



The Florida Green

FALL 1985

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SITE OF THE 57th ANNUAL
GCSAA CONFERENCE AND SHOW



Superintendent David Vaughn at Eastpointe Country Club in Palm Beach Gardens.

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The Florida Green

The Official Bulletin of the Florida Golf Course Superintendents Association

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ABOUT OUR COVER

A pair of gulls patrol San Francisco waterfront from Fisherman's Wharf to Hyde Street Pier. Highest rises on the skyline are from left, Telegraph Hill's Coit Tower, 1 Market Plaza (with antenna), #1 Embarcadero Center, the Transamerica Pyramid, the dark bulk of Bank of America Headquarters and (extreme right) a Russian Hill apartment tower. (photo by Michael Moe-son courtesy of San Francisco Convention & Visitors Bureau)



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NOTICE: All correspondence concerning business matters, circulation, editorial and advertising should be addressed to the Editor, P.O. Box 5958, Lake Worth, Fla. 33466. Opinions expressed by writers in by-lined editorials are not necessarily those of this publication. "The Florida Green" is published quarterly: the 1st of January, April, July, October. Closing date for advertising and copy is 45 days prior to publication. Not copyrighted. Please credit the author and "The Florida Green." All advertising and circulation matters should be addressed to Irene Jones, Assistant to the Editor, at the above address or telephone (305) 793-2497.

"Great golf starts with great maintenance!"

It applies to your course just as it does to the courses Jack Nicklaus has designed.

Jack Nicklaus may never play your course, but we can help you put your turf grass in just the condition he loves. Jack's been a spokesman for Par-Ex® fertilizers with IBDU® for many years. Par-Ex fertilizers are used on Muirfield Village Golf Club, his home course, as well as most of the other courses he has designed.

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To sum up, Par-Ex fertilizers with IBDU are safe. The response is controlled without regard to weather conditions. The efficiency and performance of Par-Ex is proven.

Contact a Par-Ex distributor and let him recommend a Par-Ex program for you.

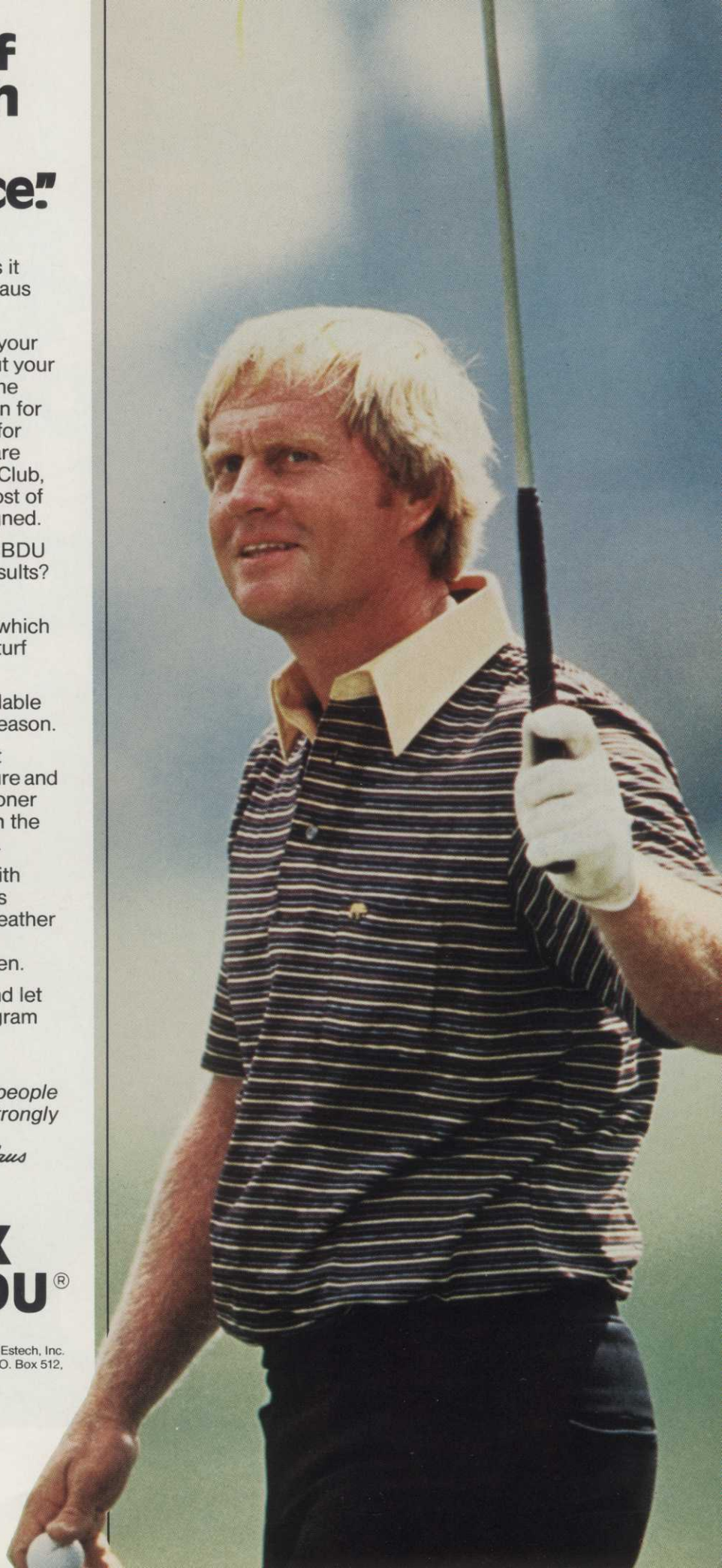
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Jack Nicklaus

