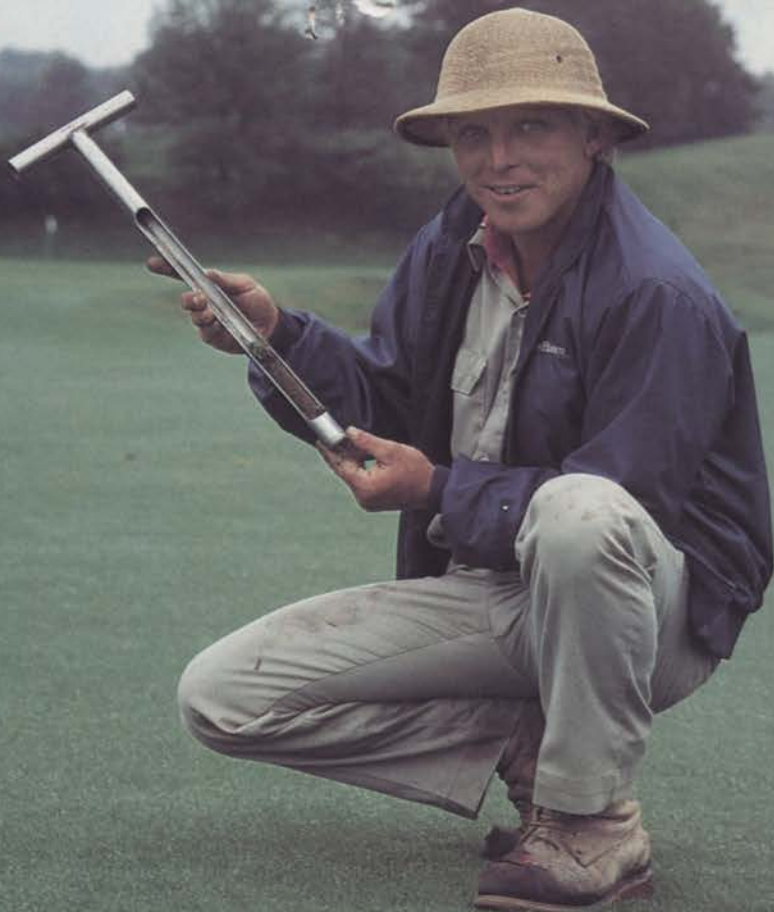


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# LANDSCAPE MANAGEMENT



On the cover: Irrigation service can become a profit center. Cover photo by Larry Kassell.

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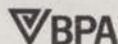
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Ask your John Deere dealer for a demo today. Or write John Deere, Dept. 956, Moline, IL 61265 for free literature. It's probably your best chance to see one sitting still.

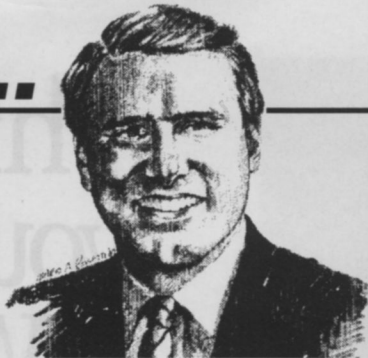


Hydraulic dump option on the AMT 626 allows you to empty its cargo box from your seat.



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# AS I SEE IT ...



## Corrupting our young

Truth in communication was trashed recently by a story in *Ranger Rick*, a kids' magazine published by the National Wildlife Federation. (Thankfully, the NWF is not tax-funded.)

Rick is a cartoon raccoon who fights for a clean and healthy environment. That's something we all want, but it's notable how tactics toward achieving a goal can differ.

In the May issue, Rick and his wildlife friends "find deadly dangers in the deep green grass." Those "dangers" are lawn care chemicals, which are presumed to kill worms and fish, and cause distress to Casey Cottontail and Becky Hare. Rick and Co. take violent action against a man spraying a lawn, causing a swarm of wasps to attack him. (It's *assumed* that the applicator will drench a nest of bunnies.)

The epilogue reads: "How dangerous are lawn chemicals to people, pets and wildlife? No one knows for sure. So until we know they're completely safe, it's better not to use them at all."

Allen James, executive director of RISE (Responsible Industry for a Sound Environment) wrote to Gerald Bishop, the editor of *Ranger Rick*, noting that, "the story's implications and misstatements...serve to induce the 'fear factor' in children regarding chemicals used to protect and maintain our lawns..."

James offered Bishop the services of RISE members in developing a more balanced story.

Bishop's response (*italics mine*): "We are confident that what we presented is in the best interest of all children who may be exposed to such *toxic* products. We properly point out that while direct harmful effects on children and animals from lawn care chemicals have not yet been conclusively demonstrated, it makes sense to avoid their use through the choice of non-toxic alternatives."

Notice that Bishop says harmful effects have not been proven, yet, in the story, the rabbits experience watery eyes and sneezing, which is blamed on the product.

Bishop never returned my calls, but I spoke with Allen James.

"The RISE governing board reviewed the response and was discouraged with (the magazine's) attitude," says James. No more letters are planned.

