



# Start growing bigger profits... from the ground up.

## Lebanon Professional Turf Products keep you in control.

You know what you're looking for when it comes to maintaining your customer's lawns. And we've got what you're looking for in a wide range of flexible products.

Take our famous homogenous granules, for instance. Each contains a special chemical combination of nitrogen, phosphorous and potash, plus secondary and trace elements. So every plant comes into contact with every vital element, plus you get more even plant-food distribution, more economically.

Our sulphur-coated urea blends, on the other hand, let you custom-tailor a lawn care program to meet your customer's needs. You can control the time of greening, as well as the length, to keep profitability at a maximum.

## Quick green up...extended feeding.

The secret is our exclusive "C.I.L. Prilled S.C.U." Its consistent, round granular size results in a more even breakdown of nitrogen, plus you get a high sulphur content. Your customers' lawns show lush results fast—and stay green for as long as 3 months or more!

## No turf is too tough for Lebanon's products.

We have more than three dozen standard fertilizer, sulphur-coated urea blends and fertilizer/chemical control products to solve just about any turf problem. But soil conditions vary, and so do your customers' requirements. Just tell us what you need, and we'll be happy to put our more than 35 years' experience to work to meet your needs. We can formulate an exclusive blend just for your company that will coax the kind of turf you want, when you want it.

## Service that's ahead of the competition.

It can help put you ahead of your competition, too. From custom-designed turf care programs to a solid nationwide distribution network, **Lebanon** can assure you of knowledgeable, prompt service. And our entire range of proven top-performance products are developed to help you give your customers better lawn care where it counts. From the ground up.

## Call us today...and start getting what you need.

We'll send you a free copy of our agronomy manual at no obligation. And we'll tell you how we can start giving you and your customers better quality turf from the ground up. Call our **Greenline** today at 1-800-233-0628; in Pennsylvania, 717-273-1687.



**The GREENLINE**

**Lebanon**  
TOTAL TURF CARE

A division of Lebanon Chemical Corporation  
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density, and overall condition. According to personnel at De Lallo's, first-year data will not "become meaningful" for two to three years.

The entire project was organized by Turf-Seed, Inc., Hubbard, Ore.

## SEED

### Peterson to market 'Classic' bluegrass

Classic, the new Kentucky bluegrass variety reported in national tests for the past five years under the pre-commercial code name "225," is ready for distribution this fall, according to its marketer, Peterson Seed Co., Savage, Minn.

Classic, a Category I Kentucky bluegrass, is a highly apomictic, first-generation hybrid first bred by Dr. C. Reed Funk of Rutgers University.

## INDUSTRY

### NACA pushes co-op buying in Southeast

The National Alliance of Clubs Association (NACA) says it can save private clubs money through cooperative buying.

The Tallahassee-based company began its membership drive in August and hopes to attract 80 clubs in Florida, Georgia, and Alabama by next fall. The incentive is lower prices through manufacturer group-buying arrangements. NACA reportedly has agreements with about 25 suppliers for everything from seed and fertilizer to cash registers and catering.

"We are a multi-club manager of independent clubs," says NACA president Ken Creely. "Our spectrum of service goes beyond golf course equipment."

"Our studies show that independent clubs are going to have a tough time in the next 10 to 15 years," adds NACA vice president David Pavesic. Cooperative buying, Pavesic feels, will help clubs control costs and hold the line on membership fees.

## EQUIPMENT

### Slight decline in equipment shipments

"Consistent with an outlook for economic slowdown, Outdoor Power Equipment Institute members anticipate a slight decline in product shipments for 1986," says a report from the Bolens Corp.

In its 1986 outlook survey, Bolens says that "ride-on products are forecast to decrease approximately four

percent while walk-behind units are expected to show a two-percent decline."

Shipments of rear-engine riding mowers are expected to reach 359,000 units in 1985, along with 5.125 million walk-behind rotary mowers. Commercial turf maintenance is expected to be responsible for the purchase of 120,000 walk-behind rotaries, 12,000 riding rotaries, and 3,300 riding reel mowers in 1985.

According to the Bolens report, walk-behind units should reach sales of 134,700 to the turf care industry in 1989 while riding units will reach sales of 19,000.

"Commercial turf care members expect a slight improvement in shipment levels for the 1986 model year," the report concludes. "Increases of 1.5 percent and 7.5 percent for commercial walk-behind mowers and riding reel mowers are forecast, respectively. Riding rotary turf mowers are expected to decrease slightly."

Twenty-three OPEI members responded to a questionnaire sent out last March.

## EDUCATION

### Stauffer/PLCAA effort scores big

Stauffer Chemical and the Profes-

sional Lawn Care Association of America (PLCAA) scored a promotional touchdown on their first joint play from scrimmage.

That touchdown was the "hundreds" of favorable newspaper articles generated by a combined Stauffer/PLCAA publicity campaign to promote professional lawn services.

Stauffer's Greg Bushman says his company "has received several hundred phone calls and letters from lawn care operators regarding the program." Surprising? "No," says Bushman, marketing manager for the company's Specialty Products group. "But we're gratified with the response."

