

TODAY'S VEGETATION CONTROL SPECIALIST HAS TO LOOK A LOT OF PEOPLE STRAIGHT IN THE EYE.

Annual total vegetation control today is a lot more sophisticated than just killing weeds. You have to get the job done economically enough for your budget, simply enough for your work crews, and responsibly enough for the environment. That's why Cyanamid developed ARSENAL® herbicide. Its advanced chemistry answers the needs of all people involved.

WHY ARSENAL IS EASY ON THE ENVIRONMENT.

Because of its unique mode of action, ARSENAL, when used as directed, has no harmful effects on mammals, fish, bees, birds or earthworms. Because ARSENAL is non-volatile and does not move laterally in the soil, off-target vegetation is unaffected. ARSENAL is non-flammable. Its unique chemical activity causes a slow "burn-down" in foliage, so it poses little fire hazard. Unlike tank mixes, ARSENAL introduces only one biodegradable product into the environment. And it's applied only once during a season, resulting in a lower chemical burden and a reduction in "touch-up" treatments.

CONTROLS MORE UNDESIRABLE VEGETATION.

ARSENAL has demonstrated control of a broad spectrum of weeds, vines and brush species. Tests in southern states showed that ARSENAL alone (at rates of two quarts per acre) out-performed several tank mixes for annual and perennial weed control. Even more impressive, ARSENAL was most effective on difficult species like Johnsongrass, trumpet creeper, kudzu and red maple.

ONE APPLICATION GIVES SEASON-LONG CONTROL.

ARSENAL gives you full-season control for up to eight months in temperate climates. It fits your spray schedule,

Always read and follow label directions carefully.

TOUGH ON WEEDS. EASY ON THE ENVIRONMENT.

Circle No. 101 on Reader Inquiry Card

because it can be applied at any time during the growing season. ARSENAL controls not only existing vegetation, but also new weeds that germinate after application. So you get residual control for the rest of the season. On hard-to-kill vegetation, ARSENAL keeps working on the roots until complete control is achieved. In spray solution, ARSENAL is stable for several days. That means no waste due to decomposition, and no chance of under-dosing target vegetation.

ARSENAL offers broad-spectrum control, including these tough species:

Johnsongrass	Blackberry
Trumpet creeper	Bindweed
Poison ivy	Canada thistle
Greenbriar	Foxtails
Redvine	Red maple
Kochia	Kudzu
Multiflora rose	Sumac

DUAL ACTION CONTROLS IN A WHOLE NEW WAY.

Unlike most other herbicides, ARSENAL is absorbed through both roots and foliage to stop new cell growth. Vegetation absorbs ARSENAL in less than two hours, so rain won't wash off your investment. Within four hours, plant growth ceases. In perennials, ARSENAL translocates thoroughly in the roots to prevent regrowth. This unique chemistry makes the visible results of control more gradual. In some vegetation, loss of color and other outward signs may not be apparent for weeks after application. After a year or more, returning vegetation is mainly desirable annual grasses and legumes.

ARSENAL IS RIGHT FOR YOUR RIGHTS-OF-WAY.

On railroad, highway or industrial rights-of-way, around power substations, signal boxes, bridge abutments, lumber or freight yards—wherever you need annual total vegetation control, ARSENAL is the smart new choice for the job.



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Demand, average yields pinch turf seed supply

Hot, dry summer reduces Kentucky bluegrass crop; prices expected to rise.

by Ron Hall, associate editor

The 1985 outlook for turfseed: yields are down, demand is high, prices should increase.

Purchasers of grass seed may want to buy now rather than take their chances next spring. This is what the WEEDS TREES & TURF staff learned in a head-baking-hot summer trek to the Northwest where much of this nation's grass seed is produced.

Economics and weather dominate the turfseed industry. A string of warm, dry weekends in the Mid-East and East this spring soaked up carryover from the 1984 grass seed crop. Home and office construction, triggered by the most favorable loan interest rates in five years, goosed demand for grass seed.

Similar conditions in the spring of

1986 will pinch turfseed supplies. Sod growers, particularly, should be booked through June.

