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around. It's hard to find an insect that DURSBAN insecticide won't control.

Unlike slower acting insecticides, DURSBAN goes to work as soon as applied...spring, summer or fall. And for as little as \$3.50 per 10,000 square feet of lawn or turf, it's a lot cheaper than the cost of call-backs.

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Give your Dow distributor a call for DURSBAN insecticide. Also ask about the "DURSBAN delivers the goods" incentive program. Be sure to read and follow all label directions and precautions. Agricultural Products Department, Midland, Michigan 48640.

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3918

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# WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962

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Selling the best products and giving individualized service is Don Benham's key to success. His company, Benham Chemical, is profitable proof hard work and determination pay off.



## 30 Jenkins Machinery Co.

Howard Jenkins and Ben Fuller have found that switching from large equipment to turf wasn't so hard after all. Jenkins now owns the oldest, continuously operating Ransomes dealership in the U.S.

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A preview of some important shows, meetings and conferences scheduled for the upcoming months.

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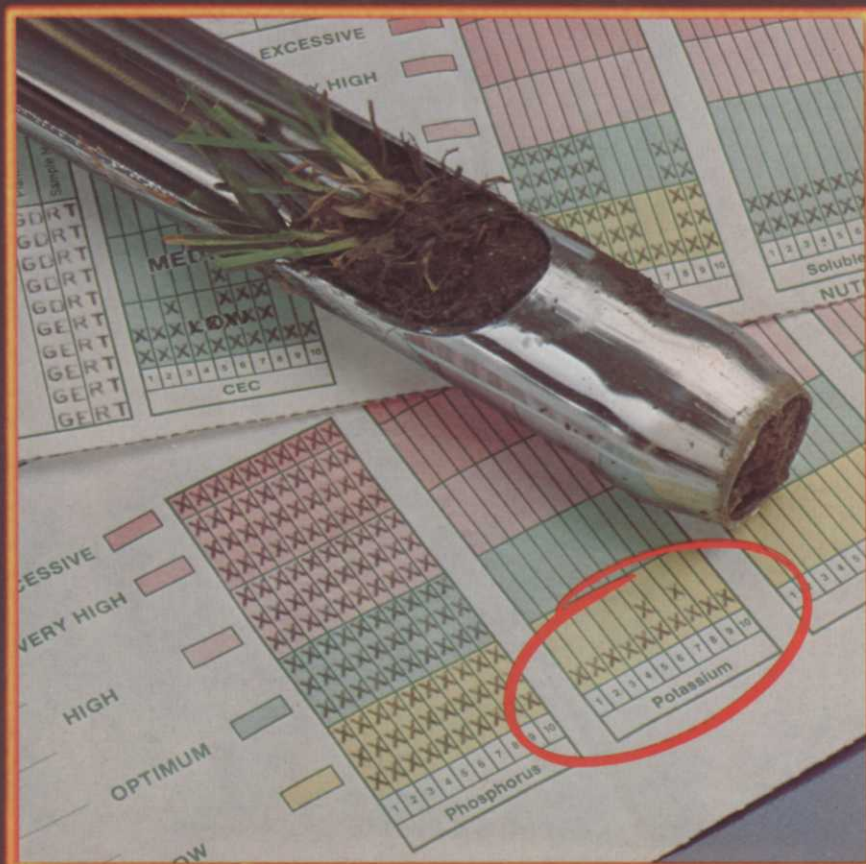
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# NEW! The quality fertilizer that meets your potassium needs

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# How to unload bushels of clippings single-handedly.



# Introducing two new John Deere material collection systems—Hydraulic Dump and Tilt Dump.

A load of grass clippings should be as easy to empty as it is to cut.

That's why we've developed two new material collection systems for John Deere 300 and 400 Series Tractors.

Both systems let you collect and empty leaves and grass clippings without ever touching them. To unload, you simply move one lever and the contents empty automatically.

The John Deere Hydraulic Dump system has a 13-bushel hopper that raises for dumping into a wagon or dump truck. By operating the convenient hydraulic control from the driver's seat, you make the container raise, turn over, empty, and then return to the original position.

The new Tilt Dump system is designed for slightly smaller jobs. With one hand you unlock the latch. The hopper tilts by itself and its back swings open, dumping the load. Then pull the hopper back to its original latched position—all without leaving the tractor seat.

In both systems, a PTO-driven fan loads the hopper more quietly and efficiently than engine-driven competitive makes. And fan speed is variable from 2,800 to 5,200 rpm, matching the speed to operating conditions. Slower for dry, dusty conditions; faster for damp leaves



or grass.

If you're ready to move up to a system that lets you do more and bigger jobs with a minimum of extra work, then a John Deere Hydraulic Dump or Tilt Dump system is for you.

