New Ford Flails: Strength that cuts it.

New Ford flail mowers are all new, inside and out, and built to resist tough, punishing work! Drive-line features heavy-duty components like banded V-section belt drives... hi-capacity bearings... rugged gearbox. Welded frame braced by full-width torque tube maintains gear and drive alignment wrapped in a high-strength sheet steel housing. Available with new optional rear bumper, right-end bumper guard, gauge wheels, and steel or rubber gauge rollers. Ford flails are built to take it! And servicing is easy.

New blade hanger lets you remove one blade at a time. Bolt-on design makes blade removal and reattachment fast and easy.

Improved flail-safe design. Protective configuration of the heavy steel rear shield is designed to prevent straight-line ejection of material from under the mower housing, regardless of cutting height.

Now, three new sizes. 62-inch, 74-inch, and 88-inch models are available to match your tractor power and mowing needs. All offset for ease of mowing close to trees and other obstacles.

Widen the range of flail mower applications. Rugged new Ford flails improve mowing results even in some areas where you are now using rotary cutters and cutterbars.

See the versatile, new heavy-duty Ford flail mower line at your Ford tractor and equipment dealer. He is listed in the Yellow Pages under "Tractor Dealers" or "Contractors' Equipment & Supplies." See him for information on how to buy, lease, rent, finance.

NUMBER ONE ON WHEELS AND GROWING

FORD TRACTOR

For More Details Circle (153) on Reply Card
Turf Management

Denny Dennison is typical of the modern superintendents with creative ideas on turfgrass management. He's implemented new programs in disease control at Pine Country Club that have paid big dividends on the course.

Chemical First Aid For California Community

Aquatic herbicides have made a tremendous difference in the attitude of the residents at Westlake Village. Because much of the community life centered around the 150 acre man-made lake, it was necessary to control unwanted vegetation. Lake manager Bert Dell reports on his experience with Casoron G-10 granules.

One Man, Two Courses, Many Challenges

Superintendent Bob Shields has experienced many events in his 25 years of service as a turfgrass manager. Here are a few of his insights into golf course management.

Crabgrass Protection From The Sky

Getting a course ready for a tournament is no easy task. It takes months of concentrated preparation. Roger Schmitt, superintendent at Crawford Country Club, relates one of his experiences he had earlier this year in getting ready for the PGA Shrine-Robinson Open Golf Classic.

Proven Programs For Quality Turf

Here's a chance to look over the shoulder of several superintendents. Each has different programs which call for different types of management. Compare your situation with these professionals.

The Winning Combination At Preakness Hills

Poor drainage and soil compaction can mean extra work for a superintendent. At the 45 year old Preakness Hills Country Club, Arthur Elmers has been using gypsum with interesting results.

The Cover

Any course hosting the Professional Golf Association (PGA) tournament must start preparations months in advance. Top-notch management and smooth coordination of activities play a big part in a successful tourney. Bill Burdick, superintendent at Canterbury Country Club, knows this well. He's had his crews getting the course in shape since early spring for this year's match. Our cover shows Bill checking on a mowing operation and sandtrap maintenance around a green. That fellow taking a practice putt is Lee Trevino. At presstime he had signed up with Otis Elevator Company to serve as amiable ambassador of all Otis product lines, including the specialty vehicle division which manufactures the golf carts.
Put away poa annua now with Betasan

For straight line chipping and putting, your players need greens free of poa annua. Now's the time to start control of poa. Use Betasan herbicide now to start your poa eradication program... or your prevention program if your turf is free of poa.

Betasan also controls fall-germinating henbit and shepherdspurse along with spring-sprouting crabgrass.

Betasan does not harm desirable turf grasses, dichondra or ornamental plants on your course. It prevents weed growth the practical, economical way.

See your local turf products supplier now for Betasan. Stauffer Chemical Company, Agricultural Chemical Division, Westport, CT 06880.

Betasan® from Stauffer Chemical Company
Editorial

A good friend of ours, who is the regional sales manager for a large manufacturer, once told a group of salesmen that there was no such thing as problem areas in his sales region. “They’re opportunities!” he said. And with that, he began one of the greatest turnabouts in marketing known in the industry. A sales climate precipitated by identified problems suddenly caught a new spark and plunged headlong into a whirlwind of successful sales.

How this happened is another topic. Why it happened needs further elucidation.

The key factors in making any business a success are motivation, management, leadership and opportunity. Whether this business be turfgrass care, tree pruning, weed control or environmental protection chemical sales, these elements must interrelate in a positive way to guarantee success. Lack of any one will denote deficiencies in other areas.

It is easy to become motivated. A peppy sales talk, a dynamic speaker, a strong sense of responsibility, or a challenge can quickly turn a sluggard into a ball of fire. Yet, motivation is not enough. We can be highly motivated while in neutral.

But add the factor of management and a businessman can start his business machine moving.

A superintendent who makes maximum use of allocated time, who constructively employs workers where the greatest potential can be derived from their efforts, who wisely uses available resources and who judiciously anticipates troubled situations is called a good manager. He may be all these and lack leadership, however.

This essential element can make the difference between running a business in low gear with modest profits and a higher gear with substantial profits. Any successful business must have capable leaders who possess desirable leadership traits and the talents to use them. But every leader is confronted with problem areas. Only when this leader uses the factors of motivation and management to turn problems into opportunities will the business rate in the top echelons of the market.

That’s why our friend’s positive approach to success turned the tide. An analysis of the situation would show that his salesmen were highly motivated, dedicated managers of their time and

(continued on page 65)
Follow through with Dacamine... and knock out 76 stubborn broadleaf weeds.