PAR-EX with IBDU®

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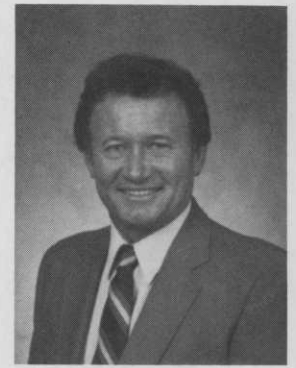
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President's Message

As stated in the Florida Golf Course Superintendents Association By-laws, the "Conduct of members shall be governed by the G.C.S.A.A. Code of Ethics."

Let's all take a few minutes to study this code.

"As a member of the FGCSA, I accept and fully agree to abide by this code and pledge myself to:

1. Recognize and discharge all my responsibilities and duties in such a fashion as to be a credit to this Association and profession.
2. Practice and insist upon sound business and turf management principles in exercising the responsibilities of my position.
3. Utilize every practicable opportunity to expand my professional knowledge, thereby improving myself and my profession.
4. Maintain the highest standards of personal conduct to reflect credit and add to the stature of the profession of golf course superintendency.
5. Base endorsements, either written or verbal by means of any medium, strictly upon satisfactory personal experiences within the item identified.
6. Refrain from encouraging or accepting considerations of any value without the express understanding of all parties that said consideration is available to all in similar circumstances, and that no actions shall be forthcoming as a result of acceptance.
7. Recognize and observe the highest standards of integrity in my relationship with fellow golf course superintendents and others associated with this profession and industry.
8. Assist my fellow superintendents in all ways consistent with my abilities, only when called upon to do so and with the incumbent superintendent's knowledge, participation and acceptance.
9. Abstain from the debasement of, or encroachment upon, the professional reputation, practice of employment of another superintendent.
10. Lend my support to, and actively participate in, the efforts of my local chapter and State Association to improve public understanding and recognition of the profession of golf course superintendency.
11. Abstain from any exploitation of my Association, industry or profession.
12. Present information and participate as a witness in all proceedings to which there exists evidence of a violation of this "Code of Ethics."

The dictionary describes ethical as "*having to do with moral standards, one's own character and conforming to the standards of conduct to a given profession.*" Having now studied our FGCSA code of ethics, it would certainly behoove us all to uphold and practice the values of our chosen code.

