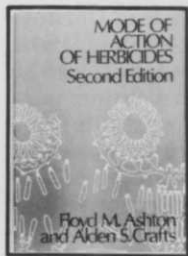


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WTT 84

FINE FESCUES *from page 56*

If a lawn consists primarily of fine fescue it is important to apply an insecticide at the first sign of damaging insect activity. These fescues are tolerant to most commonly used pesticides. No reports of serious injury with judicious pesticide usage have come to my attention.

Special uses

With the advent of improved varieties, use of fine fescues has increased greatly. Sod growers throughout New England have been adding up to 10% Chewings fescue to their Kentucky bluegrass blends. They find that the presence of the fescue widens the adaptation range (sun, shade, poor soils, low maintenance) of their product. Their customers increasingly are requesting sod containing some fine fescue.

Sod growers and users find other values of including fescues as well. Quick seed germination makes fine fescues useful as a nurse grass for other turf species and provides more rapid protection from soil erosion following seeding.

Research at the University of

Rhode Island has also shown that sod roots faster after harvest when it contains fine fescue than when it is pure Kentucky bluegrass. This ability can be significant. When establishing research trials with putting green grasses at the Rhode Island Turfgrass Research Farm during the past 10-12 years, we have often seeded Chewings fescue with creeping and velvet bentgrasses.

By seeding one to four pounds of Jamestown Chewings per 1,000 square feet with the usual one pound of bentgrass, we have brought the greens into play faster and have seen no adverse effects.

As the bentgrass develops and matures the fescue slowly disappears. With weak bentgrasses, however, we have found that the fescue can persist even at $\frac{3}{16}$ - $\frac{1}{4}$ -inch cut and, in some of our trials, fescue has persisted for over ten years.

The fine fescues, particularly Chewings, are also suggested for emergency seeding of damaged greens. Seeding at the rate of 20 to 25 pounds per 1,000 square feet, in conjunction with a normal rate of a seeded bentgrass, has proven effective. Because of their rapid establishment rate and good, short-term,

tolerance to close mowing the fescues have served this purpose well.

Fine fescues have been used for years, often in mixture with perennial ryegrass, for overseeding Bermudagrass putting greens, tees and lawns in the South. Improved cultivars of Chewings fescue have found particular favor and often constitute from 20 to 35 percent of an overseeding mixture with fine-textured, perennial ryegrass. Under dry winter conditions the fescues have made a special contribution. Mixtures of fine fescue and perennial ryegrass are often seeded at rates from 25 to 35 pounds per 1,000 square feet on greens and at 20 pounds on tees and lawns.

Progress has been made in developing fine fescues for turfgrass use. Improved cultivars of Chewings and hard fescue are available from many sources. Although markedly improved creeping or spreading fescues have not been developed, work is in progress and the potential is great.

In summary, fine fescues are a basic component of North American fine turf. Selection and breeding have and will continue to make these among the most versatile and useful of the turfgrasses. **WT&T**



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EVENTS

NOVEMBER

Professional Lawn Care Association of America Conference, Nov. 12-15, Curtiss Hixson Convention Center, Tampa, FL. Contact Jim Brooks, PLCAA, 1225 Johnson Ferry Rd., N.E., Marietta, GA 30067. (404) 977-5222.

National Society of Landscape Architects 84th Annual Meeting, Nov. 17-20, Civic Plaza, Phoenix, AZ. Contact Gail Reuter, 1733 Connecticut Ave., N.W., Washington, D.C. 20009. (202) 466-7730.

DECEMBER

Exterior Landscape Contracting Conference, Dec. 2-5, Denver, CO. Contact Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, VA 22046. (703) 241-4004.

Ohio Turfgrass Conference, Dec. 3-6, Ohio Center, Hyatt-Regency, Columbus, OH. Contact John Street, Ohio Turfgrass Foundation, Kottman Hall, Ohio State University, 2021 Coffey Rd., Columbus, OH 43210. (614) 422-2601.

New Jersey Turfgrass Expo, Dec. 3-6, International Hotel, Atlantic City, NJ. Contact Dr. Henry Indyk, Soils and Crops Dept., Cook College, P.O. Box 231, New Brunswick, NJ 08903. (201) 932-9453.

North Central Weed Control Conference, Dec. 4-6, Westin Inn, Winnipeg, Canada. Contact Claude Cruse, 309 W. Clark St., Champaign, IL, 61820.

North Central Turfgrass Exposition, Dec. 11-13, O'Hare Exposition Center, Rosemont, IL. Contact Office of Continuing Education, University of Illinois, 725 S. Wright St., Champaign, IL 61820. (217) 333-2882.

Texas Turfgrass Conference and Show, Dec. 10-12, San Antonio Convention Center and Hilton Palacio Del Rio, San Antonio, TX. Contact Texas Turfgrass Association, 3606 Meadow Oaks, Bryan, TX 77802.