The unveiling of a press kit titled "The Case For Professional Lawn Care" kicked off the campaign at the PLCAA convention in Tampa last November.

The kit, provided to lawn care operators with instructions on gaining local publicity, outlines topics ranging from weed and insect problems to the dangers of unlicensed lawn care companies. In addition, Stauffer is funding seasonal mailings of lawn care articles to 1,300 daily and weekly newspapers.

The articles are informational. They do not tout the products of any particular industry supplier.



Warren's Turf headquarters in Crystal Lake, Ill., grew this summer. The expansion houses the additional data processing equipment and personnel the company needs in its growing turfgrass sod and seed operations. Shown here (left to right) are: Mike Holmes, Warren's general manager; Bill Curran, Warren's president; and Walt Pemrick, Warren's operations manager.

# Palm Desert Greens Country Club is positive proof.

Maintaining one of the heaviest played executive golf courses in Southern California is a challenging job. An average of 290 rounds of golf a day puts tough demands on the turf, and on the irrigation system. That's why golf course superintendent Robert Stuczynski recently installed Weather-matic rotary pop-up sprinklers to upgrade the system at the Palm Desert Greens Country Club.

Stuczynski was won away from a brand he's used for more than a decade by Weather-matic's high quality design and features. The exclusive adjustable armspring allows fine-tuning while the sprinkler is on or off, and stays adjusted once set — a must for handling Palm Desert's exacting schedule of watering or fertilizing.

Weather-matic impact drive, rotary pop-up sprinkler heads are available in rugged cast



aluminum alloy and high impact plastic housings for your long-range or medium-range needs — from golf courses, parks and athletic fields to commercial use.

Designed for years of dependable service, they offer many outstanding features. Like the backsplash control arm on K-50/80 and PK-50/80. And the optional check valve, available on PK models, to prevent backflow in low areas and damaging line surge. Plus only Weather-matic can help reduce your inventory with interchangeable parts for plastic and metal housings.

When you team up our rotary pop-up sprinklers, controllers and valves, you have a combination that can't be beat. Just ask Stuczynski. He's now finalizing a plan to changeover the entire Palm Desert system to Weather-matic. Because Weather-matic works.

Write or call for all the details.

## You can't beat the system.



Sprinkler Division/Telsco Industries  
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LAWN AND TURF IRRIGATION

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# RYAN®

## INTRODUCES THE NEW



### PROFESSIONAL CORE CULTIVATION

Now you can get down to business with "core cultivation!" That's what the new heavy-duty Ride-Aire II offers — precision core aerification at the rate of up to 12,000 square feet per hour. The Ride-Aire II is a tough 670-lb. machine powered by an 8-hp commercial engine. It moves along smoothly aerating 21 inches per swath with 2½- or 3-inch cores spaced 3½ inches apart.

Yet its compact 36-inch width and single rear wheel steering lets the operator easily maneuver around shrubs, trees and yard gates. A new foot control system lifts the aerating frame hydraulically for transport over sidewalks and driveways.

### CLEAN, VERTICAL CORING

The Ride-Aire II features straight up-and-down action that cuts cores cleanly without tearing the turf. The tines are heat treated with a special process that makes them self-sharpening, allowing them to last longer than ordinary tines.

### CUSTOMER SATISFACTION

Whether home lawn or commercial turf, the new Ride-Aire

# RIDE-AIRE™ II



It will help you keep customers happy. Core cultivation increases oxygen exchange and nutrient penetration, and decreases surface runoff and irrigation frequency. It also breaks up thatch and compaction and brings up soil particles to reinoculate thatch with soil and microbes to enhance thatch decomposition. Whether regular turf maintenance or renovation, the Ride-Aire II adds a new dimension to the lawn care service industry.



*After core cultivation.*



*Vigorous root growth after 6 weeks.*



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Circle No. 106 on Reader Inquiry Card

# SPORTS TURF

by Ron Hall, associate editor

## 'The Boss'—our buddy

"The Boss" (aka Bruce Springsteen) knocks the socks off millions of rock and rollers. When "The Boss" plays, stadiums fill and pulsate with foot-stomping fever. Last year it was Michael Jackson. Next summer, who knows?



They're the unknowing friends of groundsman who pamper ballyard turfgrass everywhere.

Because of phenomena like megastar rockers, grounds managers at stadiums with the real stuff, grass, are pushing turfgrass beyond what even they could have imagined a few years ago. Unintentionally they're also dismembering the myth known as synthetic turf.

They're demonstrating—if the decision-makers at the carpeted stadiums really want to see—that

turfgrass is tough, real tough. It can, and should, be used for more than just ball games. That's been a rap against grass.

Sports turf? Let's call it "entertainment turf." Members of the Sports Turf Manager's Association (STMA) bend the terms as they increase our knowledge.

A handful of groundsman at professional ballparks kicked off STMA five years ago to trade tips and pool collective experiences. That circle is growing. STMA is gaining members and spinning off new techniques to expand turfgrass's usefulness.

They're aided in their jobs by sophisticated satellite-radar weather forecasting, a new generation of irrigation and maintenance equipment, and improved varieties of turfgrass.

