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LAWNCARE

Service calls running you into the ground?

It could be your herbicide.

Lazy products may not control all the weeds they should. They may miss wild violet, for example, or spurge, oxalis, ground ivy . . . or something else your customers may have. And there's no surer invitation to a profit-robbing service call.

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TURFLON D herbicide has been thoroughly researched and proven in years of university testing and under Experimental

TURFLON
Cuts costly callbacks.



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TURFLON D herbicide. It could be just what you need, if service calls are running you into the ground. Talk to your distributor today.



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REMINDER. *Fall is the best time to stop broadleaf weeds.*

WEEDS TREES & TURF

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WEEDS TREES & TURF (ISSN 0043-1753) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$20 per year in the United States; \$25 per year in Canada. All other countries: \$50 per year. Single copies (pre-paid only): \$2 in the U.S.; elsewhere \$4.50; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices. Copyright © 1985 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

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1 = very poor

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|---------------------|--------------|--------------|------------------------|--------------------|
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| Mustang | 6.6 | * | 6.0 | 6.3 |
| Olympic | 6.5 | 5.8 | 5.8 | 5.3 |
| Jaguar | 6.1 | * | 7.3 | 6.0 |
| Rebel | 5.9 | 7.4 | 6.5 | 6.0 |
| Hound Dog | 5.9 | * | 6.2 | 6.2 |
| Falcon | 5.8 | 5.6 | 6.3 | 7.0 |
| Kentucky 31 | 3.4 | 4.0 | 6.5 | 6.8 |

Data from Adelphia and North Brunswick, New Jersey, 1980 thru 1983

*Not reported

No matter what demands you put on Warren's® new ADVENTURE Turf-type Tall Fescue — turf quality . . . color . . . density . . . texture . . . toughness . . . heat and drought tolerance . . . you can count on performance that's proven superior against leading competitors.

The finer blade of ADVENTURE provides a denser more attractive turf than the older unimproved varieties. It requires less water and fertilizer than Kentucky Bluegrass or perennial ryegrass and is suited for heavy shade conditions as well as full sun.

In comparisons to "cool season grasses" ADVENTURE survives much better in the "transition zone" of the U.S. where it is often very hot and droughty. Wear tolerance for athletic fields, especially in the transition zone, is far superior to the old tall fescues.

SPECIFICATIONS

| | | | |
|-------------------------------|--|------------------------------|---|
| Mowing Height | ¾" to 1½" on irrigated turf, 2" on "non-irrigated" turf dependent upon rain only. | Germination Time | 7 days is normal (at 70°F). Responds better in high soil temperatures than bluegrass. |
| Fertility Requirements | 2-3 pounds of N per year per 1000 square feet. ADVENTURE is less prone to iron chlorosis than leading competition. | Heat Tolerance | Excellent. Far superior to ryegrass or bluegrass. |
| Seeding Rate | 5-7 pounds per thousand square feet. | Cold Tolerance | Much better than perennial ryegrass. |
| pH Tolerance | Ranges of 4.7 to 8.5. | Fungus Susceptibility | Superior resistance to brown patch and red thread. No mildew seen in shade. Good crown rust resistance. |
| Shade Tolerance | Up to 80% shade at 2½" mowing height. The blade becomes narrower in the shade. | Weed Resistance | Denser than competitive brands. Very tolerant to herbicides particularly compared to creeping red fescue. |

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Warren's offers only professional turf products.

by the Editorial Staff, *Weeds Trees & Turf* magazine

Condo growth spurring industry

Condo dwellers want—and will receive—better quality landscape plantings and maintenance. This represents an additional market for the nursery and landscape industries, reports a select committee of the American Association of Nurserymen.

“New plant material introductions emphasizing small garden, high-intensity planting concepts must occur,” says the committee, which meets annually to prepare a list of trends. “Like the single-family home dweller, there will be an increasing need to enhance property value and provide the psychological benefits of a beautiful environment.”

Some developers, committee members feel, will operate their own nurseries and maintain landscape crews for the planting and maintenance demanded by tenants of multi-family units.

‘Working’ folk boost golf’s impact

It’s not the “idle rich” you see approaching that putt. It’s working folk just like you and me. Or maybe our children, our spouses, or our retired parents.

The National Golf Foundation says 60 percent of golfers in the Southeast are either retired, students, or homemakers. The 40 percent making up the “employed” segment of golfers have a median income of \$33,000.