Dacamine® turf herbicide kills your toughest broadleaf weeds... including perennial undesirables like dandelion, chickweed, poison ivy and knotweed.

Dacamine is powerful. Yet non-volatile. Won't jump up and move across the fairway on a hot day. So there's less danger to your valuable ornamentals.

Dacamine herbicide combines the weed-killing power of an ester with the safety of an amine. A water emulsifiable, postemergence herbicide, it has the unique characteristic to penetrate waxy weed foliage. Then Dacamine moves all the way to the roots. Kills the whole weed, not just the top.

This year, keep broadleaf weeds from blotting your turf. Add Dacamine to your weed control program and you'll kill tough weeds without the danger of volatilization.

Ask your supplier for more information or write: Agricultural Chemicals Division, Diamond Shamrock Chemical Company, 1100 Superior Avenue, Cleveland OH 44114.

BE DIAMOND SURE!

Diamond Shamrock Chemical Company
A UNIT OF DIAMOND SHAMROCK CORPORATION

For More Details Circle (111) on Reply Card
For fall fertilization...

NITROFORM

is the professional turfkeeper.

Twenty different suppliers of quality turf products think enough of Nitroform to sell it under their own name. Why? Because Nitroform® is a premium-quality organic nitrogen... long-lasting, slow-release, concentrated to 38%. Nitroform is applied less often than conventional organics to save on labor, equipment use, and time. As a bonus, Nitroform is available in two forms to help you do every fertilizing job efficiently.

BLUE CHIP®

*The coursekeeper*

Non-dusting, odorless, granular Nitroform. Ideal for large turf areas such as tees and fairways, athletic fields.

POWDER BLUE™

*The greenskeeper*

The powdered Nitroform for spray application. Ideal for penetrating dense turf such as golf greens.

Any way you bag it...

NITROFORM is a great buy.

Take a look to see if your supplier's bag is on the next page
There's only one **BLUE CHIP** fertilizer, and it can come in any one of these bags.

Try **POWDER BLUE™** Organic Nitrogen for spray application

HERCULES TURF & HORTICULTURAL PRODUCTS, SYNTHETICS DEPARTMENT, HERCULES INCORPORATED, WILMINGTON, DELAWARE 19899
All business from Bombardier.

Meet the sure-footed track star that goes where wheeled vehicles fear to tread.

Through muck and mud, slop and slime — you can't stop the Brush Cutter.


Diesel powered. With rubber-belted tracks reinforced by steel cables for strength. And a toboggan-type watertight chassis.

Up front, two rugged rotary mowers clear an 8-foot swath through the underbrush. All clearly visible from the centre-mounted cab.

Before your next job gets bogged down, give Brush Cutter the business. Contact your local Bombardier distributor.
EPA has set a public hearing for all uses of 2,4,5-T. Date is April, 1974. This means that custom applicators should voice their opinions to their association or organization for representation at this meeting. This long-awaited hearing will largely determine whether this herbicide will be used in the future. Any person or organization wishing to become a party to this hearing must file a response to the statement of issue, which will appear in the Federal Register, with the Hearing Clerk, EPA, Waterside Mall, Washington, D. C. 20460. You've got 30 days to do so after the Federal Register is published.

More on EPA...Regulations and application forms dealing with wastewater discharge permits for agricultural, fishery and forestry activities have been made public. They were required under the 1972 Water Law. Application forms for permits are available from EPA regional offices. $10 per application. Commercial turfgrass and sod producers who use irrigation with a return flow from 3,000 acres or more are subject to the permit requirement. For more details contact an EPA regional office or check the Federal Register, May 3, 1973.

Associations exist for the accomplishment of individual member goals. They also have the ability to solve difficult problem situations through group action. The American Association of Nurserymen is seeking modification of estate tax laws as they apply to small family businesses. Proposals have been presented to charge an income tax on unrealized appreciation at the time of death. This tax liability could easily knock the foundations out of a business and force a sale at an unfavorable time. AAN favors a portfolio investment approach. Under this arrangement the business could be broken up or subdivided without great harm.

Several popular consumer magazines have recently carried articles about jobsite violence. The Supreme Court ruled in February that the Hobbs Act applies to violence in pursuit of illegal ends. It said nothing about violence that occurs in connection with legitimate union activities. Enter Rep. John B. Anderson (R.-Ill.). He's introduced a bill in Congress to extend the Hobbs anti-racketeering law to any type jobsite violence. His version of the bill will carry penalties up to 20 years in jail for violators. The bill has been referred to the House Judiciary Committee.

U. S. Department of Labor reports job safety and health inspections increased substantially in May for the third consecutive month. Records were set at the weekly level and the monthly level. Assistant Secretary of Labor and OSHA boss, John H. Stender, said that 3,344 citations alleging 17,213 violations were issued during the month. Proposed penalties totaled $560,627. Since April 28, 1971 OSHA has made 73,140 inspections resulting in 46,463 citations alleging 232,128 violations with proposed penalties totaling $6,106,870. The government has collected $4,052,344 so far.

Mauget Tree Injection Products of Burbank, Calif. has added two new distributors to further extend their sales network. They are: Moore Tree Co., Dallas, Tex. who will operate in the northern Texas area, and Reinder's Turf & Equipment, Elm Grove, Wisc.

Parker Sweeper Company has announced plans to construct a $1 million manufacturing plant and distribution center near Hattiesburg, Miss. Completion is scheduled for late this year.