

JOB TALK

Need fast green-up? Try sprayable iron

■ Terry Seebach, owner of Superior Service Lawn Care in North Canton, Ohio, prefers to leave something besides an invoice on the door to let his customers know their lawns have been serviced. But you can't always leave the dandelions curling or the lawn freshly edged.

"Greening up the grass a couple of times each season with a liquid iron application that is visible within a day or two is a welcome calling card," says Seebach.

All new clients receive a special liquid iron application, sometimes even prior to their first scheduled regular treatment. Seebach has been able to trace a number of new account referrals to the enthusiastic reactions of customers who were excited to see an immediate difference in their lawns. The extra green can also be an appreciated gesture, he says, where complaints or callbacks may be involved.

In the early '80s, while in charge of chemical applications for another lawn care company, Seebach heard the voices of a succession of iron salesmen. Each promised that his sprayable iron was better or more economical than whatever Seebach was using.

"Several got me to give their products a try, but results were so inconsistent that I almost began to wonder if applying iron was worth my time," Seebach says now.

Finally, "we compared (PBI/Gordon's) Ferromec with another leading product," he notes. The color response was very striking one day after application at the mid-range rate (5 oz./1000



Terry Seebach, owner of Superior Service Lawn Care in North Canton, Ohio, is pleased with the color response of the turf on which his favorite iron product was applied.

sq.ft.). "Immediately, I could see how to make iron a paying proposition," Seebach says. "Getting that kind of green-up without using excessive nitrogen offered many opportunities to enhance the business."

A school application—In the small, tidy community of Temple City at the foot of Southern California's San Gabriel mountains, the high school graduation ceremony at the varsity football field is one of the major civic events of the year.

While landscape manager Doug Bezaire was dressing up turf for the event, he installed sod to cover some worn spots, the largest of which unfortunately happened to be right in front of the platform where the ceremony was to be staged. High temperatures and a sprinkler failure caused the sod to further lose its color.

Three days before the ceremony, Bezaire had decided to use a turf paint to cover up the problem.

"But when my dealer suggested that I try a liquid iron fertilizer, I thought he was kidding," Bezaire recalls. "He seemed confident that it would work in time, so I gave it a try."

Bezaire goes on to report that, within 12 hours of applying the liquid iron at 6 oz./1000 sq.ft., the ailing grass was as green as the surrounding turf. "I wouldn't have believed it if I hadn't seen it myself."

For rapid greening—These anecdotes illustrate the importance that turf care professionals attach to rapid greening. Field experience and sales results indicate a preference among professionals for the faster response as well as the lower cost per gallon of sprayable ferrous sulfate formulations, reports PBI/Gordon marketing specialist Steve Carrell.



Lawn Ranger, expecting a quick turf green-up, applies liquid iron to the headquarters landscape at Kiwanis International in Indianapolis, Ind.

GREEN INDUSTRY SHOWCASE

Fungicide controls fairy ring, brown patch

Nor-Am Chemical Co. has announced the registration of Prostar fungicide for use on all fine turf.

Evaluations of Prostar at 17 major universities and field testing by more than 650 golf course superintendents have shown excellent performance, according to the company.

A benzamide—with the chemical name flutolanil—Prostar represents a new chemistry for use in resistance management programs. It can be tank-mixed with

several other fungicides, including Banol.

Prostar offers "exceptional residual control" of major disease, such as brown patch, yellow patch, gray snow mold and southern blight.

Nor-Am reports Prostar also suppresses fairy ring.

This fungicide can be used either for preventive or curative control and has shown excellent safety on all species of fine turf, says Nor-Am.

Circle No 191 on Reader Inquiry Card

Herbicide tackles *Poa annua*, all major weeds

Prism, a new herbicide from Valent USA Corp., controls major weeds found in ornamentals.

Prism provides excellent control of annual bluegrass, crabgrass and foxtail grasses in ornamentals. It can be used to control grasses in Christmas tree farms, bedding plants, landscapes, nurseries, greenhouses, cemeteries and parks.

With Prism, growers can use one grass herbicide for all their major weeds. According to Dewane Bishop, Valent's field development manager, Prism is easier to

use because growers can use it at basically one rate.

Prism will control hard-to kill species such as annual bluegrass and bromes, says David Whitehead, Valent's business manager of professional products.

Valent reports that Prism works best when mixed with a non-ionic surfactant.

Prism has not been reported to have any phytotoxicity. It will be available in the first quarter of 1994, and will be sold in quart and gallon sizes.