Recently an FGCSA Ethics Committee Chairman was selected and assigned to the responsibility of selecting a committee to study our code in great depth and, if necessary, re-write or re-phrase those items which may be interpreted into different meanings. ■

Jim Burrows

THE SCORES ARE IN... PALMER RYE IS #1

The tournament? Twenty-one different locations, from New York to California, from Minnesota to Mississippi. The contest was the USDA National Perennial Ryegrass Test. The competition was tough, but Palmer beat 27 other commercially available perennial ryes.

U.S.D.A. National Perennial Ryegrass Test

Variety	1984 Average, 21 Locations Turf Quality 1-9; 9 = Best	Variety	1984 Average, 21 Locations Turf Quality 1-9; 9 = Best
Palmer	5.9	Derby	5.5
Gator	5.9	Cowboy	5.4
Prelude	5.8	Dasher	5.4
Tara	5.8	Diplomat	5.3
Repell	5.7	Ovation	5.3
Citation II	5.7	Pennfine	5.3
Manhattan II	5.7	Regal	5.2
Premier	5.7	Delray	5.2
All Star	5.6	Barry	5.2
Blazer	5.6	Omega	5.2
Ranger	5.6	Elka	5.2
Birdie II	5.6	Manhattan	5.1
Fiesta	5.6	Citation	3.6
Yorktown II	5.6	Linn	
Pennant	5.5		
	5.5		

Test locations: Kingston, RI; Ithaca & Riverhead, NY; North Brunswick & Adelphia, NJ; Beltsville & Fairland, MD; Blacksburg & Springfield, VA; Lexington, KY; Mississippi State, MS; Ames, IA; St. Paul, MN; Lincoln, NB; Stillwater, OK; Fort Collins, CO; Everett & Puyallup, WA; Hubbard, OR; San Jose & Riverside, CA.

Palmer rye beat them in heat and drought. Beat them against brown patch and leaf spot. Palmer beat them with its overall outstanding performance and appearance! Just like the man it was named for, Palmer perennial ryegrass is a winner.

Grounds maintenance managers who know the score choose Palmer rye, because they know Palmer is number one for use on golf courses, athletic fields, cemeteries, parks and home lawns.

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Letters to the Editor

Dear Dan,

I would like to obtain 3 or 4 copies of the Fall 1984 issue of the Florida Green. I want a lot of my friends to see the article regarding the Sebastian Municipal golf course. Newt Krages is my son and I am quite proud of him. Please send me the copies if available and I will send you a check to cover the cost.

Sincerely,
Henry J. Krages

Dear Dan,

I am continually impressed with the Florida Green. It makes excellent reading and it is the only magazine I faithfully read. I particularly enjoyed "The Penalty of Leadership."

Best wishes to you and your organization.

With kindest regards,
James I. FitzGibbon
LESCO, Inc.

Dear Mr. Jones:

Enclosed is your plaque in recognition of your first place winning entry in the Foundation's 1984 Eckhoff Award contest.

We hope you will display it proudly, as we feel it represents a very noteworthy achievement.

Congratulations, and we look forward to seeing your entry in this year's contest.

Sincerely,
Joe Much
Executive Director
National Golf Foundation

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Dear Dan:

Congrats on the Tenth Anniversary of THE FLORIDA GREEN!!

It is said that it is difficult to reach the top and far more difficult to maintain such a lofty position. While I've faced neither predicament, I certainly admire the continued excellence of THE FLORIDA GREEN. That this continues under your direction in addition to your maintaining fine playing conditions, training students for careers in this fine field, being a major force in local, state and national associations, etc., borders on amazing.

Hoping that this note finds all going well for you and your family. Best wishes for the upcoming season.

Sincerely,
Brian M. Silva

Dear Dan:

For many years I have been the fortunate recipient of "The Florida Green" probably dating back prior to the time I served on the Executive Committee of GCSAA. At one time I was editor of our Oregon Superintendents publication and probably exchanged issues.

