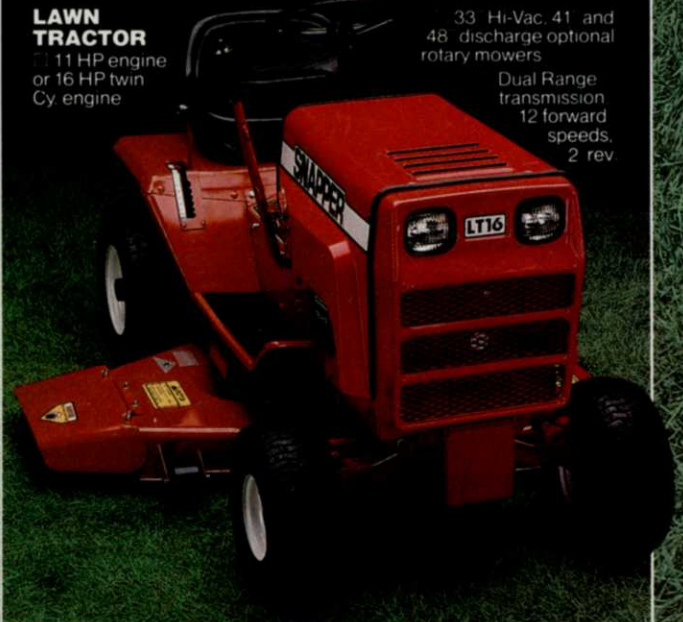


LAWN TRACTOR

- 11 HP engine or 16 HP twin Cy. engine

33 Hi-Vac. 41" and 48" discharge optional rotary mowers

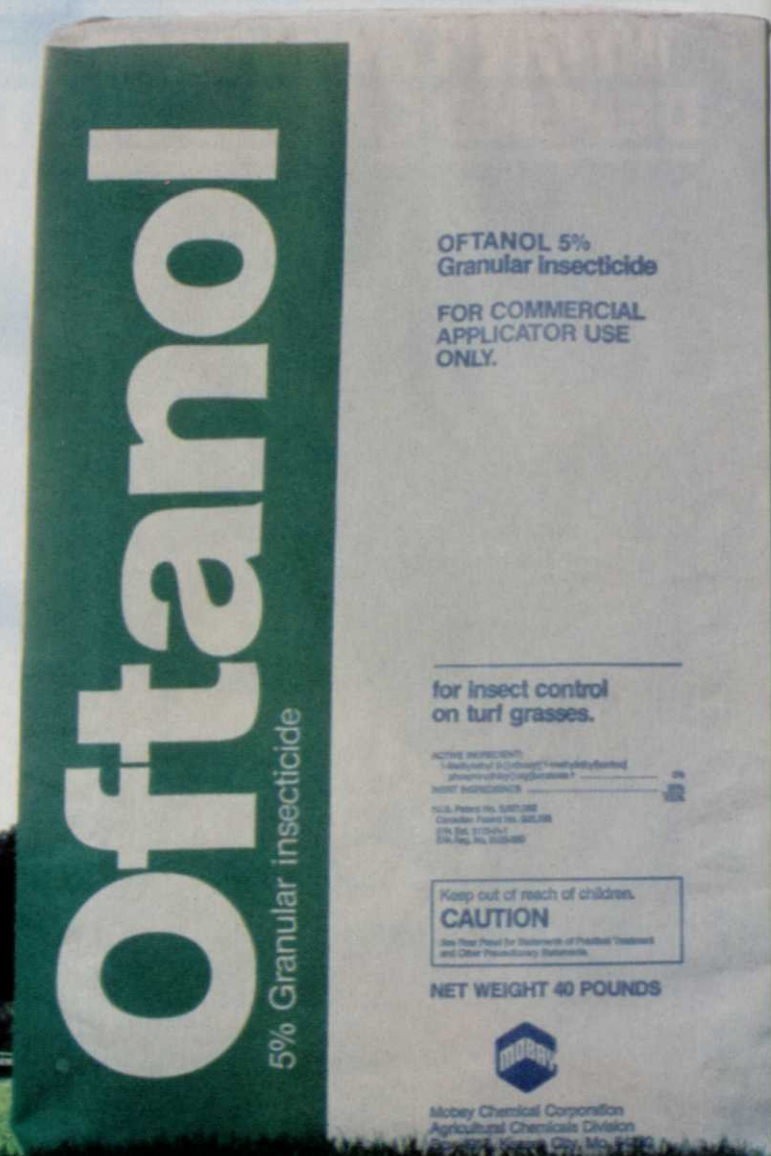
Dual Range transmission
12 forward speeds,
2 rev



SNAPPER POWER EQUIPMENT McDonough, Georgia 30253



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OFTANOL 5%
Granular Insecticide

FOR COMMERCIAL
APPLICATOR USE
ONLY.

for insect control
on turf grasses.

