



DON'T BE TIED UP BY CALLBACK COSTS.

Use DURSBAN and TURFLON.

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also mean
unhappy
customers,
and worst
of all...
...cancellations!**

DURSBAN* insecticide and TURFLON* D herbicide can help put an end to callbacks that tie-up your people...your equipment...your money. DURSBAN gives up to eight weeks of effective broad-spectrum insect control. TURFLON D is the new herbicide that controls tough broadleaf weeds in cool season turf grasses.

You'll appreciate the low toxicity of all Dow turf products...to both humans and pets. Also, the wide variety of formulations. There's the familiar DURSBAN 2E and 4E liquids, 50W wettable powder and granular formulations to knock-out virtually all outdoor insects...sod webworms, chiggers, chinch bugs, mites, crickets, ants, weevils,

ticks, billbugs and many more, the first time around. TURFLON D knocks out hard-to-control broadleaves like veronica, spurge, ground ivy, oxalis, and wild vio-

lets. Of course, it gets the easy weeds, too. So now you have broad spectrum and cost-efficient control for both insects and broadleaf weeds. And that's the best control over callbacks you've ever had! Now more of your calls will be for new business.

The only callback we recommend is the one to your distributor. Talk to him about our new "DURSBAN Delivers The Goods" incentive program. Always read and follow all label directions. The Dow Chemical Company, 9001 Building, Midland, MI 48640.



Beautiful lawns and fewer problems with DURSBAN and TURFLON.



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WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962



27 N.C. State's Living Laboratory

Dr. J.C. Raulston believes in hands-on experience for his horticulture students. A well-stocked arboretum provides the ideal classroom.

32 Landscaping Enters New Generation

Modern technology and elevated standards of quality are forging a new era in landscape contracting. Our survey shows the current trends.



36 Lied's Nursery Breeds Hearty Stock in Wisconsin

Four decades of hard work and a commitment begun by Delmar Lied has created one of Wisconsin's largest and most profitable landscape maintenance, construction and nursery businesses.

42 Good Managers Recognized at Marvin's Garden

A Florida landscape contractor says the era of the trained manager is at hand. His Marvin's Garden and Landscaping is proof the right people are as important to his business as the right plants.

48 Boyco's Blueprint for Success

Landscaper Greg Boykin knows what it's like to start small—and make it big. He is now owner and president of one of North Carolina's largest landscape contracting and maintenance companies.

54 ORNAMENTAL DISEASE CONTROL GUIDE

Tree and ornamental disease control are discussed in the first of this year's popular Guides. A practical and information-packed reference source by Dr. C.C. Powell, Ohio State University and Don Blasingame, Mississippi State University.



76 Compost—Don't Knock it 'Till You've Tried it.

More landscaping professionals are realizing the benefits that one of the industry's oldest fertilizers can provide.

DEPARTMENTS

- 6 News/Trends
- 12 Green Industry News
- 23 In-the-Middle
- 24 Government Update
- 84 Problem Solver
- 87 Landscape Log
- 88 New Products
- 96 Events
- 98 Classifieds
- 100 Advertisers' Index
- 102 Outlook

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ABOUT LEAF SPOT.**



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FEBRUARY 1985/WEEDS TREES & TURF 3



650—14.5 PTO hp, 17 engine hp



750—18 PTO hp, 20 engine hp



850—22 PTO hp, 25 engine hp



950—27 PTO hp, 31 engine hp



1050—33 PTO hp, 37 engine hp



1250—40 PTO hp, 44 engine hp



1450—50 PTO hp, 55 engine hp



1650—60 PTO hp, 67 engine hp

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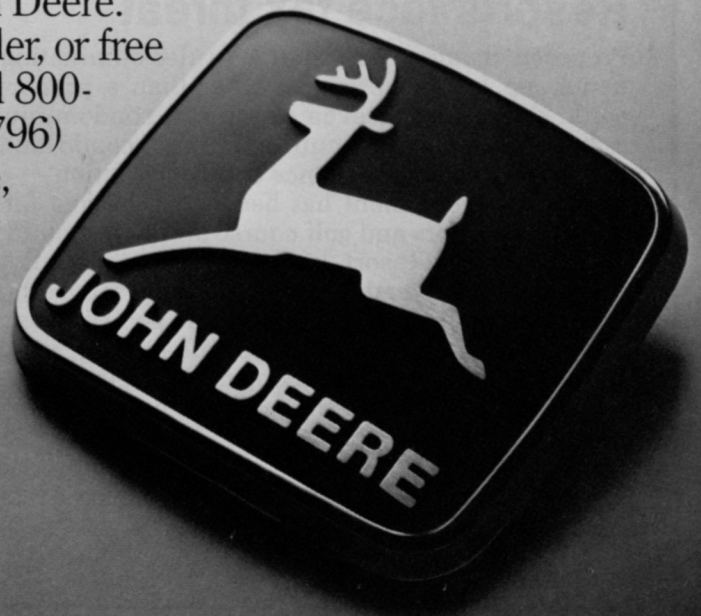
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PBI/Gordon corrects Trimec story

In the December 1984 issue it was incorrectly stated that the expiration of the Trimec® patent is resulting in a commodity status for the proprietary post-emergent herbicide. It was further stated incorrectly that Trimec is really a loose term for a premixed formulation of 2,4-D, propionic acid, and dicamba that may now be obtained from sources other than PBI/Gordon Corp.

