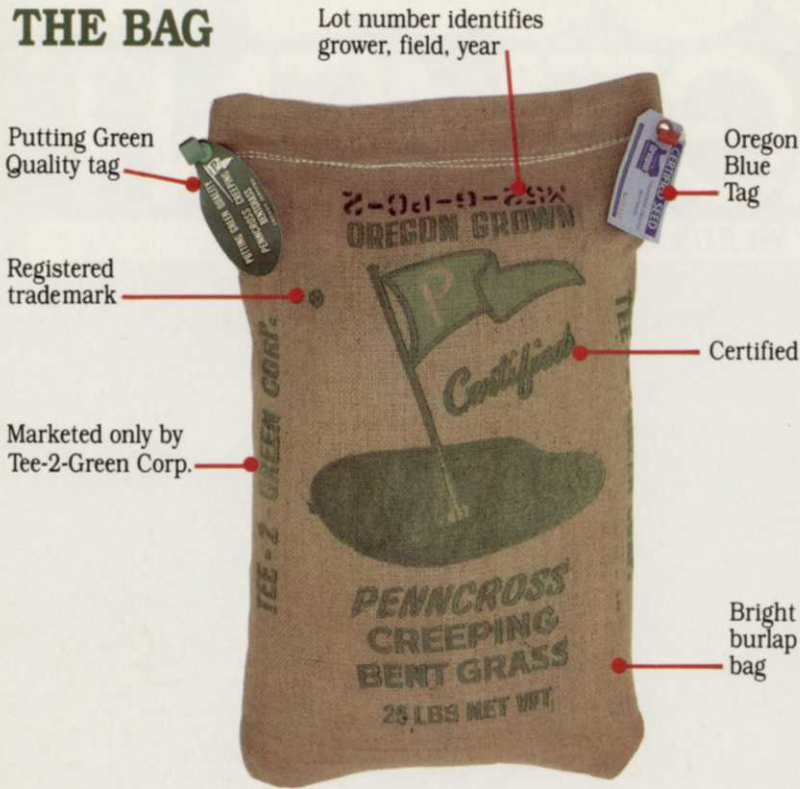


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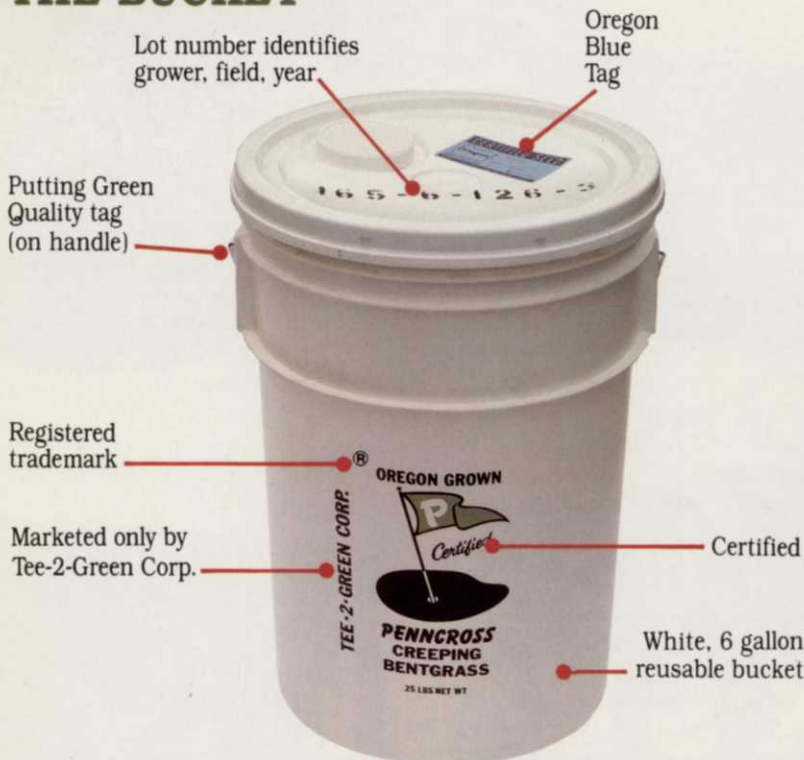
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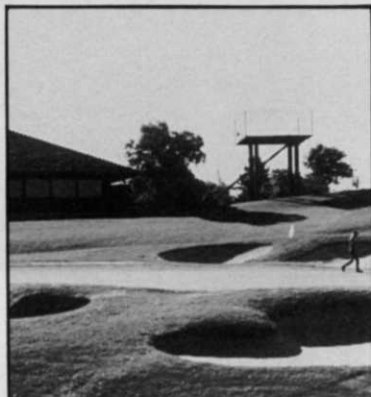
tions, which makes it the preferred treatment where environmental considerations are important. Banner's easy-to-use, no waste liquid formulation is safe to turf grass and applicators. Banner is simply the best protection there is for greens, tees and fairways. And you'll know it on inspection day.

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22 COVER STORY: JACK'S BABY

Muirfield Village Golf Club is the home of the Memorial every year, and, in 1987, the Ryder Cup. It is a well-maintained course—some say the best in the country. It has to be. It's the course that Jack built.

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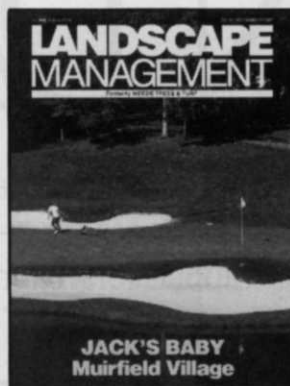
Over-extended in your loans from conventional sources of capital? You may want to try secondary sources—but not without first understanding the criteria for borrowing.