ACTIVE INGREDIENTS:
1-Methoxy-2-(2-chlorophenyl)ethanol
2-methyl-2-butanol

NET WEIGHT 40 POUNDS

U.S. Patent No. 3,877,088
Canadian Patent No. 882,028
EPA Reg. No. 100-100-100
EPA Reg. No. 100-100-100

Keep out of reach of children.

CAUTION

See label panel for statements of Product Treatment
and Other Precautionary Statements.

NET WEIGHT 40 POUNDS



Möbius Chemical Corporation
Agricultural Chemicals Division
P.O. Box 1000, St. Louis, Mo. 63103

LONG-LASTING OFTANOL HITS GRUBS WHERE THEY LIVE

Grubs. There is one product and only one product that stops them so completely for so long. ®OFTANOL turf insecticide.

It works.

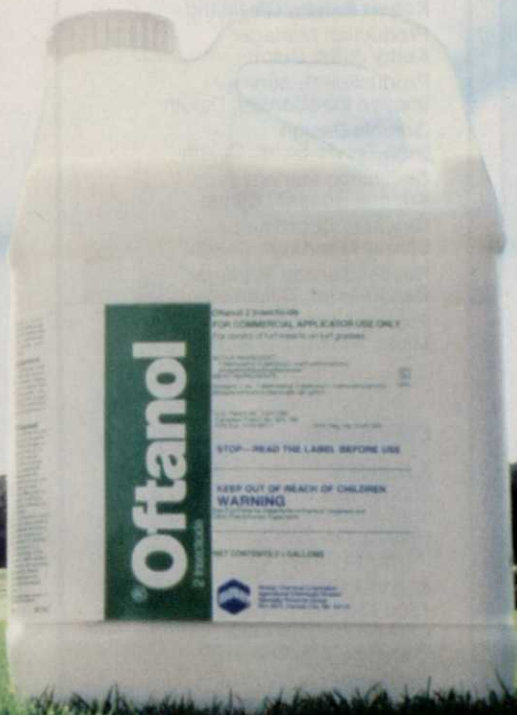
OFTANOL provides the longest and most cost effective grub control available.

It works so well for so long because its low water solubility helps it resist leaching to keep it in the upper soil profile. Where the grubs feed.

OFTANOL comes in two formulations: OFTANOL 5% Granular and OFTANOL 2 in-

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OFTANOL turf insecticide. It hits grubs where they live and then they're dead. See your turf chemicals distributor.



I TELL YA
I'VE TOLERATED A
LOT OF STUFF IN MY TIME
BUT I'M DEAD
AGAINST THIS.

AND THEN THEY'RE DEAD.

OFTANOL STOPS THEM COLD.

Applications of OFTANOL, properly timed, will control existing populations of sod webworm larvae, billbug larvae, chinch bugs, and Hyperodes weevil larvae. It works.



Mobay Chemical Corporation
Specialty Products Group
Box 4913, Kansas City, MO 64120

Circle No. 132 on Reader Inquiry Card

by Bruce F. Shank, executive editor

Housing starts to top 1.7 million as mortgage rates stabilize

Another 340,000 residential lawn care accounts will be born in 1984 as housing construction matches or exceeds 1983 at 1.7 million starts. Lawn care companies currently serve 20 percent of all single-family residences in the U.S. according to a *Lawn Care Industry* magazine survey.

The average price for a new home in 1984 will be \$99,600 according to Chase Econometrics, and existing home prices will average \$91,500. Sales of existing homes should rise to 3.2 million this year says Chase.

This is good news for lawn care companies since the wealthier homeowner is more likely to use their service.

Manufacturers invest in R&D, plant efficiency over capacity

Chemical manufacturers are concentrating on quality instead of quantity as the recession lifts. Rather than placing all their resources in rebuilding inventories, they are investing in new products and plants with similar production capacity but greater efficiency, according to a recent *Chemical Week* forecast.

Monsanto is expanding its research facilities outside St. Louis to develop new products in human health, animal nutrition, and plant growth regulation. CW reports R&D budgets for specialty chemicals will increase 14 percent in 1984 compared to nine percent for commodity chemicals. This is a sign of confidence in a steady recovery and in specialties.

A recent Chemical Manufacturers Association poll predicts plant investment to increase by ten percent as manufacturers opt for efficiency over capacity, learning a lesson from the steel industry.

Price increases overall should be in the two percent range, determined by comparing anticipated production to value of shipments. Price increases for specialty products will be closer to eight percent in 1984.

