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HOW TO: Communicate

Communication is the exchange — **with understanding** — of ideas. People communicate when they alternately send and receive messages which are **mutually** meaningful. Communication, therefore, involves a two-way function:

SENDING

Define clearly what you wish to communicate. State it in language that the person you are talking with **understands**. Master the knack of communicating **with** rather than to — people.

RECEIVING

Make sure **you** understand what your communicator is saying. When in doubt, ask for a repetition. To enhance your understanding, repeat back what you think his message to be.

RESPONSE

An exchange which does not include mutual questions is usually deficient. Look for meanings between the lines and **weigh** these before responding. If understanding by either party is faulty, blame the **transmission** rather than the individual!

Twenty Directions

- Few values are greater than the ability to communicate.
- When communicating pure facts, keep adjectives to a **minimum**.
- When persuasion is involved, **use** adjectives to help illuminate the facts.
- Trouble arises when one chooses adjectives which are **too** grand because these raise questions about the **truth** of the facts.
- Most people **state** the facts adequately, but they color, erode or distort them by poor choice of adjectives.
- Observe how often the person who complains the most about "poor communications" is himself the prime cause of them.
- Good communications—like a river—start at the top and flow downward.
- Prince Philip, Consort to the Queen of England, will talk to **anybody**. Do you?
- Good communications is the ability to give and, to get, meaningful facts.
- Act calmly. Good news or bad.
- To pinpoint poor communications, talk to people at the bottom and work your way up.
- Gossip is not the same as communication. Neither is hearsay.
- When **giving** communication, the first rule is to put the person at ease.
- When getting communication, anticipate the natural fear of your authority.
- Those who instill fear in others by poor use of position or authority **may** get the facts but will **rarely** have communication.
- Tact — graciousness — consideration — courtesy; these are the hallmarks of the master of communication.
- An irritable communicator may have the **situation** well in hand but seldom **himself**.
- Command of language is the key to power.
- Ask your librarian for the six best books on communications. Then, read them.
- Communication insight? Ask your wife!



Ray Gerber receives plaque honoring him for 34 years of service to the Midwest GCA from Midwest president Dick Trevarthan.

Editorial

In the short time I have known Ray Gerber, I found that he is a dedicated, knowledgeable, fair, young at heart individual. For 34 years (he says it is 33½) he has not missed a meeting of the Midwest Association. In 1950, he served as president of the National Association and has been a bulwark of our profession since. His record should stand as an inspiration to all of us.

Turn the page and you will find the winning entry to the picture identification contest. It is also the only entry.

Answers:

- Top left - Hinsdale CC
- Top right - Silver Lake CC
- Bottom left - Edgewood Valley CC
- Bottom right - Hickory Hills CC

I won't print the superintendents names, it is too embarrassing.

The winner, by the way, is Bill Smart, from Newburgh, New York.

ANNOUNCING

A Brand New Contest.

5 Dollars — \$5 for the best cartoon each month.

I have been receiving considerable comment on pollution articles appearing in the **Bull Sheet**. Read, for instance, the letter from the Milwaukee Sewage Commission.

Dear Roger:

I read with interest the article on Phosphorus/carbon in the August, 1970, Bull Sheet. As you know, our organization has been involved in this phosphate detergent problem since detergents have been marketed. Your article was shown to our Chief Chemist, Mr. Larry Ernest, who sent me the enclosed paper that refutes some of the statements made in the Fact Sheets.

Although the arguments are loud and long from all sides, I thought you might be interested in the side opposite the Fertilizer and Detergent industries. With all the wild-eyed, self-proclaimed "ecologists" running around, it is difficult for anyone to get at the basic **facts**. Items taken out of context, misinterpreted, or omitted have polluted more peoples' thinking than DDT the soil or phosphorus the lakes.

It seems that there's a helluva lot more people with axes to grind than there are sharpening stones.

Sincerely,
James M. Latham, Jr.
Chief Field Agronomist
Turf Service Bureau

Although the text which Mr. Latham sent is too lengthy to print here, the following is its conclusion: "On the basis of the foregoing, the conclusion reached by most investigators previous to Kuentzel, is correct: that the reduction of phosphorus in effluents through curtailed use of detergents, or through tertiary treatment, will reduce significantly eutrophication of lakes, and will allow those already severely affected to begin their recovery through natural processes."

Another case of rebuttal came from Mr. Lewis of the Tuco Division of Upjohn.

Dear Roger:

I happened to notice in one of the articles in the May issue of the **Bull Sheet** that you were interested in the role of pesticides now and in the future.

I have taken the liberty of sending to you several reprints discussing the role of pesticides in our environmental system.