Blame nature

Heat (90 degrees plus) and drying winds in the Northwest withered the production of ryegrasses and fescues somewhat (and allowed for one of the earliest and quickest harvests in the

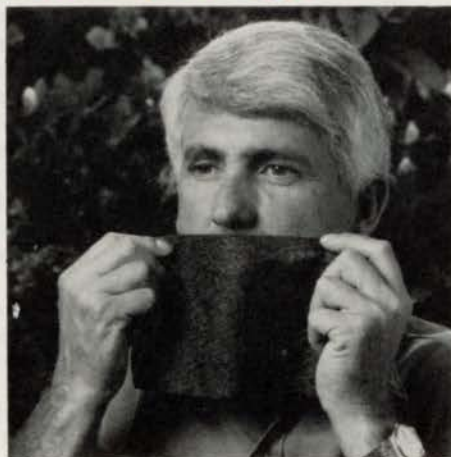


WT&T staff surveys turf-seed crop in Northwest. Jerry Pepin (red shirt) and Kent Wiley (white shirt), both of Pickseed West, Tangent, Ore., tour a field with WT&T Editor Jerry Roche (far right), Group Publisher Bob Earley (green shirt), and Bob Mierow (far left).

THIS TEST WON'T HOLD WATER —OR AIR.



Water passes easily through highly permeable Duon Weed Control Mat.



Just blow through Duon to see how easily air passes through it.

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When water and air can't get through, plants die. Black plastic won't work for the long-term. And woven polypropylenes are nowhere near as permeable as nonwovens. For example, the air permeability for nonwoven Duon is about 14 times greater than for woven polypropylenes and the water

permeability for Duon is about 10 times greater.

Put our words to the test. Hold Duon under running water, then take another piece and breathe through it. Then try the same test with a competitive weed control mat.

When covered from sunlight, Duon is virtually permanent. It allows plants to thrive and impedes about 95% of weed growth (in most areas). It also keeps mulch from going down into the soil.

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Mike Robinson of Seed Research, Albany, Ore., says turf-seed demand is high.

industry's history). But, it had a dramatic effect on Kentucky bluegrass yields in Oregon, the Palouse area south of Spokane, Wash., and Idaho.

"In spite of the hot, dry weather, we thought we were in pretty good shape with our proprietary varieties because of irrigation," says Doyle Jacklin of Jacklin Seed, one of the nation's largest suppliers of Kentucky bluegrass. "But the plants apparently just couldn't keep up. They just couldn't fill the seed heads."

Jacklin, supplied by the Washington and Idaho farms, estimates the 1985 harvest of improved Kentucky bluegrass varieties at 55 to 65 percent of normal. Non-irrigated common varieties suffered even more, producing as little as 20 percent of normal.

"There definitely could be some shortages in late spring, assuming the weather is good then," Jacklin says.

Prices of common Kentucky bluegrass "could hit some historic highs," says Jim Collins of Full Circle Inc., Madras, Ore. Across the state, Kentucky bluegrass acreage is about one-third of what it was just three years ago. On top of that, the heat and lack of rain dropped the harvest another 30 percent. Even with anticipated higher bluegrass prices, farmers "won't get carried away" in increasing acreage, Collins promises.

In part, this caution by farmers is keeping the supplies of turf-type tall fescues, the newest darlings of the turfgrass industry, below demand. The other limiting factor is supply of seed stock.

Popularity rising

"The turf-type tall fescues did very well this year," says Mike Robinson of Seed Research, Albany, Ore. "We're putting out as much as we can."

The popularity of these new varieties of tall fescues is snowballing in the so-called transition zone across the often-dry mid-belt of the U.S. New selections of even finer-bladed and greener varieties of the deep-rooting tall fescues are in the works. The real marketing fireworks are still ahead.

Bob Petersen of Burlingham & Son, Forest Grove, Ore., feels tall fescue's rising star follows a familiar pattern. Merion Kentucky bluegrass dominated that market for 16 years; then other improved varieties of Kentucky bluegrass came in a rush. The evolution of the perennial ryegrass market was similar with a trickle of improved varieties finally exploding in a wealth of new varieties in the 1970's. Petersen feels many seedmen "underestimated" the tall fescue market and it might be "a few years before production meets demand." But they're hustling.

Plant breeders are attempting to accelerate the development of improved varieties of turf-type tall fescue.

Says Dave Nelson of the tall fescues: "They're still on the first or second generation. I don't think we have the breakthrough varieties yet. But they're coming." Nelson is executive director of the Oregon Fine and Tall Fescue Commissions.

