

Tom Walker, Supt.
Inverness Club, Toledo, Ohio

“Talking about PennLinks is like talking about my kids...I could go on forever.”

A few of Tom Walker's words on PennLinks:

“The first thing that impressed me about PennLinks was its pleasant color. And our longer 5/32” cut promotes good root growth and reduces chance of scalping.”



“PennLinks' fine texture and upright growth allows a longer cut with less grain and a respectable speed. You just can't ask for a better putting green grass.”



“In less than a year, PennLinks' roots reached a depth of 14 inches in our compacted soil. This increased carbohydrate reserve helps carry PennLinks through stressful times.”



One of the 'Penn Pals'

PennLinks[®]
CREEPING BENTGRASS

And about his boys:
“I couldn't have done any better there, either.”

LANDSCAPE MANAGEMENT



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Cover illustration by Joel Rogers

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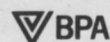
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This Time, We Did Competition, We O

To make a dramatic turnaround in your productivity, put yourself behind the wheel of the machine that outmaneuvered them all: The new Groundsmaster® 220-D or the new gas-powered 224 from Toro. No other out-front rotary mowers are as maneuverable, as effortless to operate or provide as much trim productivity.



Fourlink power steering is your link to unmatched maneuverability. Now operators can make sharper, easier turns with less fatigue. This makes trimming around any obstacle quick and almost effortless.



To give you even more cutting control, Groundsmasters feature a single knob deck-to-tractor weight transfer system. A twist of the wrist is all it takes to balance cutting unit flotation to height of cut and traction needs. The result is better traction and better flotation without scalping.



When it comes to engine size, Toro gives you the power of choice. The new Groundsmaster 220-D features a 20 hp liquid-cooled, 3-cylinder Mitsubishi diesel engine. The new Groundsmaster 224 gives you the same engine in a gas model, providing you with the durability diesels are known for, but with more power. Both give you all the speed and power needed for the most demanding jobs.

The Groundsmaster 220 also is available with a 20 hp air-cooled gas engine.



Don't Overpower The Maneuvered Them.

A small, compact wheelbase provides a small uncut trim circle and tight turn-around enabling you to trim close around any obstacle. Just what you need to get into or out of tight areas.



With all these performance features, it's obvious why the new Groundsmaster 220-D and 224 are so popular. And why Toro is the leader in out-front riding rotary mowers. To request a demonstration, call your local Toro distributor or contact Toro at the address below.



TORO

The Professionals
That Keep You Cutting.

A patented, heavy-duty carrier frame with floating cutting decks allow the cutting units to follow ground contours for a superb quality of cut. For added cutting control, there are three decks to choose from: 72", 62" or 52". And the 52" is available with an optional grass collection system.

The Toro Company, Commercial Marketing Services, 8111 Lyndale Ave. So., Minneapolis, MN 55420.

Circle No. 166 on Reader Inquiry Card

FEBRUARY 1990/LANDSCAPE MANAGEMENT 3



The name of the game is the name

Have you looked at your name lately?

Benjamin Kubelsky once looked at his and decided it'd never make the grade in the competitive radio business. Executives at Allegheny Airlines grew distraught with a bottom line that was red. In each case, a new name helped change the public's perception and thus more easily gain acceptance of the product. Jack Benny became one of the all-time most popular radio and television performers. And USAir's bottom line turned very black indeed shortly after its name change.

"The name of the game is the name—and don't forget it," relates Harry Wayne McMahan, an independent commercial consultant in Escondido, Calif. "Here is where all advertising starts."

In the new, more sophisticated landscape market, "Joe's Mowing" may not cut it any more. We at this magazine, obviously, favor the term "Landscape Management" over less sophisticated names.

One flip through the Associated Landscape Contractors of America membership directory proves our point. Most of those upscale businesses employ the word "landscape" in some manner: Davis Landscape Contractors, A.J. Chiancone Landscape & Nursery, Thornton Landscape and Ground Control Landscaping, for instance.

(Just because you're in the private sector doesn't mean that you've got to settle for a title with less panache, either. Tom Sprague, who takes care of the 20 acres at Edgell Communications' Cleveland headquarters, likes the ring of "landscape supervisor.")

There is a flip side to a name change, however. If you've been around a long time and your name has become synonymous with quality—no matter what name you're using now—there's no sense changing it. And remember that if you're considering upgrading your name to attract new business, it might not hurt upgrading your service at the same time.

As we embark on the final decade of the 20th century, then, you might ask yourself: "Is the name of my business really in step with the times?"

Jerry Roche, executive editor

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A BLEND OF FOUR PREMIUM PERENNIAL RYEGRASSES FROM TURF-SEED, INC.
FOR WINTER OVERSEEDING, LAWN RENOVATION, ATHLETIC FIELDS AND PARKS.

