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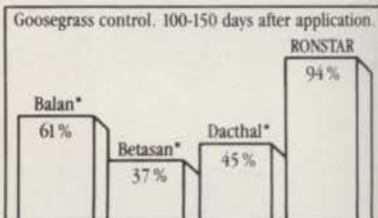


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Rhone-Poulenc Inc., CHIPCO Department, P.O. Box 125, Monmouth Junction, NJ 08852.



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HERBICIDE

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Wouldn't it be great
if your old standby
broadcast herbicide
could also handle
early-emerging HTCs*



*Hard-to-control weeds like oxalis, ground ivy, prostrate spurge and wild violet.

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WEEDS TREES & TURF

The Magazine of **LANDSCAPE MANAGEMENT**



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Introducing your new old standby.

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Stops HTCs in the broadcast round

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New turf chemistry

With TURFLON II you can stop those early-emerging, hard-to-control

weeds in their tracks and significantly reduce the need for spot treating later. TURFLON II does so much more than other broadcast herbicides because it contains triclopyr, the first new turf herbicide chemistry in 16 years.

Safety tested

The low volatility of the TURFLON II activated amine formulation gives you less odor to worry about. It has a proven safety record and won't migrate in the soil to the roots of ornamental plants.

So if you're tired of being let down in the broadcast round by your old standby, turn to TURFLON II this year.



TURFLON II

It's your new old standby.



*Trademark of the Dow Chemical Company

Superintendents taken out of the closet

■ The golf course superintendent's contribution and importance to the game has been in the public eye during the 1986 pro golf season. ESPN-TV's "Inside the PGA Tour" featured a segment on golf course superintendents in a recent broadcast. Reported by PGA agronomist Bill Buchanan, the feature noted the superintendent's job is to keep a proper balance between what is best for the turf on his golf course and what is best for the golfer.

Claud Corrigan, editor of the Mid-Atlantic Association of Golf Course Superintendent newsletter, notes: "The show was just one more example of the excellent media coverage superintendents have been getting, which may indicate that (our) public relations efforts are paying off."

Additionally, superintendent Peter Smith of Shinnecock Hills GC appeared on "Good Morning America" during this year's U.S. Open to acquaint millions with the super's role.

Bad news for pesticides

■ Amendments to the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) have now been approved by the Senate Agriculture Committee. In June, the House Agriculture Committee had approved a similar bill. That means the bills for stronger pesticide controls need only be approved by both houses of Congress to become law.

The amendments would accelerate the EPA's program for retesting older pesticides, would establish new health and safety standards to protect against contaminated drinking water, and would require companies to complete thorough health and safety standards on minor ingredients in their pesticides.

Long-term impact on the green industry? Fewer pesticides with higher price tags. Not good news.

And more bad news

■ In a related development, the U.S. House of Representatives voted 329 to 4 to strengthen the law protecting public health and the environment from chemical pesticides, according to the *New York Times*. The legislation comes in the wake of a series of biased media reports on the risks of pesticide exposure.

If passed by the Senate and signed into law by the President, the bill would accelerate the retesting of more than 600 herbicides and would require the retesting of all chemicals registered before 1972 to be completed over the next nine years.

The bottom line: the amendment may be doomed to failure because it does not provide sufficient funds to enable the EPA to meet retesting deadlines.

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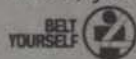
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GOLF

'Black layer' damaging nation's greens

It doesn't matter whether it's an old green, or a new one; in California or New Jersey; summer or fall. Black layer will strike greens anywhere, at any time.

James Snow, director of the USGA Green Section's Northeastern Region, says black layer is a layer of anaerobic material, rotting organic matter, resulting from poor drainage in the green.

Superintendents usually discover it when the turf becomes weak and develops poor root systems and the soil remains saturated. A soil probe will show the black layer at the same level in the green.

Snow says that a number of things could have gone wrong in the green's construction, causing black layer.

"The materials rototilled into the top layer may not have been mixed properly. Water backs up and rots the material," Snow explains. "Maybe they never sent materials to our soil lab in Texas. Or, maybe they did, but the sand they sent wasn't a representative sample."

Gary Watchke of the USGA in Connecticut fought black layer in his greens at Iowa State University. "We found root-rotting pythium and algae which thrive on free water," Watchke says. "I've seen black layer more frequently in high sand greens, maybe because superintendents water those more often."

Black layer can hit at any depth of the green. Snow recommends careful watering and frequent aeration, which helps break through the layer. Watchke says the fungicide systemic Aliette can fight pythium in the roots.