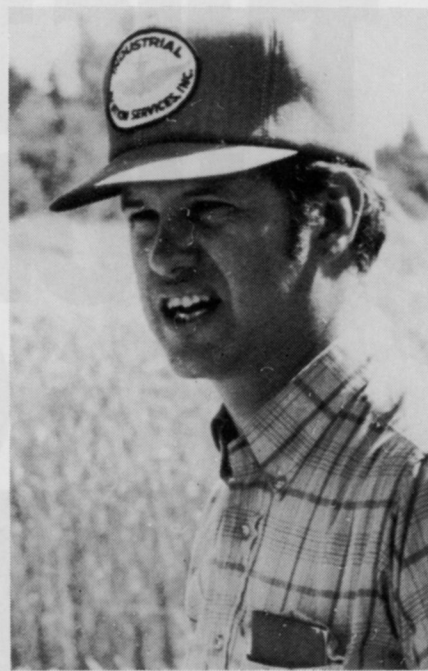
"We and others are working on new improved turf-type tall fescues to be released within the next few years," adds Larry Vetter of Northrup-King, Minneapolis, Minn. "Turf-type tall fescue usage will grow, particularly in the mid-South."

This growth could mushroom when breeders develop a tall fescue that's fine-leaved enough and green enough to complement Kentucky bluegrass in a mixture. More than one seed company is exploring this possibility.

Even with the excitement generated by tall fescues, demand for perennial ryegrass is pushing seed producers. This demand is stimulated by the success of the improved varieties in home lawns and in golf course overseeding. This summer's production, however, does not meet the bumper crop levels of 1984.

This year's "average yields" are disappointing only because "our expectations were a little bit too high," says Jay Glatt of Turf-Seed Inc., Hubbard, Ore.

Steve Tubbs of Turf Merchants, Albany, Ore., says perennial ryegrass



Charlie Mitchell of Turf-Seed explains stem rust resistance of perennial ryegrass.

"is receiving tremendous usage back East. Bluegrass is selling for \$1 a pound while perennial ryegrass is just 55 or 65 cents a pound."

The creeping bentgrass crop? "Average," reports Turf-Seed Inc.'s crack fieldman Charley Mitchell. "We're down a little bit from the potential because of the heat. It may not be an excellent year, but we're still encouraged."

Preliminary indications point to tight supplies of bentgrasses in 1985.

While breeding and research of hopeful individual varieties continue full throttle, grass seed users will be seeing more emphasis on blends of complementary varieties and mixtures of grass seed types soon. The reasoning is sound. It provides a better genetic diversity; the strength of one variety masks the weakness of another.

The idea of blending is not new with companies like International Seed with its PhD and Turf Seed with its CBS and CBS II blends of improved perennial ryegrass varieties already well established. But it's being expanded with the addition of the tall fescue blends.

"We're going with the concept of blends instead of individual varieties," says Seed Research's Robinson. His firm offers its Champion blend of improved perennial ryegrasses and will be coming out with Trophy, a blend of turf-type tall fescues. Turf Seed counters with its Triathalawn blend of tall fescues. **WT&T**

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Circle No. 138 on Reader Inquiry Card

Condo/apartment landscapes

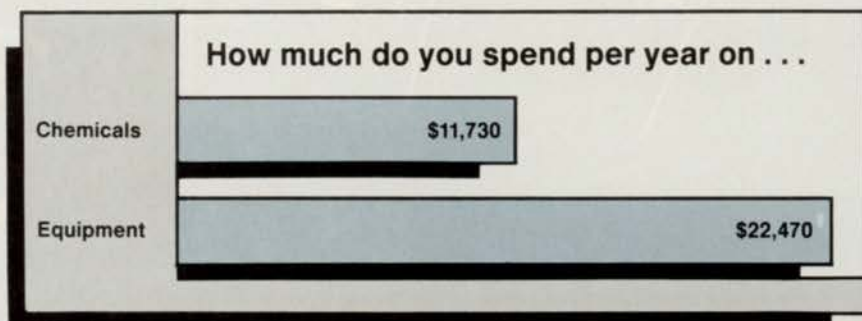
Increasing budgets can't help landscape managers conquer their number one problem: communicating with the customer.