Pennsylvania Turfgrass Conference, Dec. 17-20, Hershey, PA. Contact

Pennsylvania Turfgrass Council, 412 Blanchard St., Bellefonte, PA 16823. (814) 355-8010.

JANUARY

Associated Landscape Contractors of America Convention and Trade Show, Jan. 20-24, Kona Surf Resort, Kailua, Kona, HI. Contact ALCA, 405 N. Washington St., Falls Church, VA, 22046. (703) 241-4004.

New Hampshire Turfgrass Conference, Jan. 10-11, Center of New Hampshire, Manchester, NH. Contact John Roberts, Plant Science Dept., Nesmith Hall, University of New Hampshire, Durham, NH 03824. (603) 862-1200.

FEBRUARY

Golf Course Superintendents Association of America Show, Feb. 5-12, Washington, D.C. Contact GCSAA, 1617 St. Andrews Drive., Lawrence, KS, 66044. (913) 841-2240.

Midwestern Chapter, International Society of Arboriculture, joint meeting with Nebraska Arborists Assoc. Feb. 27-March 1, New Towner Inn, Omaha, NB. Contact James Rocca, Secty-Treasurer, c/o Conservation Department, PO Box 180, Jefferson City, MO 65102. (314) 751-4115.

To insure that your event is included, please forward it, 90 days in advance, to: WEEDS TREES & TURF Events, 7500 Old Oak Boulevard, Cleveland, OH 44130.

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- 3 Go to any listed booth, get an entry blank with complete rules/details, fill it out, and drop it in the ballot box.
- 4 Enter as often as you like, but only once at each booth.
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I certify that the statements made by me above are correct and complete.

(Signed)

Joe Bilderbach,
Vice President/Circulation.

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239	E-Z-Go	61	144	Stihl, Inc.
114	Franklin Electric Co.	89	145	Tee-2-Green Corp.
115	Glenmac, Inc.	94		Terrain Vehicle, Inc. (regional)
162	Gravelly International	59	147	Turfco Mfg., Inc.
116	Hahn, Inc.	67	148	Trebor Corp.
117	Hoffco, Inc.	14	149	Toro Co.
275	Howard Price Turf Equip.	65	150	Toro Irrigation
119	I.C.I. Americas, Inc.	69	151	Turf-Seed, Inc.
120	F.D. Kees	92	152	Union Carbide Corp.
121	Lacebark Publications	86	249	United Agri. Products
122	Lebanon Chemical Corp.	70	154	Vermeer Mfg., Co.
123	Lebanon Chemical Corp.	88	155	Vermeer Mfg., Co.
124	Lesco, Inc.	25	156	Vermeer Mfg., Co.
	Lesco, Inc.	93	157	Vermeer Mfg., Co.
254	Locke Mfg.	43	158	Vermeer Mfg., Co.
256	Lofts Seed Co.	CV4	159	Vermeer Mfg., Co.
128	Mallinckrodt, Inc.	83	160	Weather-Matic
129	Melroe Company	33		
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The Repackaging of Lawn Care

The original success of professional lawn care was packaging. Technology, clearly different from what homeowners used, was developed and vigorously marketed by a few progressive businessmen.

This package was accepted as unique and, like many new ideas, became contagious to both customers and small businessmen seeking a growth market in which to make their fortunes.

The lawn care package remains successful after 20 years and is predicted to stay that way for at least another 15 years.

But, rather than waiting for the package to get old, a few successful lawn care businessmen are reexamining its contents to either extend its life or to create a new formula.

The most common idea is to make other services available to current lawn care customers. Once a customer gets used to a company, he will be inclined to use it for other needs; such as structural pest control, carpet cleaning, and horticultural jobs like tree care, mowing, dethatching, lawn renovation, and aeration. The term 'full service' is spreading rapidly across the industry.

Those experimenting with repackaging have discovered something critical to success of new services, when you change the name of the company just for a particular service you weaken the connection between the customer and your original good work. Also, the customer wants to write one check to one company, not

two or three checks to different companies at the same address.

The investment and energy in repackaging has increased tremendously in the past two years as mid-size lawn care companies do technological battle with Chemlawn. These companies have reached a point where they too can afford Ph.D.s and marketing wizards to explore the limits of lawn care. They are now going directly to chemical and equipment manufacturers to develop new technologies to give them an edge over competitors.

The pot of gold at the end of the rainbow for mid-size companies is to go public. These companies must go public no later than the mid- to late-80's while the market growth rate is on the way up. If repackaging helps them go public faster, there is virtually no limit to what they will spend to develop new technologies for growth.

The lawn care package is changing. It will be many years before anyone can pin the label 'mature' on the lawn care industry.



Bruce F. Shank

Bruce F. Shank, Executive Editor

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