Your publication has progressed over the years to become one that you may very well be proud of. The articles are very interesting, the pictures excellent, advertising well done. It is no wonder that you have received a number of awards for excellence. You are to be congratulated for what you have accomplished.

Now, as to the purpose of this letter. Dan, I have retired after twenty-two years as a golf course superintendent. After a little bout with a heart problem last February, my doctor advised getting away from stress as much as possible so I retired this September just after hosting the LPGA tour and another major tournament. I still serve my association as treasurer and plan to keep close ties to my golfing associates. It costs you to publish and mail your publication. May I request that you drop me from your mailing list, not because I don't like the magazine, but because it is costing your association money to keep sending it to me.

My best wishes to you for the New Year and for the continued success of The Florida Green.

Sincerely,
Richard W. Malpass



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NEW CHIPCO[®] MOCAP[®] RUBS OUT GRUBS FASTER.

New CHIPCO[®] MOCAP[®] insecticide gives you the kind of grub control you need...control that's fast and effective.

CHIPCO MOCAP starts killing grubs as soon as you water it in. Other products take hours or days to work.

And all that time, grubs continue to feed, destroying your turf.

For best results, apply CHIPCO MOCAP before grubs start to feed—usually in August or early September. But if grubs get the jump on you, you can still take control quickly and effectively with fast-acting CHIPCO MOCAP.

And fast action is just part of the story. CHIPCO MOCAP gives effective control of a broad spectrum of grubs.

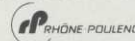
CHIPCO MOCAP KILLS OTHER TURF INSECTS, TOO.

CHIPCO MOCAP knocks out a broad range of surface insects, including chinchbug and sod webworm. And if nematodes or mole crickets are destroying your turf, you can destroy them, too, with CHIPCO MOCAP.

For the fastest, most effective control of grubs and other turf pests, include CHIPCO MOCAP in your turfgrass management program. CHIPCO

MOCAP from Rhône-Poulenc Inc., makers of CHIPCO[®] 26019 and CHIPCO[®] Ronstar[®], is a new addition to the CHIPCO line of fine products for turfgrass protection.

For more information write to Rhône-Poulenc, CHIPCO Department, P.O. Box 125, Monmouth Junction, NJ 08852



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San Francisco

**57th INTERNATIONAL
GOLF COURSE CONFERENCE & SHOW
Moscone Convention Center
January 27 - February 4, 1986**



San Francisco — Here We Come

San Francisco, "Everybody's Favorite City," will lend flavor to GCSAA's International Golf Course conference & Show — another "favorite," January 27-February 4, 1986.

California hasn't been the site for GCSAA's Conference & Show since January 25-30, 1981, in Anaheim. California may not have changed much since then but the Conference & Show has! Over the years GCSAA has taken giant strides to improve and expand upon the educational opportunities for this week-long event.

Consider that 92 hours of seminars were offered in 1981 — 336 hours are planned for San Francisco. That's a 365 percent increase. The Anaheim Conference offered 20 hours of educational sessions compared to the 76 hours (a 380 percent increase) scheduled for the 1986 Conference & Show.

The list of seminars is long, with something for everyone: Business law, disease identification, negotiating, golf course design, food and beverage management, computer applications, business writing, irrigation, nutrition, union labor relations, personal and managerial productivity, accounting, budgeting, insect pests, southern ornamental and turfgrass insects, and more. Nine new seminars will be included in the schedule for San Francisco:

Identification of Turfgrasses and Varietal Uses will be taught by Dr. Eliot Roberts of The Lawn Institute and Dr. Richard Hurley of Lofts Seed, Inc. In the seminar, the instructors will emphasize the importance of superintendents being expert in the identification of turfgrasses, themselves, as well as in the identification of real differences among varieties. A close familiarity with new improved cultivars will demonstrate how they can be expected to perform under varying conditions.

Effective Business Writing is a course for managers who want to add "polish" to their written communications. The instructor for this two-day seminar will cover such topics as organizing your ideas, the mechanics of writing; writing memos, letters, reports and proposals. Extensive hands-on practice of effective techniques is emphasized.