How much do golfers spend on their hobby? A Foundation golfer profile survey of the Southeast suggests an annual figure of \$1,280 for green fees or dues, equipment, cart rental, clothing and shoes. Again, this is a median, meaning that half the respondents reported lower expenditures, half higher.

Distributor turns baseball sponsor

David Meyer, secretary-treasurer of L.W. Meyer & Son in Sullivan, Wis., an Ariens distributor, is a big sports fan. He has found a way to plug both his company and his Milwaukee Brewers.

In each of the last three seasons, he has given the Brewer grounds crew Ariens equipment for field maintenance in exchange for a sponsorship role in local Brewer broadcasts fed to some 50 stations in Wisconsin and Michigan’s Upper Peninsula. The Brewers’ Charlie Moore is the Ariens spokesman during the telecasts.

“It’s helped us,” he says, “especially from a product awareness standpoint.” On July 22, the Brewers held the third annual Ariens Dealer Appreciation Night where Ariens equipment was paraded around the field prior to the game. Some 256 people representing 100 dealers attended the event.

“The event has grown every year even though the Brewers are far from first place” and not drawing well, he says.

Harry Gill, superintendent of grounds and maintenance at Milwaukee County Stadium, and his grounds crew are now using the equipment on the field, where football’s Green Bay Packers play half their home games. Meyer & Son is located some 30 miles west of Milwaukee

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4. RENOVATION IN PROGRESS DAY 15



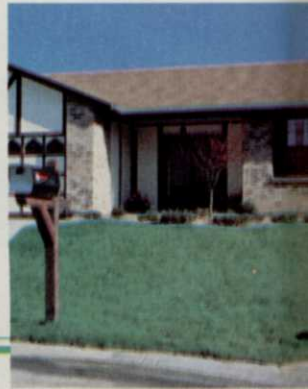
**1. SPRAY
DAY 1**



**2. SLICE
DAY 10**



**3. SEED
DAY 10**



**5. COMPLETED
RENOVATION
DAY 30**

"LAWN RENOVATION WITH ROUNDUP[®] HERBICIDE IS ABOUT 30 TO 40% MORE PROFITABLE FOR US THAN CONVENTIONAL METHODS."



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Monsanto



ChemLawn initiates sign-posting program

ChemLawn has begun posting signs on lawns after chemical treatment as part of a test program initiated in July in Montgomery County, Md. The signs read: "Lawn care application. Keep off until dry."

ChemLawn president Jack Van Fossen told a news conference in Rockville, Md., that other parts of the right to know program include notification of application product content, filing of chemical information with local government authorities, licensing of pesticide applicators, and prior notification to those hypersensitive to lawn care chemicals.

"While ChemLawn recognizes the safe nature of the products used in lawn care applications, it also recognizes that both its customers and the community at large may benefit from knowing when and where applications are made, whether on public or private property," says Van Fossen.

He says the right to know program is a result of pending legislation in Montgomery County as well as the trend toward local regulation of pesticides.

Van Fossen says the use of markers on chemically-treated lawns will expand if well-received in Montgomery County. "It is our hope that these markers will become a universally



Sign posting announcement. Chemlawn President Jack Van Fossen, center, explains his company's plan to voluntarily place a lawn marker on every Montgomery County customer's lawn following treatment. Also pictured are Montgomery County officials Michael Gudis and Esther P. Gelman.

recognized symbol of lawn care application, whether by service companies or the homeowner," he says.

Other points of the right to know

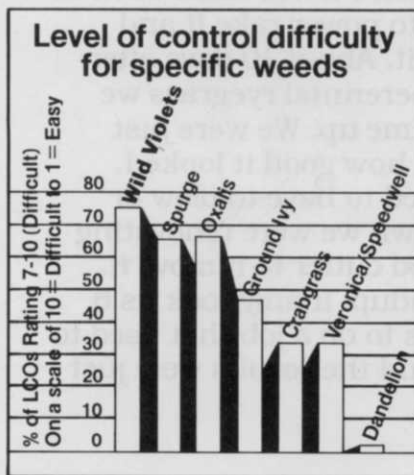
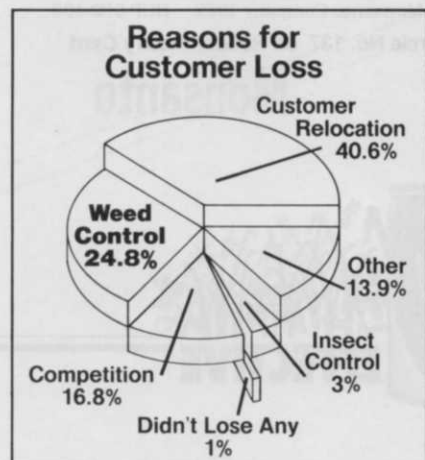
program may be expanded if ChemLawn's evaluation, scheduled for later this year, shows a positive public reaction.