The most harmful aspect of this is that the people at *Ranger Rick* believe that they are "educating" children.

We beg to differ. The magazine's "thanks-but-no-thanks" attitude is stubbornly defensive and overbearingly self-righteous. Combined with the article's exercise in misinformation, we have to wonder whether the truth really matters to *Ranger Rick*.

Terry McIver, managing editor

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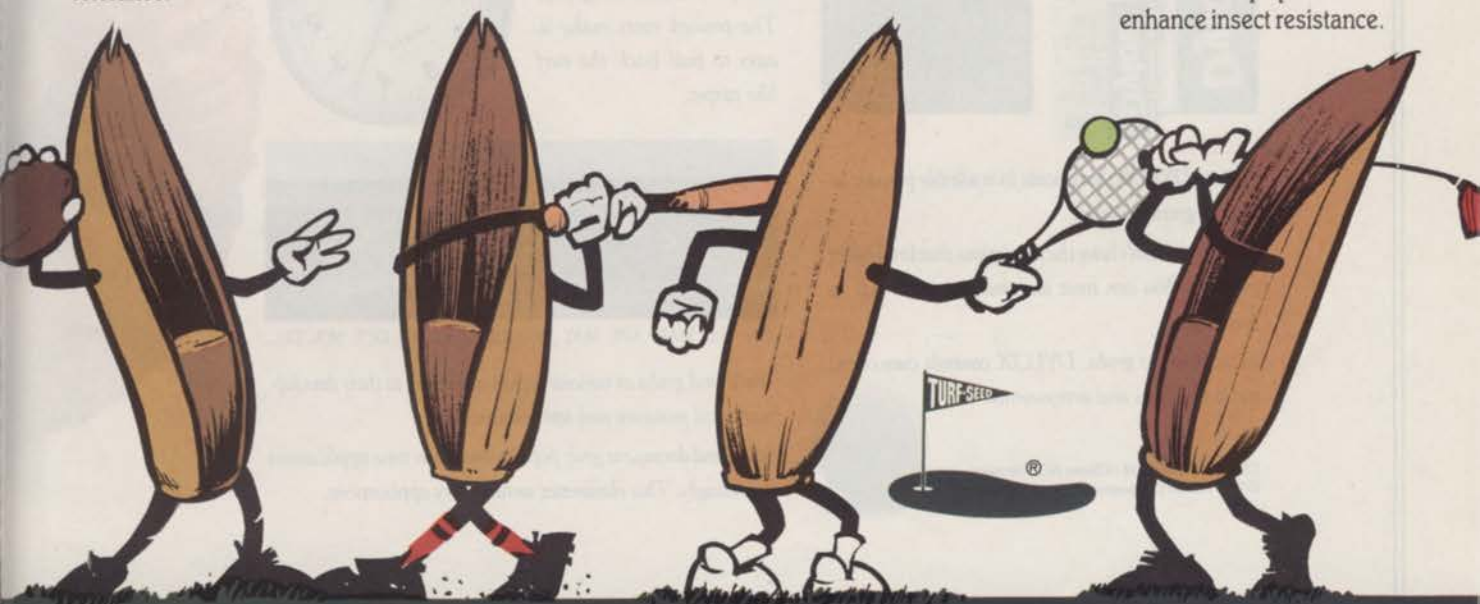
- The number 1 variety in the 1986 National perennial ryegrass trial.
- Dark blue-green colored low growing variety.
- Improved heat tolerance, and resistance to leaf spot, brown patch and stem rust.
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## 246 Sunrye

- Very dark blue-green colored turf-type variety.
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## LANDSCAPE MANAGEMENT

### LANDSCAPING

# NLA survey indicates slump and successes

WASHINGTON — The National Landscape Association's 16th annual economic survey indicates that 1990 was a year of slumps and successes.

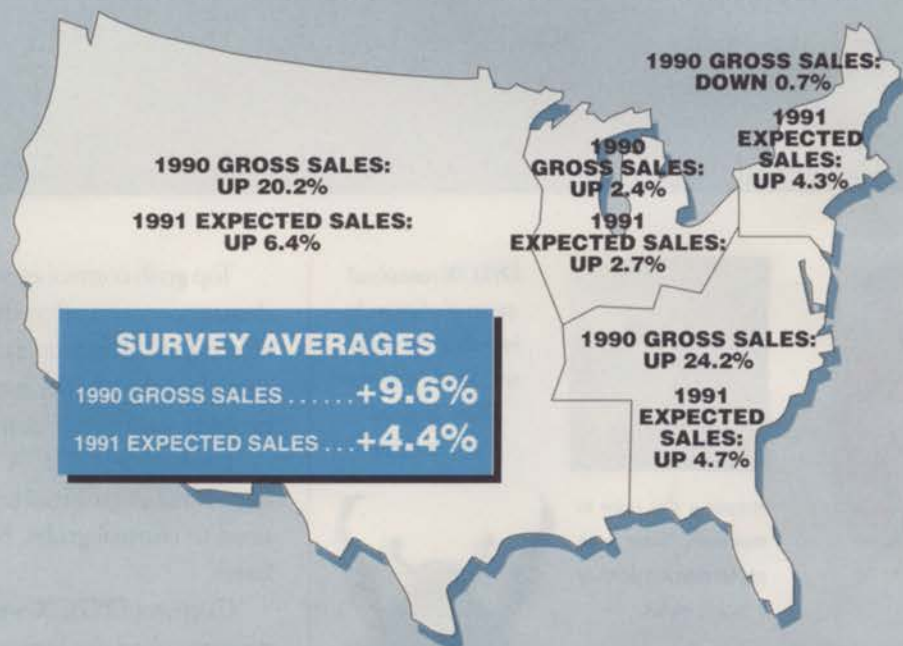
The Northeast, according to the survey, has been hit hard by what economists are now calling a recession. Landscape sales were off 0.7 percent in the Northeast as housing starts declined 17.3 percent.