Advanced Computer Applications is the right seminar for superintendents who have personal computers or plan to buy one soon. Taught by the Oakland-based company, Computers Simplified, the seminar will help you learn to use your computer (which you may already use to run your irrigation system) for business applications such as budgeting, record keeping and writing letters.

Advanced Irrigation Systems Management will be an extension of GCSAA's popular seminar *Irrigation Equip-*

ment and Technology. Taught by Dave Davis of Buckner Sprinklers and Bill Speelman of Toro, this course promises to provide in-depth information on installation and troubleshooting of automated irrigation systems.

Insect Pests of Turf and Ornamentals I: Introduction to the Principles of Control will be the first in a series of seminars to be taught by Drs. Harry Niemczyk and David Nielsen of Ohio State University. Course content will include basic information about insect pests, their life cycles and their control.

Insect Pests of Turf and Ornamental Insects will be a short seminar of particular interest to turf managers who deal primarily with warm season insects. Dr. James Reinart of Texas A&M and Dr. Pat Cobb of Auburn will teach attendees to identify turfgrass and ornamental insects indigenous to the South as well as present control practices proven to be effective with these pests.

Business Communication and Assertiveness Techniques is offered for those managers who want to project the most professional image possible. Attendees to this seminar, taught by Dr. J. Stephen Hazel of the University of Kansas, will learn basic communication skills and how they can be applied to day-to-day employment situations.

The Assistant Superintendent: Functions and Responsibilities will be taught by Mary Rau, a management consultant from Lawrence, Kansas, and Bruce Williams, CGCS, a golf course superintendent from Highland Park, Illinois. The instructors will cover such topics as being creative, planning work, managing time, troubleshooting, decision making, communicating and motivating. These topics and principles will be applied to the specific duties of the assistant superintendent.

Business Law I is a course for the superintendent who wants to learn about the legal limitations he or she may be bound by in his or her job. The instructor during this two-day presentation will cover such areas as hiring new employees, firing unsatisfactory employees, liabilities on the golf course and implied and explicit contracts.

Educational sessions that are scheduled concurrently and often repeated will deal with such topics as golf course management, personal and professional improvement, the thinking superintendent, public golf operations, and international golf management.

The educational session entitled "Industry Update" will feature presentations by renowned architect Perry Dye of Dye Designs; Dr. Eliot C. Roberts, director of the Lawn Institute; Dr. Richard Hurley, vice president and director of research with Lofts Seed; and other equally distin-

(continued on page 16)

(continued from page 15)
guished industry leaders.

In the "Research Update" educational session, Dr. James Beard of Texas A&M will discuss genetic rooting potential; Dr. Robert Carrow with the University of Georgia will discuss compaction and irrigation scheduling; and Dr. Joseph Duich of Pennsylvania State University is scheduled to present information on putting green speed. In addition, Dr. C. Reed Funk of Rutgers University, Dr. Harry Niemczyk of Ohio State University, and Dr. Donald Short of the University of Florida will comment on developments in their specific areas of turfgrass research. Other nationally-known researchers will join the presentors to fully cover current research in the industry.

The session entitled "Executive Development" will feature Dr. William K. Gallagher, Director of Human Technology Incorporated. Dr. Gallagher is a gifted futurist and talented author and public speaker. His approach to the science of human technology has been cited in *Time* magazine, *Money* magazine, *USA Today* and the *Wall Street Journal*. In his four-hour presentation, he will speak on intuition development, memory skills, public speaking techniques and the power of using the right words in verbal communication. Attendees of this session will earn .5 CEUs applicable toward GCSAA Certification renewal.

Educational sessions and workshops will also be presented by the USGA Green Section, the Sports Turf Managers, the American Society of Golf Course Architects, and the National Golf Foundation.

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Also included in the week's activities is the Opening Session on Friday, January 31, keynoted by a nationally known speaker.