High office vacancy rates slow construction in some cities

The sun isn't shining quite as brightly as before in Houston for construction companies since office vacancy rates rose this year. Landscape contractors are finishing up existing contracts for office buildings now, says Houston landscaper Bill Orr. "Many completed office buildings stand largely empty," said Orr.

A number of major cities are reporting higher than average office vacancy rates. Companies are looking closely at office space costs right now and have trimmed growth and hiring plans.

STAFF

Executive Editor
Bruce F. Shank, Cleveland
Managing Editor
Maureen Hrehocik, Cleveland
Assistant Editor
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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

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For a series of eight tech sheets on Oregon grown chewings and creeping red fescues, call or write



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RESEARCH

Lawn care overall gets good marks

The typical lawn care customer is more than 30 years old, makes more than \$25,000 a year, and is most interested in the convenience and extra time he or she gains by using a professional lawn care firm.

That's how the market is viewed by the Mobay Chemical Co., which recently commissioned an independent research firm to conduct a telephone and personal interview survey of several hundred lawn care customers throughout the country.

In her report at the fourth annual Professional Lawn Care Association of America convention, Carol Scott of the Barickman Co. said her firm's research indicates that, "overall, you've done a good job." More than 80 percent of the customers surveyed said they were satisfied with the work done by their lawn care firm, while only 10 percent were dissatisfied.

Scott commented on the following points, which the survey indicates were the major reasons why customers use professional lawn services.

■ **Convenience.** "The most important factor." She noted that lawn care businessmen report that younger, professional, two-income family customers are on the rise.

■ **Standing in the community.** "Many customers concede that neighborhood peer pressure is a factor in their decision."

■ **Pride.** Residents want "that lawn to enhance the image of their home and their community."

■ **Safety.** "They want professionals to apply lawn chemicals because they're concerned about possible harmful side effects."

Scott also had several suggestions based on discussions with the few dis-

satisfied customers contacted in the survey. "Prompt service and reliability are of paramount importance to your customer," she said, adding that "careful scheduling, timely, and consequently, effective treatments," are the best ways to keep customers happy.

Other points to remember include:

■ **Courtesy.** "Indifferent attitudes on the part of your personnel will only alienate customers."

■ **Communication.** Providing information about the chemicals applied and "explicit concern for the health of your customer's lawn is going to help you."

■ **Good taste.** Women make as many decisions regarding lawn care as men, so females "should not be overlooked or offended by your marketing efforts."

SUPPLIERS

Demand triggers remodeling at Andersons

Responding to changing marketplace conditions and increased demand for its products, the Andersons have renovated their production facilities in Maumee, OH.

Two new fertilizer mixers and two

production lines are now operational after extensive remodeling and construction at the fertilizer company's headquarters.

The Andersons manufacture nearly 400 lawn care products, and

Mike Cole, lawn division marketing manager, said that changing purchasing habits demanded the firm increase its flexibility in processing orders.

In the past, customers generally purchased all their fertilizer lawn care products in early winter for use throughout the year, Cole explained. But now, more and more people are buying their supplies only as soon as they are ready to use them.

"This continual compressing of the lawn fertilizer season means we often must be ready to furnish our customers with a large amount of product during a very short period of time," Coles commented.

The firm hopes the new production facilities will give it added efficiency and flexibility.

PEOPLE

Walden promoted to E-Z-Go v.p.

L.T. Walden, Jr., has been promoted to vice president of customer service at the E-Z-Go golf cart company, Augusta, GA.

Formerly director of service and distribution, Walden has been with the firm since 1962 and has held a variety of positions with the subsidiary of Textron, Inc. In his new position Walden will be responsible for E-Z-Go's

continued on page 12

Newly renovated Andersons fertilizer facility will provide increased efficiency and room to grow.





AMERICA'S NUMBER ONE WEAPON IN THE WAR AGAINST CRABGRASS.

The overwhelming choice among America's biggest lawn care companies is Betasan® for crabgrass control.

In fact, in a survey of 75 of the largest companies, Betasan is used by four out of five.

It's not hard to see why. Because year after year, Betasan gives lawn care professionals better control of Smooth and Hairy Crabgrass, without a worry about damaging existing turf. One application usually stops crabgrass cold, all year long.

Betasan is easy to apply and available in liquid and granular formulations.

Betasan is safe and effective on established bluegrass, fescue, bentgrass, Bermuda grass, annual and perennial rye, Zoysia, bahia, centipede and St. Augustine.

So when the battle with crabgrass is your number one priority, use the number one crabgrass control.

Betasan. The first choice on the home front.

Always follow label directions carefully.

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NO. 1 AGAINST CRABGRASS.



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