If the layer is deep in the green, it may need to be rebuilt. In some cases, however, Snow says drainage lines can be installed without rebuilding the green.

Black layer can hit at any time, but is more common in the summer when the green is under stress, and during persistent rainfall. Watchke says the problem will often resolve itself after several years when the soil regains a balance.

BUSINESS

Corporate 'bad breath' costly, expert warns

Telephone skills can be powerful tools for any landscape company. Telephone skills produce new business, promote company goodwill, build confidence, elicit cooperation, resolve doubts, and lower tension.

"In that first moment of contact, a well-trained receptionist is more valuable to the company than its highest-paid estimator," says Richard Lambert, author of a new audio cassette series entitled "Professionally Speaking."

But the opposite can also be true. "Corporate 'bad breath,' as we call it, can be a costly problem," advises



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INDUSTRY

OMC Lincoln buys Brouwer Turf Equipment

OMC Lincoln, the parent company of Cushman-Ryan, has acquired Canadian-based Brouwer Turf Equipment. OMC president James Chapman and Brouwer president Gerry Brouwer agree that the Sept. 5 acquisition will provide growth opportunities for both companies.

"Our company was not for sale," Brouwer tells *WEEDS TREES & TURF*. "But OMC approached me with an interesting growth plan that changed all that. With an aggressive plan of introducing several new products in the



Gerry Brouwer (left) and James Chapman discuss business.

Bad Breath from page 6

Lambert. "Our surveys show that seven out of 10 people who decide not to do business with a landscape contractor make that decision because of the way they're treated on the phone. There's strong evidence to show that poor phone skills do real damage to a contractor's business relationships."

When consulting with contractors, Lambert says the telephone is usually his starting point.

"Creating a good first impression is critical when you're marketing an intangible such as landscape services. The telephone either helps or hurts you immediately.

The biggest complaint appears to be putting callers on hold.

Recorded on three audio cassettes with an accompanying study manual, "Professionally Speaking" is available for \$68 postage paid from The Idea Bank. For more information, call (800) 621-1136—in Arizona, (602) 829-1233.

years ahead, we now have the resources to accelerate their introduction."

In 1985, Brouwer reported sales of more than \$10 million in the U.S.

OMC's sales were about \$880 million.

"As the turf installation and turf care business grows, so does the demand for turf equipment," Chapman notes.

ATHLETIC TURF

Athletic turf tips (continued)

WEEDS TREES & TURF has received many inquiries about the athletic field articles which appeared in our September issue. Here are some answers:

- We encourage you to promote safer playing fields to your community. Tell your P.T.A. and administration the critical role safe fields play in education. Show them the articles.

- If you want copies or reprints, contact Kathleen Mac-

iuszko at (216) 826-2839.

- Since the articles carry a copyright, you are bound by law to request permission if you wish to use lengthy excerpts from them. Always credit WT&T and send us a copy of how the article is used.

- We would also like to hear the reaction you get within your community or school system. Please write us: *WEEDS TREES & TURF*, 7500 Old Oak Blvd., Cleveland, OH 44130.

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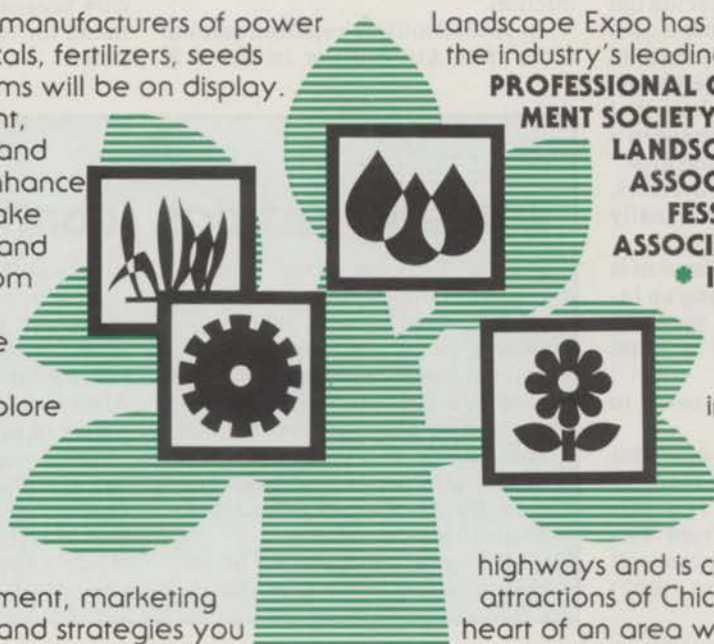
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