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On the cover:
Muirfield Village
Golf Club; Dublin,
Ohio.

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Circle No. 115 on Reader Inquiry Card

Economy still faltering

■ Although the United States economy is experiencing one of the longest economic expansions in its history, indications are that the economy may not be quite as strong as it appears.

At least, that's what Lawrence Chimerine, Ph.D., told the attendees of the International Lawn, Garden & Power Equipment Expo earlier this year.

Chimerine, chairman and chief executive officer of Wharton Econometrics, explained that the current economic expansion is characterized by relatively slow growth, a severely depressed starting point and uneven economic performance. Consumer spending is starting to flatten out after several years of strong growth, he said. However, while a new boom is not emerging, he said, it does not seem likely that the economy will start sliding into another recession. A pattern of relatively flat or slow growth will remain in place for the next several years or even longer, he predicted.

Chimerine's outlook for lawn, garden and outdoor power equipment sales next year is for declines of three to five percent. One bright spot he sees is that consumer spending for remodeling is beginning to show signs of significant strength.

Green industry called 'burgeoning'

■ What the National University Continuing Education Association calls the "garden industry" is "burgeoning." According to an article by George Faux in the NUCEA magazine, "landscaping and gardening ventures are among the fastest-growing businesses in high-construction areas."

Faux goes on to write:

"The landscaping and gardening markets have blossomed into multi-million-dollar industries. No longer the college kid down the block, today's typical landscaper is a well-trained and well-paid professional; a small firm of seven men can earn upwards of \$200,000 a year. The high cost of plants and shrubbery, together with an emerging aesthetic appreciation for the great outdoors, has moved consumers to seek such professional landscapers and horticulturists for their home beautification projects."

The article pointed out the many continuing education programs that provide courses to better prepare landscapers and horticulturists for today's competitive market.

For more information, contact the NUCEA at One Dupont Circle, Suite 420, Washington, DC 20036; (202) 659-3130.

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DESIGN

Tips for lighting up Christmas landscapes

Christmas lights can add color and holiday spirit to the landscape—if they're done right. Frank LaGuisa, senior specialist of decorative lighting for General Electric, has designed the National Christmas Tree display for 12 years. He says landscapers should follow these steps in preparing a Christmas display:

- *Determine the objective:* the message to be expressed, viewing angles, sight lines of viewers, natural features, architectural features and structures. Analyze the site, using natural attributes. Find the best location for decorations and features to be highlighted.

- *Select a theme appropriate to the desired image,* such as traditional, modern or religious. Take into consideration local customs, traditions, characteristic decor, ethnic traits and religious customs.

- *Translate the theme into a unified composition.* Establish a focal point and color scheme to maximize effect. Set a unifying format, but play variations against the theme: color, proportions, sizes or treatments. Do not vary everything.

- *Establish the type of construction.* Determine where devices will be mounted; how they can be reached with the electrical power supply. Consider weight and size limitations. Check out visual conflict with lighted windows, street lights and identification signs. Use skills within your organization and familiar construction methods.

- *Choose lighting equipment.* Select fixtures and lamps with the appropriate wattage, size, type, and color. Plan for the quantity of lamps



Norway spruce and Eastern red oaks "dressed up" for Christmas

necessary to provide the planned pattern and brightness.

To figure exactly how many lights are needed, LaGuisa suggests this formula: for the number of string set lights needed to give a tree a "full" effect, multiply the height of the tree by the width of the tree (in feet) by three. Trees larger than 50 feet may require medium-base lamps, while trees less than 10 feet can use "midget" lamps. When using plug-based midget lamps, modify the formula by multiplying by six or eight, rather than three.

Create color impact by using solid or limited color combinations. Ironically, the more multi-colored lights on one display, the less vivid is the perceived color. Multi-colored sets

with equal numbers of gold, red, green and blue lamps will produce a yellowish-white light, since the primary colors produce white light.

The color impact hierarchy is: gold lamps are the brightest, followed by red, then green, while blue has about one-fifth the visual impact of white lights. For best results, use brighter colors on focal points or foreground elements, and dimmer colors on background elements.

Outlining structures is a simple and effective way to decorate for the holidays. Add liveliness to the display by installing a twinkle lamp in every sixth socket. Heavier use of twinkle lamps will produce a busy effect.

For colorful examples of Christmas lighting, see "On Design."



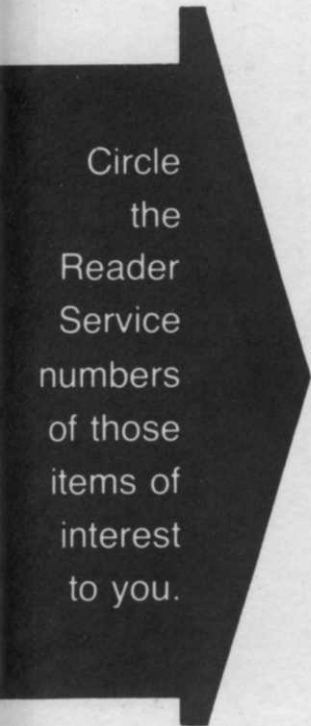
A portion of Highway 90-A's median

RIGHTS-OF-WAY

Government, business cooperate on highway

The largest matching fund program in Texas' highway beautification program has been announced by Lexington Development Company. The unique partnership of state government and private business has produced a 500-foot wide, 2½-mile long belt of blazing color.

The \$500,000 project lies along Highway 90-A between Sugar Land and Richmond, southwest of Houston. It fronts Lexington Development's 3,100-acre master planned community, New Territory, which will contain 8,500 homes, office, commercial and retail buildings. The program includes a mix of wildflowers, grasses, shrubbery and trees planted along the median and both sides of the property.



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