Other regions were down somewhat from the pace set in previous years, but overall reported modest gains in sales.

Despite a decrease of 30 percent in housing starts, landscaping in the Southeast grew 24.2 percent—but member firms there expected growth to level off at 4.7 percent in 1991.

(The adjacent survey tables include Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Penn-sylvania, Rhode Island and Vermont in the Northeast region. Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, the Carolinas, Tennessee, Virginia and West Virginia make up the Southeast. Great Lakes states are Illinois, Indiana, Michigan, Ohio and Wisconsin. Due to lack of responses, all other states were lumped together.) □

## N.L.A. LANDSCAPE SURVEY



	Northeast	Southeast	Great Lakes	All Other	Average
<b>1990 ACTUAL BUSINESS</b> (percent changes from 1989)					
New residential	-3.8	+7.3	+2.2	+6.7	+2.2
New commercial	-9.5	+11.7	-5.4	+8.2	-0.1
Res. renovation	+2.0	+6.3	+3.6	+11.0	+4.9
Comm. renovation	-6.3	+4.6	+3.5	+2.7	+0.2
Res. maintenance	+1.2	+20.0	+9.0	+7.9	+8.0
Comm. maintenance	+6.3	+1.9	+8.0	+10.3	+6.6
<b>1991 EXPECTED BUSINESS</b> (percent changes from 1990)					
New residential	+0.2	+2.7	+0.4	+3.7	+1.2
New commercial	-5.0	-2.9	-11.4	+3.2	-4.7
Res. renovation	+7.9	+8.6	+10.2	+10.4	+8.9
Comm. renovation	+0.1	+7.9	+6.4	+4.4	+4.4
Res. maintenance	+1.9	-3.7	+6.9	+6.3	+2.3
Comm. maintenance	+7.8	+7.6	+5.4	+8.7	+7.4

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101	118	135	152	169	186	203	220	237	254	271	288	305	322	339	356
102	119	136	153	170	187	204	221	238	255	272	289	306	323	340	357
103	120	137	154	171	188	205	222	239	256	273	290	307	324	341	358
104	121	138	155	172	189	206	223	240	257	274	291	308	325	342	359
105	122	139	156	173	190	207	224	241	258	275	292	309	326	343	360
106	123	140	157	174	191	208	225	242	259	276	293	310	327	344	361
107	124	141	158	175	192	209	226	243	260	277	294	311	328	345	362
108	125	142	159	176	193	210	227	244	261	278	295	312	329	346	363
109	126	143	160	177	194	211	228	245	262	279	296	313	330	347	364
110	127	144	161	178	195	212	229	246	263	280	297	314	331	348	365
111	128	145	162	179	196	213	230	247	264	281	298	315	332	349	366
112	129	146	163	180	197	214	231	248	265	282	299	316	333	350	367
113	130	147	164	181	198	215	232	249	266	283	300	317	334	351	368
114	131	148	165	182	199	216	233	250	267	284	301	318	335	352	369
115	132	149	166	183	200	217	234	251	268	285	302	319	336	353	370
116	133	150	167	184	201	218	235	252	269	286	303	320	337	354	371
117	134	151	168	185	202	219	236	253	270	287	304	321	338	355	372

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 0010  Sport complexes  
 0015  Parks  
 0020  Rights-of-way maintenance for highways, railroads & utilities  
 0025  Schools, colleges & universities  
 0030  Industrial & office parks/plants  
 0045  Condominiums/apartments/housing developments/hotels/resorts  
 0050  Cemeteries/memorial gardens  
 0060  Military installations & prisons  
 0065  Airports  
 0070  Multiple government/municipal facilities  
 Other type of facility (please specify)

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**

0105  Landscape contractors (installation & maintenance)  
 0110  Lawn care service companies  
 0112  Custom Chemical Applicators  
 0125  Landscape architects  
 0135  Extension agents/consultants for horticulture  
 Other contractor or service (please specify)

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0205  Sod growers  Other supplier (please specify)  
 0210  Dealers, Distributors

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