The average condominium/apartment landscape manager saw his budget soar 10½ percent from 1985 to 1986, thanks at least in part to an increased perception among developers that a good-looking landscape will attract residents.

One respondent in a WEEDS TREES & TURF survey said that he thinks condo/apartment value increases by up to 25 percent with good landscaping.

The WT&T survey noted that budgets for those in condominium and apartment landscape management went from \$282,520 to \$312,140. Respondents also said that they will spend an average of \$11,730 each year for chemicals, and that they plan to spend an average of \$22,470 for equipment in 1986.

The key to putting that budget money to the best use? Over-



whelmingly, good communication with either the condominium association or apartment owner/manager. Other tips offered by respondents were:

- Treat all owners and renters the same. Don't do special favors unless you're willing to do them for everybody.
- Have a good knowledge of your grounds and profession, so that when management or the association asks for something you can tell them the feasibility of their request.
- Schedule in advance of upcoming events.
- Educate the customer concerning why the landscape was designed the way it was.
- Respond to complaints and queries within 24 hours.
- Define expectations of the owner/association.
- Conduct monthly site evaluations.
- Try to foresee problems before the management gets complaints.
- Make sure work is done on time and properly.

"You cannot keep them all happy," observed one condo landscape manager, "so keep the people in power happy."

The survey asked three specific questions of condo/apartment land-

scape managers, 25.6 percent of whom work for a landscape contractor and 28.2 percent of whom work for a property management company:

1) How likely is it that you will get maintenance work after the guarantee period of your installation expires?

2) From your experience, do condo owner associations appreciate the difference between professional quality maintenance and less professional seasonal bidders? and

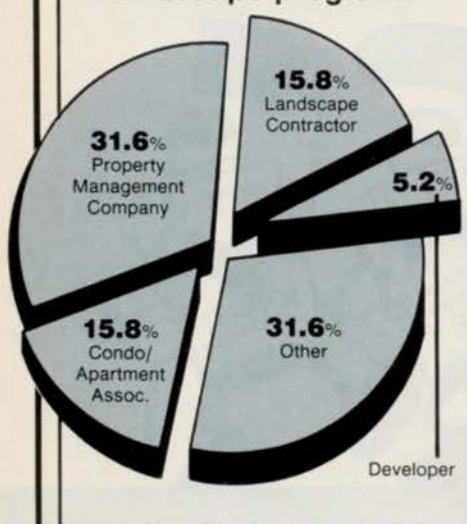
3) With condos, does the interest and budget in landscape maintenance decline after all the units have been sold?

Responses to the first two of those questions were overwhelmingly positive: 82.4 percent in the first and 73.1 percent in the second. Responses to the third question were, on the other hand, overwhelmingly negative with only 16 percent responding positively.

The typical condo/apartment landscape manager has eight small push mowers, four or five string trimmers, four or five spreaders, three or four large riding mowers, two or three turf spray units, and a couple tractors at his disposal. According to the WTT survey.

continued on page 28

Who specifies the landscape program?



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CONDO from page 26

Equipment ownership is divided almost exactly down the middle between the facility and the contractor, though contractors usually own tree movers and trenchers while the facility usually owns spreaders.

The average respondent in the WT&T survey is responsible for 114 condominium and/or apartment landscapes. In most cases (31.6 per-

By far, finding good personnel was the most-cited problem by respondents.

cent), the property management company specifies the program. Only about 16 percent of the time does the contractor himself specify the program.

Typically, groundcover and flower care is done by the facility staff while all other services are just about split down the middle.

By far, finding good personnel was the most-cited problem of undertaking the landscape maintenance of a condo property.

"We try to keep workers' morale up by trying to always promote from within, and by letting different workers try different jobs," said one person. "We also have bi-monthly meetings to discuss problem areas and explain different maintenance methods."

Another problem is the tight-fisted owner who doesn't care about the landscape, just the interior. "You've got to show that person that, the potential buyer's first judgement is based on what they see as they approach the building," a respondent noted.