Circle No. 192 on Reader Inquiry Card

New creeping bentgrass limited, but in demand

Lofts Seed Co. has released limited supplies of the new creeping bentgrass known in research trials as SYN 3-88.

Commercially, the bentgrass has been named Crenshaw, after golf legend Ben Crenshaw, who visited with Drs. Milt Engelke of Texas A&M and Virginia Lehman of Lofts, developers of the variety.

A very limited supply will be available

through Lofts' distributors in the South.

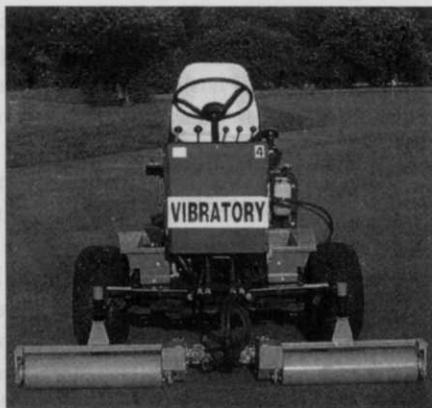
Crenshaw bentgrass is now being placed into commercial production so that larger quantities, to meet high current demand, will become available with the new crop next September.

Golfer Crenshaw is reportedly using the cultivar on several of his golf course construction projects.

Circle No. 193 on Reader Inquiry Card

Greens roller attaches to mower, weighted like a reel

The True-Surface vibratory greens rolling system from Turflite, Inc. attaches to greens mowers, and approximates the weight of a standard triplex greens-mower reel.



Hydraulic motors provide a source of vibration to create the needed weight to roll a green or tee. According to the company, the reduced weight of this device cuts rolling time in half.

Circle No. 194 on Reader Inquiry Card

Pending herbicide to control purple, yellow nutsedge

A new herbicide being tested by Monsanto Co. is the first selective herbicide for controlling both purple and yellow nutsedge across all important turfgrass species in North America.

Manage herbicide this year received an experimental use permit from the U.S. Environmental Protection Agency. Manage has shown "unsurpassed" nutsedge control and is safe to warm- and cool-season turfgrasses, say Jeff Travers and Dr. Nelroy Jackson, authors of an efficacy report on the product.

Travers says 119 tests were made on nine species of turf from 1987 to 1992. The product caused no turf injury in 98 of the tests. Injury was minor and commercially acceptable in 18 of the 21 experiments reporting injury. Recovery was reported as good.

Control begins within three to four days after application, say experts.

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PRODUCT REVIEW

New packaging for fire ant control product a winner

Fire ant control in the Southeast has been simplified with Ciba-Geigy's Award insect control product, and at least a small part of the success is being given to the packaging of Award.

According to Walter T. Meisner, Ciba-Geigy's Packaging Engineer, the key to the new design was knowing how customers used the product. His packaging goals were easy and comfortable handling, efficient dispensing and reseal-ability.

Combining a one-gallon jug with a vertical handle and Magenta Corporation's threaded, one-piece Pop-Lok dispensing closure has also led to increased sales, according to Magenta.

The Pop-Lok lid flips open to expose a five-holed spout for even spreading onto a fire ant mound.

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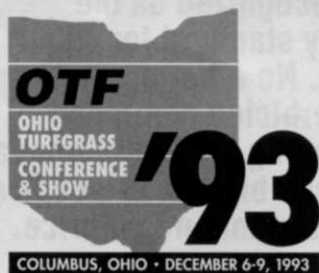
PVC fence looks great, comes in variety of styles

UltraGuard, of West Salem, Ohio has a line of classic post and rail, white vinyl fencing that features a heavy-duty, two-by-six inch paddock rail and a 1 1/2-by-5 1/2-inch rail in 16 ft. lengths.

The line includes two-, three- and four-rail assemblies as well as cross rail styles and matching gate assemblies.

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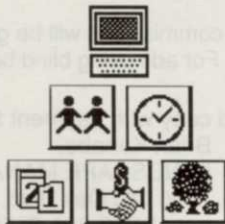
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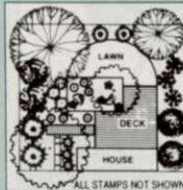
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1 # 1



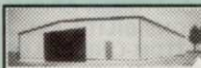
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LANDSCAPE SUPERVISOR: Jack's Nursery, a growing, well established company, is seeking a self-motivated, professional manager to handle the operations of our commercial & residential landscaping division. Must have good people skills with 3-5 years hands-on supervisory experience. Send resume to 894 Robert Boulevard, Slidell, LA 70458. EOE 10/93

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