Groundsman didn't have these tools when the first roll of Astro Turf bellied up to the outfield fences in Houston's Astrodome 20 years ago.

Far-sighted grounds managers are also re-adapting and tinkering with products that have been around. Breathing, porous, geo-textile covers, previously used only in plant beds and golf sand traps, are now unfurled over turfgrass to save it from the pounding of spectators at concerts. The crunch of vehicles in motor sports events. The cleats of subs along the sidelines.

The renaissance of turfgrass in our ballyards, the new entertainment turf, is under way.

To "The Boss" and others who challenge our grounds managers: thanks.

Bushman says the articles (the last, recently mailed and titled "Fall Lawn Care") accomplish two purposes: "giving the PLCAA high exposure, as well as educating the public on proper lawn care."

Bushman tells WEEDS TREES & TURF Stauffer Chemical is investigating other joint projects with PLCAA.

## LAWN CARE

### Dow offers LCOs handy door-hanger

Lawn care operators can reassure customers about the safety of materials used on their lawns with a door-hanger designed to sort fact from fancy for homeowners.

The piece can help increase customer confidence, according to representatives from its publisher, Dow Chemical Co., Midland, Mich.

Dow representatives have free samples available, and bulk supplies can be ordered through the Professional Lawn Care Association of America. The brochures contain no company or product identification.

**We just treated your lawn to make it more beautiful.**

**A REASSURING WORD ABOUT THE PRODUCTS WE USE.**

If it's your property and the use of any pesticide is necessary to keep it free of unwanted weeds and pests, we will use it. We need you to enjoy a beautiful lawn because that's the treatment we used was professionally applied, only as needed, and in proper accordance with label directions. With heavy applications, we suggest that people and pets don't use the lawn until the spray has completely dried. If not instructed while drying, it will bond uniformly to the grass and will not affectively cause any harm. If you have any questions, the label can be used immediately unless otherwise noted.

## SPORTS TURF

### Bossard talks dirt with top groundsman

Start baseball field renovations now, says Roger Bossard, field maintenance whiz for the Chicago White Sox.

"Late summer and fall is a logical time for local park districts to undertake a rebuilding program because vacations are over and the fields can be worked without disrupting playing schedules," says Bossard, who hosted a special gathering of groundskeepers in mid-July.

Bossard used the venerable backdrop of Comiskey Park in Chicago to demonstrate some of his groundskeeping techniques to the 50 guests.

Discussions of irrigation, drainage, and the proper blend of clay, dirt, and bank sand highlighted the day-long clinic. The Chicago White Sox Baseball Club and International Minerals & Chemical Corporation (IMC) co-sponsored the event. Technical data provided at the clinic can be obtained by writing: "Turface," IMC, 421 E. Hawley St., Mundelein, Ill., 60060.



Good groundskeeping practices are explained by Roger Bossard (far right) during a mid-July clinic at Chicago's Comiskey Park.

#### PEOPLE

### Names in the news

**Robert E. Bergen**, president and chief executive officer of Bolens Corporation, takes over as president of the **Outdoor Power Equipment Institute**. The new vice president of OPEI is **B. Duane Bustle**, president of Kee Manufacturing Company, Inc.. **William Brown**, president and chairman of the board for Western International, Inc., becomes the association's



**Robert Bergen**  
secretary-treasurer.



**B. Duane Bustle**

The memory of the late **Everett Conklin**, a pioneer of interior landscaping, is alive. Research grants in interior landscaping are being named in his honor. ALCA's **Interior Landscape Division** is taking the action.

The **National Alliance of Clubs Association (NACA)** appoints the following regional directors: **Dennis R. Ahearn**, Sara Bay Country Club,

Sarasota, Fla.; **Walker M. Brown**, Tequesta Country Club, Tequesta, Fla.; **Harry W. Duke**, San Jose Country Club, Jacksonville, Fla.; **Donald J. Sheehy**, California Country Club, North Miami Beach, Fla.; and **Edward Lyon**, executive secretary of the Sunshine State Chapter, CMAA.



**William Brown**

NACA is an affiliation of private clubs organized to achieve savings through cooperative purchasing of goods and services.

**Gene Bunting**, Bunting's Nurseries, Selbyville, Del., is the president of the **American Association of Nurserymen (AAN)** following that group's convention in Orlando, Fla. Bunting guides a family nursery business started by his grandfather, Gardner Bunting, 100 years ago. **R. J. (Dick) Hutton**, president of the Conard-Pyle Company, West Grove, Penn., is the new AAN vice president.

## Fall is the best time of all...

To renew tired lawns and prepare them for spring growth.

Milorganite is Naturally Unique for Dormant Fertilization . . .

Milorganize in late fall to assure earlier greening than a spring chemical application! And you'll cut labor costs . . . a heavy dormant application "can do" for a long time!

In one series of tests, conventional applications of other nitrogen fertilizers failed to catch up with early winter applied Milorganite throughout the entire growing season!

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A close-up photograph of a largemouth bass (Micropterus dolomieu) with its mouth open, showing its teeth and gills. The fish is set against a dark, green, textured background, possibly representing an underwater environment with vegetation.