The benefits to the economic and social well being of the country and, in fact, to the world through the proper use of pesticides are well known to those of us associated with the industry, either from use such as a golf course superintendent or from the manufacturers' standpoint.

The challenge ahead for all of us is to be sure that the non-informed understands the role that properly used pesticides play in all related areas of agriculture. It takes a well planned agricultural management program which includes the use of pesticides to produce the quality of food and recreational facilities that we are accustomed to.

If you have any questions, please do not hesitate to contact either Don Maske or myself.

Sincerely yours,
Owen B. Lewis

Ed. note: The article **Ravaged Summer** in this issue is one of these reprints.

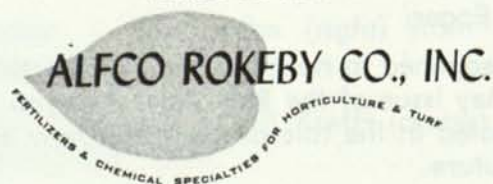
There are arguments on both sides of the pollution issue and it is easy to "slant" your thinking concentrating on one view. There must be some middle road to follow (sounds like a politician) which will best serve the world. Certainly the total banning of all pesticides is not the answer nor is unrestrained use. Strict control of the user would seem to be the solution. Licensed applicators and checks on the environment as to pollution levels would be a very strict control. All users could be informed of what materials could be used at what time very easily if they were licensed. For those of us in our profession, it means presenting ourselves as competent applicators.

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Shore Haven CC, Long Island, N. Y. Notice the surf coming in on the right of the picture.



Lost Dutchman CC. Very old club in gold mining area. Dead giveaway are the cribs in the lower left which once housed the gals who "entertained" the miners.



Missile Range CC. Pocks in center picture are short rounds from Souper Sam rockets.



Quan Lan CC., No. Viet Nam. Defoliant program only partially successful — note patchy areas in jungle.

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Ravaged Summer

It's the Natural Sequel to "Silent Spring"

THE New York Times, which devotes countless columns of space to chronicling air and water pollution, noisy jets and fish kills, recently and with some reluctance—the story appeared on page 59—saw fit to print a different kind of tale. Headlined "Suffolk Legislature to Fight an Infestation of Gypsy Moths," the dispatch provided a graphic account of "Long Island's invasion by red and blue polka-dotted gypsy moth caterpillars," which agricultural experts describe as the worst in a century. "We are in a state of emergency," cried one resident of Shirley. "Our children cannot go out. Our pools are finished for the summer. It's a question of survival—the caterpillars or us." Last week came word—on page 37 this time, in greater detail and with pictures—of "a double invasion by gypsy moths and canker-worms (which) has stripped trees, driven away picknickers and campers, and cause widespread concern in upper Westchester County and Western Connecticut." Many of the trees, the story continued, "are in their second leafless summer"; by the third year, "most will probably begin to show signs of permanent damage."

* * *

While the active agents are creatures of Mother Nature, the disaster that has befallen widespread areas of New York and Connecticut is strictly man-made. Thus, from The Times' story on Suffolk County, we learn—if we read far enough—that of the 25,000 acres "severely infested and in danger of defoliation," the state, against the bitter opposition of conservationists, has sprayed only "14,000 acres in areas of low population density," not with DDT, which it shuns, but with Sevin, a less effective, short-lived insecticide. In the northern part of New Jersey, which stopped the aerial spraying of DDT over a half-a-decade ago, the gypsy moth for the second straight year has damaged thousands of acres of woodland, and, to the consternation of local inhabitants, caused a mass migration of copperheads and rattlesnakes to lower, shadier ground. In one state after another to ban the pesticide—at least a dozen now have made the move—strange things, ranging from the slaughter of honeybees to the accidental loss of human life from highly toxic substitutes, have been happening. Indeed, throughout the U.S., which once could boast of stamping out the anopheles mosquito and its cargo of disease and death, lately have come reports of frightening outbreaks of malaria.

Though fragmentary and scattered, the evidence should give reasonable men pause. On far less convincing claims of damage to the environment and threats to heredity—for the most part, on little more than sweeping, unproved assertions—conservationists and ecologists have made great headway in persuading or coercing federal and state agencies, legislatures and courts to limit or prohibit the use of DDT and similar pesticides. Now, despite the alarming proliferation of signs that all is not well—that perhaps in their own way, they have upset the so-called balance of nature—such pressure groups are fanatically redoubling their efforts. Not content with what they have wrought, the Environmental Defense Fund, National Audubon Society, Sierra Club and other soul-mates of the late Rachel Carson have filed suit to compel the U.S. Department of Agriculture to suspend immediately the shipment of DDT in interstate commerce. If they succeed, their triumph will be shared not only by the gypsy moth, but also by the rednecked cane borer, climbing cutworm, carrot weevil, cabbage looper, onion maggot, darkling beetle, white grub and the rest of the estimated 210 insect pests for which, in most cases, DDT is the sole known means of control. The nation's farm and wood lands and food supply, not to mention health and welfare, contrariwise, might not recover. Win or lose on the issue, the nature-lovers already have left their mark on the landscape. In less than a decade, "Silent Spring" has spawned ravaged summer.

