

# BEFORE WE DEVELOPED THESE PROBLEM-SOLVING TURFGRASS MIXTURES, WE MARCHED THROUGH ACRES AND ACRES OF PROBLEMS.



Nobody knows the troubles we've seen.

Our Northrup King turf specialists and researchers have hoofed through salt problems, soil compaction, disease, starved turf, baked turf, clefted-to-shreds turf, and dormant winter turf—all depressing sights. But it was a road well worth our travels.

The result is a complete line of Medalist® turfgrass formulas that meet the demands of the professional turf manager.

If you've been staring down at a turf problem, look up your solution here. And if you think it's a turf problem we haven't seen, just let us know.

Our business is putting your problems behind us.



MEDALIST TURF PRODUCT	MAJOR AREAS OF USE	SPECIAL FEATURES
Athletic Pro and Athletic Pro II	For athletic turf.	Well suited for new seeding or overseeding. Fast establishing, traffic tolerant, rapid recovery. Both provide good footing.
Boulevard Mix	Any area with high pH (roadsides, sidewalks, boulevards, alkaline soils, etc.).	Contains 'Fults' and Dawson red fescue for beautiful salt-tolerant turf. Performs at low to high fertility levels.
Landscape Pro Mix	School grounds, cemeteries, golf course roughs, home lawns.	Establishes fast. Adapts to broad range of conditions and management levels. Low to moderate fertility needs.
Overseeder II Mix	Fairways, tees, athletic fields.	Rapid germination and establishment. Withstands heavy traffic and resists diseases. Penetrates compacted soils.
Medalist North Mix	Fairways, tees, cart paths, wear areas.	Quality turf for high traffic areas. Clean mowing and disease resistant.
Premium Sod Blend	Commercial sod production.	Exceptional dark green color. Tolerates light shade. Superior disease resistance. Rapid sod producer.
Renovator Pro Mix	Problem solver for heavy traffic areas (athletic fields, golf tees, and fairways).	Penetrates compacted soils and combats <i>Poa annua</i> . Adaptable to most geographic regions.
Medalist Brand Overseeding Products	Winter overseeding of dormant bermudagrass.	Establishes rapidly and evenly. Tolerates traffic while providing a superior putting surface. Smooth spring transition.

Ask your Northrup King distributor about Medalist Turf Products to solve your turf problems. Or write Northrup King Medalist Turf Products, P.O. Box 959, Minneapolis, MN 55440.

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# IF YOU'RE STILL USING CONVENTIONAL PESTICIDES, BE PREPARED TO HEAR OPPOSING ARGUMENTS.



Despite mounting evidence of the drawbacks of conventional, *petrochemical-based* pesticides, some companies continue to use them. Yet consider the situation that exists.

Consumer sensitivity to the problems associated with conventional pesticides has reached an all-time high. At the same time, the number of liability suits brought by employees of companies that rely on them grows by the day.

Why run the risk? Why not use the pesticides that contain *no* petrochemicals? Why not play it Safer™?

Scientifically derived from biodegradable ingredients, Safer pesticides are safe and effective. In other words, you can use them without worry. And if you're a crop producer, you can use them right up to harvest time.

To find out more about the advantages of Safer pesticides, phone the Safer Technical Hotline at 1-800-544-4453. Or call Safer, collect, at 617-237-9600.

And judge for yourself.



**Safer**<sup>TM</sup>  
The Safer Pesticide

## Dressing for failure

The scene is a major turf convention. The speaker asks a crowd of 70 or 80 landscapers how many issue uniforms to crew members. About 40 raise their hands.

If you think the above scenario is an accurate portrayal of the green industry's professionalism, you've got rocks in your head. Want to know how many landscape contractors actually raised their hands? Seven...maybe eight.

Keep in mind that this is a major turf convention. About 30 percent of the attendees were from out-of-state, an indication that they ran a business profitable enough to send somebody to a convention of this magnitude. We're talking about moderately successful business people here. Yet most didn't supply uniforms.

This bowls me over. If I were in a position to hire a landscape management company to handle my residential or corporate lawn, the last thing I'd want on that lawn would be somebody riding around on a lawn mower in a T-shirt and cut-offs. And you'd better believe that I'd never allow somebody like that around my house while I'm away during the day.

Okay, so you've got a nice profitable company, even though you could care less about uniforms. But have you ever considered how much more money you could be making if your employees radiated that confident, professional look uniforms provide?

If you haven't checked out the article in this month's issue about Torre & Bruglio Landscaping, you should. Here are two guys who do it right. They're two guys who are also reaping the rewards of "doing it right." If you don't dress your employees properly, you might take a hint from this multi-million-dollar company.



*Jerry Roche*

**Jerry Roche, editor**

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