Alliance

BLEND

*Dark Green, Drought Tolerant, Insect
and Disease Resistant Turf... Naturally!*

Citation II

- Contains a high level of endophyte that enhances insect resistance.
- Very good resistance to leaf spot, brown patch, crown and stem rust, tolerance to red thread.
- Rich dark green color with good mowing quality.
- Excellent heat and wear tolerance.

Saturn

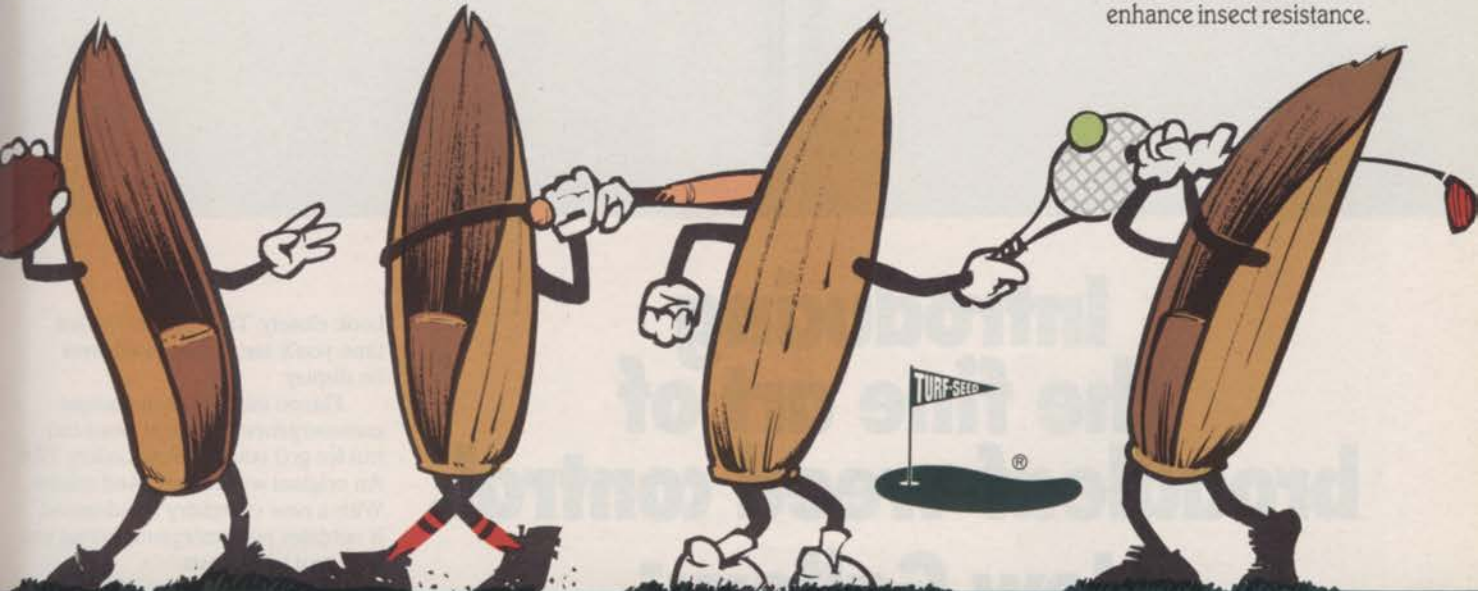
- The number 1 variety in the 1986 National perennial ryegrass trial.
- Dark blue-green colored low growing variety.
- Improved heat tolerance, and resistance to leaf spot, brown patch and stem rust.
- Very good performance in California overseeding trials.

Charger

- Improved resistance to leaf spot, brown patch, stem and crown rust. Tolerance to red thread.
- Good performance under low fertility and improved color and growth under cool weather conditions.
- Early maturity and tested as 2HH.

246 Sunrye

- Very dark blue-green colored turf-type variety.
- Dwarfier growth habit than other varieties in overseeding trials in Palm Springs area.
- Improved resistance to leaf spot, brown patch, and stem rust.
- Contains a moderately high level of endophyte to enhance insect resistance.





Chickweed



Spurge

**Introducing
the fine art of
broadleaf weed control.
New Gallery.™**

Look closely. This may be the last time you'll see these broadleaves on display.