The mouse, to change the metaphor, has labored and brought forth a mountain. Since 1962, when the book appeared, its influence has spread far and wide. In 1966 a lawyer in Patchogue, L.I. (a stone's throw away from afflicted Shirley) sued to prevent the Suffolk County Mosquito Control Commission from employing DDT. The agency was enjoined from using the pesticide for two years, and, to the pleasure and profit of the gypsy moth, it has not done so since. A number of states, including California, Connecticut, New Jersey, New York and Wisconsin, have forbidden the use of DDT in whole or in part; the Labour Government in Britain and Socialist Sweden have done the same. Last fall, pursuant to recommendations of the Commission on Pesticides and Their Relation to Environmental Health, that DDT and DDD be eliminated within two years except "where essential to the preservation of human health and welfare . . .," the Department of Agriculture moved to

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end its use on tobacco, shade trees, in aquatic environments and in and around the home. Too little and too late, cried the Environmentalists; led by the successful litigant cited above, they have gone to court to seek an immediate nationwide ban.

The enormity of this demand—echoed editorially by The New York Times in disregard of its own news columns—must be viewed against the proper background. Since "Silent Spring," Barron's time and again has sought to debunk the extravagant charges and wild alarmism over DDT, which have gained spurious circulation in a "largely rigged market for ideas, where anti-capitalism is the rage and anything that smacks of it, no matter how outrageous or absurd, can count on an incredible longevity." Once a voice crying in the wilderness, we now have lots of company. Thus, the U.S. Department of Agriculture, in defending its moderate stand on DDT, cites such authorities as The President's Science Advisory Committee, the National Research Council-National Academy of Sciences, the aforementioned Commission on Pesticides and the Council on Environmental and Public Health of the American Medical Association.

Despite loud claims to the contrary, USDA flatly makes the following points. There have been instances in which DDT in lakes and streams has contributed to fish mortality; however, "we know of no reports of any endangerment of any species of fish as a result of the use of DDT." The same holds true of birds whose numbers (according to the Audubon Society's own count, and including the supposedly endangered robin) are constantly increasing. As to the alleged threat to mankind, USDA quotes a recent AMA finding that "the claim that DDT has a carcinogenic effect upon humans constitutes an unproved speculation." Moreover, there has been "no increase in the levels of DDT in human beings during the past decade," while "comprehensive studies of workers in DDT factories show no impairment of health attributable to occupational exposure to DDT."

Similar views have been expressed by the World Health Organization, which last summer stated: "DDT has been the main agent in eradicating malaria in countries whose populations total 550 million people, of having saved about five million lives and prevented 100 million illnesses in the first eight years of its use, of having recently reduced the annual malaria death-rate in India from 750,000 down to 1,500, and of having served at least two billion people in the world without causing the loss of a single life by poisoning from DDT alone." . . . "It is so safe that no symptoms have been observed among the spraymen or among the inhabitants of the spray areas, which numbered respectively 130,000 and 535 million at the peak of the campaign."

The perils of the substance are thus largely illusory; however the dangers of a ban, even limited in scope, are frighteningly real. In California and Arizona, beekeepers complain that toxic substitutes for DDT are wiping out their hives. Maine gave up DDT years ago; in 1967, when the spruce bud worm threatened to destroy its forests, the state hastily changed its mind. (At the urging of the Swedish

Board of Private Forestry, the National Poisons and Pesticides Board has granted forestry a one-year exemption from the general ban. Without DDT, officials feared, the large pine weevil would cause \$20 million worth of damage to trees and seedlings.) The alarming spread of the gypsy moth—which Harold Porter, president of the National Plant Board (an organization of state plant pest-control officials) blames squarely on the lack of DDT—lately has made headlines, not only in New York State but also in New Jersey, where the number of defoliated acres is mounting geometrically from 5,000 in 1968 to well over 100,000 this year, Pennsylvania and Virginia. All told, according to the Department of Agriculture, the gypsy moth in 1969 defoliated 260,000 acres of woodland, triple the number destroyed in 1968. This year's toll will be far worse.

Here, in official but graphic terms, is what's involved: "In their caterpillar form, gypsy moths strip the leaves from forest, shade and fruit trees, as well as ornamental shrubs. By defoliating forests, they increase fire and erosion hazards, adversely affect stream flow, reduce land and recreational values, and destroy wildlife habitats. Plant protection officials point out that a single defoliation has been known to kill white pines, spruce and hemlock. Two defoliations can kill most hardwoods."