RESEARCH

Weed control is cited No.1

Weed control is the key to holding down chemical lawn care customer turnover.

According to a survey conducted at last year's Professional Lawn Care As-



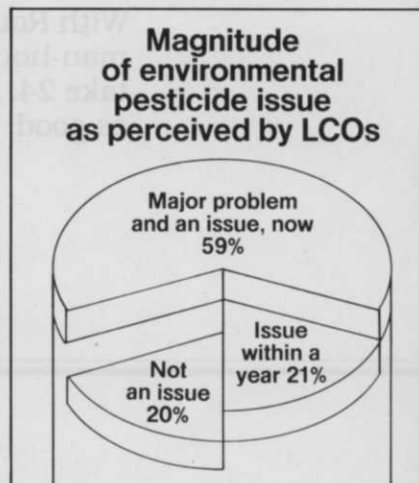
sociation of America convention, unsatisfactory weed control was the No.1 reason given for customer loss among firms with 5,000 or more accounts. Among the largest operations—those with 20,000 or more customers—poor weed control accounted for 58 percent of customer losses.

The No.1 culprit named in the survey was wild violet, with 75 percent of the respondents ranking it the tough-

est-to-control. Oxalis and spurge were next, followed by ground ivy, crabgrass and veronica/speedwell.

Overall, 40 percent of those surveyed reported customer retention rates of 90 percent or more, and 58 percent reported rates of 80 percent or more.

The survey was conducted by Dow Chemical Co., Midland, MI.



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\$1.7 billion spent on course maintenance

A joint National Golf Foundation/Golf Course Superintendents Association of America study says U.S. golf courses spend \$1.7 billion annually on maintaining their facilities.

"The Golf Course Maintenance Report," available through the NGF, is based on data from a fall, 1984 survey of more than 2,300 golf courses nationwide.

The study indicates \$137 million is spent each year for new maintenance equipment and \$103 million is spent on projects to improve existing facilities. The remaining \$1.5 billion represents yearly maintenance operating costs.

"Personnel costs constitute the largest single expense category for maintaining the nation's golf courses," says GCSAA executive director Jim Prusa. "On the average, 60 to 70 percent of a golf course maintenance budget is for personnel costs, including salaries and wages, payroll taxes and employee benefits."

Dr. Joe Beditz, NGF director of research, tells WT&T that the courses surveyed ranged from the very small

to the very large. "I consider the figures to be conservative," he says.

The study also says the nation's golf courses have a maintenance equipment inventory valued at over \$1.8 billion.

Dr. Beditz says the expenditure figures will rise steadily in the future as the baby-boom generation ages and more courses are needed to accommodate the number of golfers.

He says another larger, more in-depth study will be conducted this fall on the nation's golfers and courses.

ASSOCIATION

Gail Morgan resigns as ALCA director

Gail Morgan, executive director of the Associated Landscape Contractors of America (ALCA), has resigned her position effective this month to begin a new pursuit.

"I'm taking on a new career of a husband and step-child," she tells WEEDS TREES & TURF. Morgan has been executive director since 1983.

She and her fiancé will marry this fall. They are in the process of building a home on Maryland's eastern

shore. Morgan says she will continue with ALCA on a temporary part-time basis to make for a smooth transition.

Landon Reeve, ALCA past president, is heading a search and selection committee to find a replacement. ALCA says it would like to replace Morgan before she moves to temporary part-time.

"I leave with many, many regrets," she says. "I've made many good friends. ALCA has been my family the last couple years."

ASSOCIATIONS

GCSAA gives \$12,000 to research program

The Golf Course Superintendents Association of America (GCSAA) presented a \$12,000 check for turfgrass research to the United States Golf Association (USGA) at the 1985 U.S. Open in Birmingham, MI.

GCSAA says the funding signifies the group's continuing commitment to the USGA/GCSAA Turfgrass Research Program.

"We look forward to continued success on our working relationship with our good friends at the GCSAA,"



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