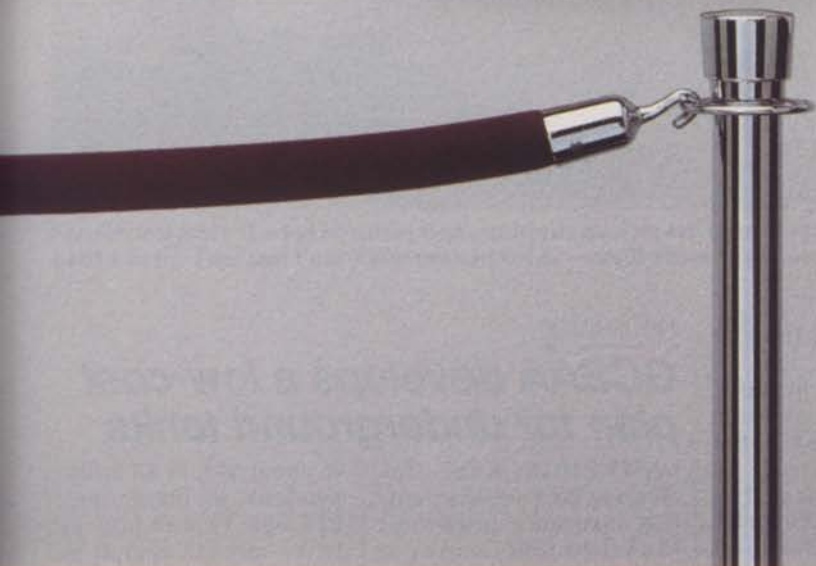
Elanco introduces the unique preemergence broadleaf weed control for golf courses. New Gallery 75DF. An original work of art. And science. With a new chemistry so advanced, it outdates postemergents, saving you time and labor costs.

The Gallery collection includes 44 of your toughest broadleaves such



White Clover

No Reproductions



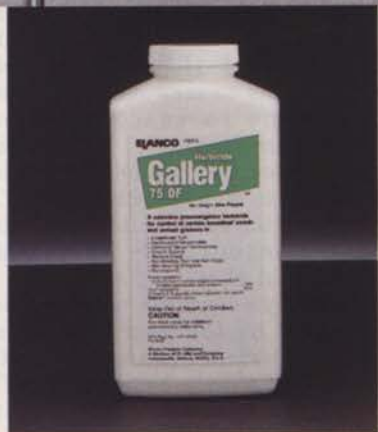
as spurge, chickweed and white clover. With no reproductions allowed.

All you'll see is masterpiece turf. Free from broadleaves. And free from injury. New Gallery is actually more tolerant to all major species of cool and warm season turf, including bentgrass, than other herbicides. And there's no risk of off-site damage to nearby ornamentals.

Discover the fine art of broadleaf weed control with new Gallery. See your Elanco distributor. Or for a free brochure, call toll-free: **1-800-352-6776.**

Elanco Products Company
A Division of Eli Lilly and Company
Lilly Corporate Center
Dept. EM-455, Indianapolis, IN 46285, U.S.A.
Gallery™—(isoxaben, Elanco)

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LANDSCAPE MANAGEMENT

LANDSCAPING

Leaving grass clippings saves vanishing landfills

MOLINE, Ill. — More than 25 states have passed or are studying legislation to change the way people discard their grass clippings and leaves, say the people at John Deere & Company. And landscape maintenance contractors can play a key role in helping keep the 16,400 landfills in the U.S. open.

"Grass clippings can be distributed across the lawn most of the time," says Bob Tracinski of Deere. He recommends that lawns be mowed frequently enough to remove only the top one-third of the grass blade.

Tracinski says that short clippings deteriorate quickly and return nutrients to the soil. He and other experts estimate that a season's worth of grass clippings is equal to one application of most commercially-available fertilizers.

Tracinski also claims that homeowners need to be educated on the relationship between clippings and thatch. "Thatch is caused by feeding a lawn too often and encouraging the roots to stay near the surface to get nutrients easily," he astutely notes. "Watering too lightly forces the roots to stay near the surface to reach the moisture."

Cities and towns have begun to consider clipping legislation because landfills are filling up rapidly. It's estimated that half of the country's landfills will be closed by the year 2000. And new landfills are being created slowly because of strict licensing procedures

that take a long time to complete.

According to studies, landscape waste accounts for nearly 20 percent of the trash in landfills.

"I've been recycling lawn debris at my home for about 10 years," Tracinski says. "In fall, I dump the chopped leaves under a row of pine trees at the back of my yard and spread them out. They blend with the fallen pine needles and produce a forest floor effect. The rest of the year, I either distribute the grass clippings or compost them."

Deere has free booklets on lawn care and composting available by writing: Recycling Booklets, 1400 Third Avenue, Moline, IL 51265. □



Landscapers need not pick up clippings, as is pictured here. It's less trouble and just as healthy to leave them—as long as too much isn't leaf isn't cut at a time.

INSURANCE

GCSAA develops a low-cost plan for underground tanks

LAWRENCE, Kan.—Increasing concern over stifling insurance premiums has led the Golf Course Superintendents Association (GCSAA) to develop a low-cost plan for underground storage tank liability insurance.

Environmental Protection Agency (EPA) standards that will be in effect this coming October will require businesses that dispense petroleum products to take increased financial responsibility for potential leakage or spill incidents and long-term pollution. That responsibility adds up

to about \$1.5 to \$2 million per tank, or premiums of \$25,000 to \$40,000 per tank—more than most golf courses can afford.

"We're going to be offering an insurance program that will allow courses to insure their underground storage tanks at extraordinarily reasonable rates," says Pat Jones, GCSAA director of communications.

"We're forming a risk-retention group among GCSAA members, allowing them to work with their golf course to determine if their club needs protection."

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