For the name of the nearest dealer, or a free folder on the John Deere material collection systems, call 1-800-447-9126 toll free (1-800-322-6796 in Illinois) or write John Deere, Dept. 50, Moline, Illinois 61265.

Check out our new John Deere material collection systems. Because grass isn't the only thing that needs cutting.

Your work does, too.

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Nothing Runs Like a Deere®

by Bruce F. Shank, executive editor

## Sod prices finally rise

In the past ten years the cost of construction materials has doubled, that is the cost of everything except sod.

To counteract flat prices, sod growers invested in more efficient machinery to squeeze every penny out of every foot of sod. When prices still did not rise and recession devastated construction, they started phasing their acreage into more reliable crops.

That was last year. This year many sod growers are sold out, including their fall harvests. For once demand is allowing prices to rise 15 to 25 percent, sod growers told me during the American Sod Producers summer convention.

Good sod growers have junked older varieties and monostands for mixtures of two to five improved Kentucky bluegrasses, often two improved fine fescues, and one or two improved perennial ryegrasses. Many are now producing sod of improved tall fescues, in some cases mixed with ten percent Kentucky bluegrass.

Sod today is a better product, produced by better growers, and no longer just a price sensitive commodity.

## Athletic fields for profit

Entrepreneurs have begun to dabble in athletic fields for hire. They build sports complexes, provide officials, maintain the fields, and make them available to public leagues and teams for a price.

Examples are Kings Island, north of Cincinnati, OH., which built the latest PAT football field for use by area high schools; the Olympia Spa and Resort in Oconomoc, WI, which now boasts a private polo facility; and Softball World of Cleveland, OH, which has two facilities with five lighted softball fields surrounding a lounge, children's play area, and restaurant.

The American Softball Association told *Weeds Trees & Turf's* Ron Hall there are more than 40 private multi-field softball complexes in the U.S.

Demand for athletic fields has reached a point where profit is possible. If the concept takes hold, private facilities may relieve the pressure on some public fields, or they may create higher standards for public field managers to meet.

## Outdoor equipment gets own show

Outdoor equipment manufacturers and distributors are proudly claiming their own show after the first Lawn Garden and Power Equipment Expo, held in July in Louisville, KY.

No longer do they have to walk aisles and aisles of plumbing and toasters at the Hardware Show in McCormick Place in Chicago to find mowers, irrigation supplies, and accessories. Supporters of the Hardware Show were surprised to see the combined indoor and outdoor exhibits organized by the Outdoor Power Equipment Institute, The Engine Service Association, and the Outdoor Power Equipment Distributors Association.

Call it curiosity, call it luck, but it worked.

## STAFF

Executive Editor  
**Bruce F. Shank**, Cleveland  
Managing Editor  
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Assistant Editor  
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## 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) 723-9200

## MARKETING REPRESENTATIVES

**Dick Gore**  
Atlanta (404) 233-1817  
**Ron Kempner**  
Atlanta (404) 233-1817  
**Joe Kosempa**  
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If you haven't yet tried Vorlan, you should. Call Mallinckrodt toll-free, or contact your Mallinckrodt Turf Products distributor. No prescription is needed!



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## EQUIPMENT

### Louisville equipment expo wins on first try

Aisles were filled with distributors, booths overflowed into an extra hall, and outside, despite 90 degree heat, engines cranked as equipment was demonstrated. A typical field day perhaps? No, this was the first International Lawn Garden & Power Equipment Expo, held in Louisville, July 23-25.

More than 200 equipment manufacturers gave the new show their best shot with impressive professional exhibits equal to shows in Chicago's McCormick Place. It is the Hardware Show, held in McCormick Place in August, these equipment manufacturers were abandoning in favor of a show just for retail and commercial lawn and garden equipment.

The Expo was a selling show, with privacy rooms included in many exhibits so orders could be negotiated and signed. The number of distributors in suits gave the impression large orders were changing hands.

Commercial equipment may have been forgotten in the educational sessions, but its presence was clearly felt on the exhibit floor and outside on the demonstration field. Although Toro and Jacobsen held their commercial equipment back in favor of their homeowner lines, Ransomes and Bunton came in with their complete professional lines. Deere and Co. took the opportunity to launch its new pro-



Bunton's surprise at the Outdoor Equipment Expo show was an imported fairway and parks mower.

fessional out front rotary. Many outdoor equipment companies had small booths to test the water.

In some cases it was difficult to tell the difference between large homeowner products and smaller commercial ones. The commercial products gave the retail products in the same booth a beefy, well-built appearance.