What the Environmentalists are seeking would be a major disaster, both at home and abroad. To deny the product to such nations as India would constitute, in the words of one scientist, "an act of genocide." To ban DDT in this country as too dangerous, while permitting its export, would be a flagrant piece of hypocrisy, which could only trigger global ill-will. The physical dangers, finally, are frightening to behold. Thus, the World Health Organization points out that in Ceylon, which discontinued the spraying of DDT several years ago, "more than a million cases of malaria have reappeared." In this country, which thought it had wiped out the disease long ago, 1,559 cases were reported in the first 24 weeks of 1970, up 25% from 1969. As to food and fiber, a Special Review Group, comprising four noted entomologists, after a thoroughgoing scrutiny of current practices, concluded last month that DDT remains essential for most domestic crops; perhaps as a wry postscript, it added that there is no satisfactory substitute for DDT in the control of rattlesnakes in the Southwest U.S. "If we had to depend on nature," an eloquent lawmaker once said, "we would probably die of disease at a fairly early age, if we did not starve first."

* * *

By their fruits ye shall know them. Through their unbridled recklessness with facts and sheer irrationality—a triumph of superstition over science, one scholarly critic has averred—so-called conservationists and ecologists have poisoned the climate of opinion. Now willy-nilly they are threatening to unleash famine and pestilence upon their fellow citizens. ("It's a question of survival," cried the resident of Shirley, "the caterpillars or us.") They profess to preserve wildlife, defend the environment, befriend the earth. Their natural prey is civilized man.

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MIDWEST INSECT PROBLEMS

by Stanley Rachesky
Entomologist, University of Illinois

Fall has arrived and so has the **boxelder bug**. This is a red and black bug that loves to feed on the leaves and seed pods of boxelder trees. Any damage to the tree is very slight. However, what it doesn't do to the tree it does to man by being a plain ole' nuisance. It congregates in fantastic numbers and migrates to nearby buildings for winter protection. For control, removal of the seed-bearing boxelder tree would probably be the most helpful. For quick kill indoors use either dichlorvos 0.5% or pyrethrin 0.1% in oil and pick them up with a vacuum cleaner.

Another insect that inhabits the boxelder tree is called the **boxelder aphid**. This is a pale green, relatively hairy plant louse that will once in a while overpopulate a tree and cause some injury. Great quantities of honeydew secreted by the aphid covering sidewalks and anything else below causes a secondary problem. Aphids have great reproductive powers and damage to the trees are not caused by only a few of these insects but by their ability to multiply in great numbers in a short time. Control can be easily gained by treating the tree with Malathion.

The **eastern tent caterpillar** is another pest of boxelder and I thought I'd mention it here even though it's not a fall problem, but causes headaches in the spring of the year. The black, hairy caterpillars construct tents in the spring on the fork or tip of a branch. They'll use the tent for a house at night and leave it to feed during the day. This goes on for about 5-6 weeks. The adult is a moth that emerges in the early summer. About every 10 years it is found to occur in great abundance. There is only one generation produced per year.

This insect pest is usually kept under control by having natural enemies. However, if spraying is warranted Carbaryl (Sevin) or Malathion can be used. Sprays should be applied to the foliage when the worms are first noticed. Keep your eyes open next spring as this caterpillar is also found on black cherry, choke cherry, apple, elms, maples and oaks.

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Trees and Grass Used to Cut Noise

By the Associated Press

Washington

Scientists are adapting an old-tree planting technique used by farmers to protect fields and buildings in hopes of solving some of the country's noise pollution.

The Agriculture Department says a three-year study near completion indicates unwanted noise can be cut by as much as 65 percent if trees and grass are used as barriers.

Shelterbelts or rows of trees have been used for decades as protection from wind and storms along farm fence lines or around home and livestock areas.

Huge shelterbelts dating back to the early 1930's and before still are common, particularly in the plains states were too often all that stood between a farm house and the north pole were barbed wire fences.

Prof. David I. Cook, University of Nebraska, is heading the noise-abatement project, assisted by Dr. David F. Van Haverbeke, a United States Forest Service expert.

The scientists say the most effective noise-reducing results came from wide belts of taller trees, preferably evergreens for year 'round effectiveness.

Closely spaced trees help spread out or diffuse sound waves, thus cutting down their noise effects, they said.

"Professor Cook pointed out that excessive noise is a form of environmental pollution that is drawing increasing public attention," the department said.

The scientists hope to complete their study late this year and plan to furnish information leading to design and placement of tree barriers. The study will be made available to landscape architects and others who design plantings in both urban and rural areas.

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