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Cover: Scenic Oakland Hills Country Club, completed in 1919, is under the care of former GCSAA President Ted Woehrl. See page 28.

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Saving the U.S. Open for Pebble Beach, see page 46



Hydraulics boost mower efficiency, see page 52

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Golf: The Blue Chip Of the Green Industry

The Landscape Management Profile this month reveals statistics on golf course management's strong reliance on real estate and links the value of the superintendent to the increasing value of the property occupied by his golf course. Three profiles of leading U.S. superintendents, Larry Pakkala, Ted Woehrl, and Richard Hartline.

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Pebble Beach Tuned Up for the Open

Overtaken by kikuyu grass, Pebble Beach superintendent Mike Phillips chose to renovate many fairways and roughs after requests from both the USGA and the TPA in preparation for the 1982 U.S. Open.

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Golf Car Paths, Part of a Master Plan

E-Z-Go's James Martello provides reasons for golf car paths and specifications for construction. Martello gives rough figures for planning and encourages superintendents to contact their golf course architect for further details.

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Hydraulic Mowing Can Trim Budgets

The increasing use of hydraulics in mowing equipment provides greater efficiency for users according to Thomas Carter of Jacobsen. Factors include convenience, simplicity, fewer moving parts, and longer life.

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Landscape Log for March Planning

Doug Chapman looks one month ahead for all landscape managers. Use this new department to help schedule work crews a month in advance.

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A HARCOURT BRACE JOVANOVIH PUBLICATION

Overseeding Oakmont Country Club

Persistence and Penneagle equal Perfection



The entire course was extensively renovated. Playing was possible even though coring, topdressing and seeding were in progress.



“We kept our entire course in play while renovating. Now, the members know the results are worth it.”

Paul Latshaw

Paul Latshaw
Supt. Oakmont Country Club

Tees were verticut to soil depth and overseeded with Penneagle.

“We’ve been overseeding every fall since 1977. We feel that our entire course is now seventy percent Penneagle.”



Fairways being aerated in preparation for seeding with Penneagle. Punch aerification provides the best combination of compaction and thatch control, soil contact seedbed, and playable fairways for the membership.

The punched plugs were ground up prior to the overseeding process.

Penneagle was also broadcast over entire fairway in addition to groove-seeding.



“Since we renovate in the fall anyway, it was easy to overseed with Penneagle creeping bentgrass.”



View from the clubhouse shows the combination ninth and practice green after extensive renovation. The fairway had just been aerated.

Penneagle mowed at 5/64 inch keeps greens consistently fast. Penneagle is the creeping bentgrass that performs.



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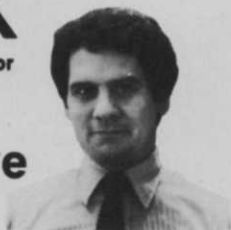
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OUTLOOK

By Bruce F. Shank, Executive Editor



GCSAA's proposed move clouded by innuendo

The Executive Committee of the Golf Course Superintendents Association of America has apparently constructed a fairly airtight case for moving to Orlando, Florida. It met in Orlando in November and will present its case to the membership in a position paper at the show in Atlanta.

It's really no surprise. The Executive Committee made clear its intentions at the conference in New Orleans last year. Those members defending the Lawrence location have had time to build their case and will no doubt be heard at the Annual Meeting.

What bothers me is the suggestion Executive Director Jim McLoughlin was the architect of the plan to move to Florida and his motives were personal rather than professional. I find this hard to accept. Furthermore, it clouds the real issue, would the association be more effective in Orlando?

McLoughlin built his career in the Metropolitan New York City area. His family and friends are there and his power base is there. Certainly, he would prefer New York over Orlando. The selection of Orlando must be a second choice for him. His contention that GCSAA should be closer to the action is valid.

If you read the masthead in this publication you know our company recently made a major decision to leave New York City for more reasonable quarters. The savings are considerable as the publishing branch of HBJ settles in the Cleveland area. But, the headquarters of the entire corporation will be located in Orlando by 1984.

Orlando is becoming a major corporate hub and computer center. Many large corporations are building offices there. It is also a 12-month turf market and located in the state with the largest number of new courses in the country. Other golf associations selected the state for their headquarters, such as the National Golf Foundation and the Professional Golfers Association. These are facts which override any suggestive remarks about the executive director's personal desires.