Comments following the show

indicated both manufacturers and distributors were impressed. Both are hoping for greater attention to commercial lines at the same show next year.

## TRAVEL NOTES

### Moving, buyout activity on upswing

The effects of a healthier economy are being felt across the Green Industry this summer.

Lawyers in Ohio and New Jersey are busy this summer as LESCO, in the process of going public, has purchased a plant formerly owned by U.S. Steel in New Jersey. At the same time, The Andersons is completing negotiations for a Kaiser Agricultural Chemicals facility in New Jersey. Both Ohio companies are aggressively expanding their formulating capabilities to serve the commercial turf fertilizer and chemical market.

Milwaukee newspapers reported Briggs & Stratton has purchased a manufacturing facility outside of Milwaukee to avoid production tie-ups caused by strikes, such as the one last July through October. B&S is also making a strong push into the electric motor business. A recent Better Homes and Gardens survey indicated



John Deere's commercial out-front rotaries are now available. This F930 caught the eye of distributors during the Expo.

A New Generation



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In sandy soil. In hard clay. In rugged mountain country. In tight confining areas. With virtually every variety of tree or shrub imaginable. All over the world! You're moving trees with the finest machine money can buy. Short towers. Powerful curved spades.

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local Vermeer dealer now for complete literature, specifications and pricing.

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## UPDATE

### GCSAA opposes FIFRA

The Golf Course Superintendents Association of America, as part of a national coalition opposing passage of the Federal Insecticide, Fungicide and Rodenticide Reform Act (H.R. 3818), has authorized the National Club Association to speak in its behalf in opposing it.

The act contains provisions which would increase the liability of pesticide users in cases of contamination of land and water supply as well as other limitations. If enacted, the provisions would increase golf course and administrative costs and deter new golf course development, according to the coalition.

Specifically, some ramifications of the act would include:

- Only certified applicators would apply restricted use pesticides
- Private applicators would have to keep records of all sprayings
- Any individual could sue a FIFRA violator
- EPA would have to regulate application to protect local residents

### An economical alternative

Would you like to play golf in half the time and on half the land it takes to play a normal game? If Jack Nicklaus' "short ball" idea comes into play, you'll be able to do just that.

Nicklaus feels so strongly about the idea, his new course in the Cayman Islands, scheduled to open this fall, was specifically designed for the new ball that travels only half the distance of regular balls. The Cayman course can be played as a 3,338-yard par 72 by short ball users.

*Golf Digest* reports the new one-piece balls are made of a plastic material that has a varying density through its cross section. It has a 10 compression and an initial velocity of about 200 feet per second, where a normal ball's velocity is 250.

The \$1,000 price tag per experimental ball will have to drop considerably, though, before the average golfer could ever test the new idea.

"We know there will be a monstrous amount of skepticism about the idea," says Bob Cupp, Nicklaus' chief course designer. "But it's not a commercial endeavor. We're not trying to change golf—just provide an economical alternative."

### Father of 18

The next time you find yourself scrambling for some golf trivia at a party, try this one.

How many courses other than the original in Scotland are named St. Andrews?

The answer is 18.

None, however, offer the same type layout, only an occasional hole that beckons back to the 1552 Scottish course, the birthplace of the game.

ten percent of retail mowers sold are electric. Briggs hopes to gain market share in the electric motor business.

Media in the Twin Cities have revealed Northrup King's plans to leave its historic headquarters and warehouse in Minneapolis. NK's research farm outside Minneapolis was sold last fall. Turf research will move to Mt. Joy, PA, and Tangent, OR. NK's packet seed business is looking for a more southerly location. The company's headquarters may remain in the Minneapolis area.

Speaking of seed, Leah Brillman, turf breeder for Jacklin Seed, Post Falls, ID, and her husband are expecting their first child in about five months.

### SEED

#### Loft's Field Day features tall fescue

Even though demand is still outpacing production, Dr. Richard Hurley of Lofts Seed, Bound Brook, NJ, says there will be enough turf type tall fescue to meet demands this year.

That was some of the good news about 95 sod producers, lawn care professionals and researchers heard at the seventh annual Lofts Field Day, held in June at the company's



Dr. Rich Hurley explains a type of turf disease to attendees at the Field Day.

research farm in Martinsville, NJ.

Hurley believes the turf type tall fescues is the "grass of the future."

"Rutgers is introducing new varieties with greater stand density, better color and good shade tolerance not to mention drought tolerance," said Hurley. "We are continually looking to improve brown patch, pythium, and leaf spot resistance as well."

Hurley also said the turf type tall fescues will come on strong in the transition zone and even overtake the use of Kentucky bluegrasses.

"By the end of the decade, we will have varieties that surpass Rebel and  
*continued on page 14*