First and foremost, Trimec is not a loose term referring to a premixed formulation. Trimec is the registered trademark of PBI/Gordon Corp. for its proprietary herbicides and may not be used in any other context.

Although the patent has expired, it continues to be a proprietary product of PBI/Gordon whose formulation is a closely guarded trade secret. The name Trimec can not be used by any other company.

PBI/Gordon Vice President/Director of Research J. S. Skaptason offers the following clarification. "The Trimec patent number 3,284,186 was issued on the basis of the synergism that accrues when 2,4-D, MCPP and dicamba are mixed. In the beginning we noticed there could be inconsistencies in the activity of the product from batch to batch, especially if it was made by simply mixing amine products of the three herbicides. So, we launched a continuous research program to improve the efficiency."

Skaptason goes on to say a major step forward occurred when Dr. Roger Cahoy and Dr. Jan van Diepen succeeded in utilizing the characteristics of eutectic principles in formulating third generation Trimec complexes. "This chemistry affects the structure of droplets; and as proven by radio isotope studies, results in quicker penetration and more thorough translocation which result in better efficiency."

PBI/Gordon has not granted rights to any other manufacturer or formulator to produce or sell Trimec herbicides. Trimec herbicides can only be obtained from PBI/Gordon.

Resorts face tax threat

Proposed changes in Federal tax rules eliminating an interest deduction for any property other than a primary residence could slow down or even stop resort condominium development. That could mean cutbacks in both condo landscape work and golf course maintenance and construction.

Resort development has been a bright spot for both landscape contractors and golf course architects, builders, and superintendents. Resort landscapes are typically high-scale construction and maintenance to attract second home buyers.

Many resorts are centered around golf courses. The course makes the condominiums more valuable.

Loss of the interest deduction makes time sharing less attractive and may eliminate the marginal buyer.

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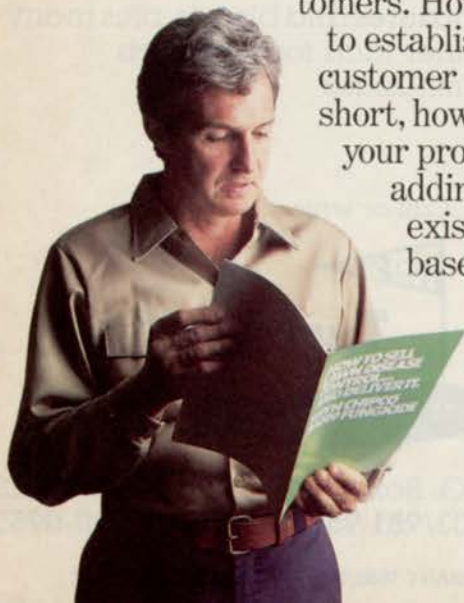
4 THINGS YOU SUCCEED DISEASE CONT

1 THE RIGHT STRATEGY.

Every year, more lawncare companies discover new profits in turf disease control. If yours isn't one of them, we'd like to show you the way by sending you our free CHIPCO® 26019 fungicide *Healthy Business Package*.

It includes lots of valuable information and materials to help you turn lawn diseases into profits... beginning with strategy.

We'll explain how effective disease control can give you a competitive edge. How it can build your reputation as a quality-oriented company. How it can protect the business you already have...and help bring in more customers. How it can be used to establish a long-term customer relationship. In short, how it can improve your profitability by adding value to your existing customer base.



2 THE RIGHT TACTICS.

Coming up with an effective disease control sales strategy is one thing. Carrying it out is something else. Our *Healthy Business Package* shows you how.

It includes not only advice on how to communicate with customers and prospects, but materials you can use. Materials for newspaper, direct mail and bill stuffers.

Doorknob hangers. In-home sales presentations.

One reason lawn disease treatment is an excellent business opportunity is that many homeowners don't even know that turf diseases exist. If you make them aware of the problem — and offer the solution — in your advertising, promotions and sales calls, you'll capture more than your share of this growing market. We can help.



YOU NEED TO D IN THE ROL BUSINESS.

3 THE RIGHT TRAINING.

Before you start offering disease control to your customers, you have to be sure your employees know how to handle the job.

We'll take care of that, too. In your *Healthy Business Package*, you'll find training aids you can use to teach your workers how to spot, identify and treat all the major turf diseases they're likely to encounter.

With the materials we provide, you can quickly and easily show your people how to apply a turf fungicide properly and keep your customers satisfied.



4 THE RIGHT FUNGICIDE.

Of all the turf fungicides on the market today, CHIPCO 26019 fungicide is the best for building your business.

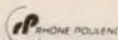
It controls the major turf diseases, including Leaf Spot, Red Thread Dollar Spot, Fusarium Blight and Brown Patch. So it's the only fungicide you need.

Its long-lasting residual action makes it cost-effective and lets you fit it into your existing treatment schedule... with virtually no call-backs.

It's easy to use. And toxicity is low, so you and your customers get added peace of mind.

Expand your business and improve your profitability. With the right strategy, tactics and training.

And the right fungicide: CHIPCO 26019 turf fungicide. For your free *Healthy Business Package*, write to: Rhône-Poulenc Inc., CHIPCO Dept. WTT, Agrochemical Division, P.O. Box 125, Monmouth Junction, NJ 08852.



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Please read label carefully and use only as directed.