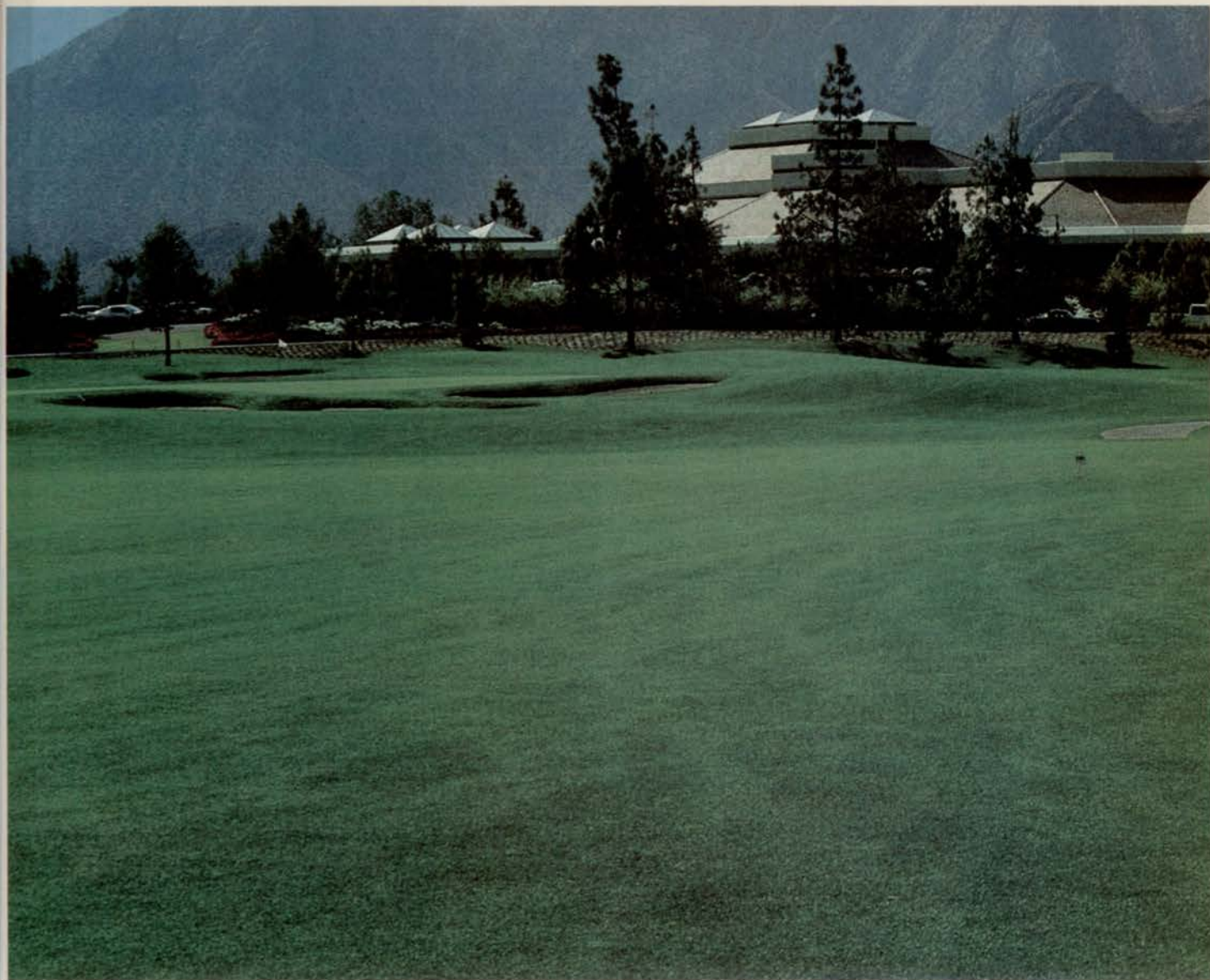
"The biggest problem," another said, "is finding customers to remain with you after you have proven your worth and ability. Everyone is out for the Cadillac job with the Chevette price tag."

Other evident problems with condo contracting are developing a properly trained staff, site problem detection and correction, accounts receivable, and insurance and pesticide-related problems.

Statistics were obtained from 39 valid responses from a mailing of 150 earlier this year.

WT&T

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Cal Hardin uses Regal on his tees and fairways, and the results are obvious. It's easy to spot the Regal difference at Morningside in Rancho Mirage.



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OCTOBER 1985/WEEDS TREES & TURF 29

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Ford compact tractors

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For mowing and trimming smaller areas, Ford offers two rear-discharge 21-inch commercial mowers, one self-propelled and one push-type.