New pesticide labels pick up

Word from Edwin Johnson, EPA Director of Pesticide Programs, and leading researchers indicates a number of new fungicides, growth regulators, and pesticides are nearing registration. After years of stagnation, the products which survived EPA's review process are now being helped by EPA's new attitude toward industry. The new products provide greater safety through increased effectiveness. After all they've been through, you ought to give them a try when they are released.

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BAYLETON is more than a contact fungicide, more than a systemic fungicide with only foliar activity. With BAYLETON, you get contact action plus systemic action with both foliar and root uptake. The result is unequalled staying power and the broadest spectrum of control available in one product.

BAYLETON not only gives

you 30-day control of dollar spot, fusarium blight, and anthracnose, but also combats brown patch, copper spot, powdery

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GREEN INDUSTRY NEWS

GOLF

Small course cutbacks are greater

While golf continues to be one of the more popular sports in the country, golf course superintendents are doing a lot of belt-tightening to try to neutralize some of the adverse affects the beleaguered national economy is leveling on the industry.

The smaller budget courses seem to be shouldering the burden the hardest, with some of the larger, more financially stable country clubs riding out the bad economy.

A handful of the 12 superintendents across the country contacted by WTT see a brighter future ahead, but half foresee the economy remaining static for the rest of the year.

"Recreation dollars are one of the

first things people have to trim," says Garland Parsons, superintendent of Pine Valley Golf Club in Wadsworth,

"Recreation dollars are one of the first things people have to trim" — Garland Parsons, Wadsworth, OH

OH. "We're going to try to operate as we have been until things get better."

All of the superintendents contacted said they are keeping a very watchful

eye on all expenditures and most have cut back beautification programs and preventive maintenance to concentrate on curative measures.

Dwight Ladd, superintendent at Mooresville Golf Club in Mooresville, ID, has cut back fairway fertilization on his nine hole course to only once in the fall.

"This is a 'mom and pop' course and we just can't afford it anymore," he said.

One course in the Kanawha County Parks and Recreation District in West Virginia had its first layoff in the modern history of the course, according to its superintendent, James Taylor, Sr.

Continued on page 12

CHEMICALS

Chemical industry defies weak economy

From 1980 to 1982, the home and garden chemical industry enjoyed strong sales and expanding markets despite the sluggish economy, according to Don Sell, senior marketing research analyst for Ciba-Geigy's Spectrum Home and Garden Products.

The industry showed substantial gains in the sales of insecticides, herbicides and fungicides, particularly in the Northern states, according to a three-year survey of key retailers in major metropolitan markets throughout the United States.

"It appears that the poor economy was no deterrent at all to growth in the industry, which posted a 42 percent increase in dollar sales during the three-year period," said Sell.

Measured against the increase in the Consumer Price Index for the period, the figure represents a real growth of some 25 percent for home and garden chemicals.

Overall, outdoor insecticides and herbicides continue to account for some 75 percent of home and garden chemical sales," Sell said. "But indoor insecticides and fungicides showed the biggest growth during the period, each enjoying a 69 percent increase in dollar sales."

Sell said the biggest surprise was the outstanding sales performance by retailers in Northern markets, with Southern states showing more moderate gains. However, Southern markets held the lead in the sale of outdoor insecticides.

To assess the industry's sales trends, Spectrum's market research team audited a cross-section of garden supply stores and mass merchandiser chains

across the nation, recording changes in inventory between April and August in 1980, 1981 and 1982.

Spectrum markets multi-purpose Spectracide insecticides and 33 Plus herbicides for home lawn and garden use.

ACQUISITION

Gilson Brothers acquires Sensation Corporation

The Gilson Brothers Company of Plymouth, WI, has purchased the assets of the Sensation Corporation of Omaha, NE.

The announcement was made by Richard Blohm, president of Paragon Industries and Carl Johnson, president of the Sensation Corporation.

"Sensation will be a division of the Gilson Brothers Company and Carl Johnson, president, and John Kurtze, vice president of sales, and other key people will continue to operate Sensation on a 'business as usual' basis serving Sensation's customers as they have in the past," said Blohm.

Gilson is a leading manufacturer of outdoor power equipment and concrete mixers. It has recently acquired some companies who are geared toward producing products for the commercial market. Blohm said he hoped

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