The Conference and Show also offers a social side beginning with the Golf Championships on January 27-28 in Palm Desert, Calif. The men's competition will be at the Palm Valley and Monterey Country Clubs. The women will play the Lakes Country Club. And, to bring the week to an end on a social note, the Annual Banquet and Show will be on Monday evening, February 3, and will feature the Old Tom Morris Award presentation to Patty Berg, founder and charter member of the LPGA. The evening will conclude with top-name entertainment. The Conference and Show also offers a program for spouses that includes a luncheon, tours, shopping trips, speaker presentations and the opportunity to attend the general educational sessions and trade show.

Changes, growth, opportunities? You bet! Growth depends on new knowledge and ideas, which GCSAA's Conference and Show will provide. The program is educational, entertaining, enjoyable and--most importantly--responsive to the needs of the turfgrass industry.

Why is the 57th International Golf Course Conference & Show so important to you? It is because you can:

- Join others in activities developed exclusively for golf course superintendents and others in the greens industry.
- Acquire knowledge that cannot be found elsewhere.
- Meet and share experiences with key people in your field.
- Keep abreast of rapid changes in the turfgrass and golf course industry.
- Increase your earning power by continuing your education.
- Socialize with your peers.
- Acquire skills and knowledge to do your job more effectively.
- Earn points toward recertification.
- Earn Continuing Education Units (CEUs).

And, that's not all. The premier event of the week is the three-day Trade Show where you can meet face to face with representatives of more than over 300 companies who will display their latest equipment and innovations. The time spent on the Trade Show floor will be well worth your while when you consider the amount of time and effort it would take for you to go door to door in your search for the newest products and services available in today's market.

To make this week-long event as affordable as possible, GCSAA has negotiated very reasonable room rates at 10 San Francisco hotels. In addition, up to 40 percent discounts off regular round-trip day coach fares will be offered by Delta and United airlines.

It's a program from which you'll walk away with hundreds of answers, ideas and contacts. Attend GCSAA's 57th International Golf Course Conference & Show in San Francisco. See for yourself why both the city and the event are considered "favorites." ■

"I Believe the Best One-Word Description of Gator is 'Great.'"



Fred Tucker, Superintendent
U.S. Homes Timber Pines
Retirement Community
Spring Hill, Florida

Fred Tucker is one of a growing group of Superintendents who knows he can rely on Gator turf-type perennial ryegrass to be dark green, cold tolerant, and have improved density as well as a low-growth habit.

While in every sense a premium ryegrass, Gator has an unusual background. It was developed by hybridizing dark green, heat tolerant premium varieties such as Derby and Regal with the denser, lower-growing European turf-type ryegrasses.

That's why Gator consistently produces leafy, medium-fine, dense, low-growing turf which performs well in full sun or medium shade and persists when cut at 3/16ths inch even during unusual cold spells.

Gator also has excellent wear tolerance and will blend beautifully with other quality ryegrasses.



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CRABGRASS OR GOOSEGRASS?

CONTROL BOTH

For your golf course, good crabgrass control just isn't good enough.

Because what may look like crabgrass might actually be goosegrass.

That's why so many superintendents now use the one pre-emergence herbicide that stops both, season-long: CHIPCO® RONSTAR® herbicide.

NOTHING BEATS RONSTAR HERBICIDE ON GRASSY WEEDS.

Other herbicides may take care of your crabgrass for you.

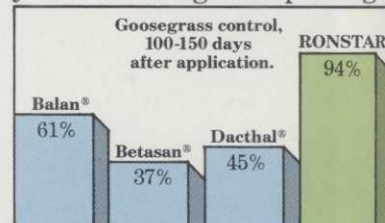
But when there's goosegrass on your course too, you need the added protection only RONSTAR can provide.

RONSTAR effectively controls crabgrass, and it's the unchallenged leader in goosegrass control, as the 9-year test summaries in the chart show clearly.

And RONSTAR gives excellent control season-long, regardless of weather, because it won't leach from the soil.

And since RONSTAR is highly selective, it won't weaken

your turf through root pruning.



Summary of 9 years of testing conducted by University Experiment Station and Rhône-Poulenc personnel.

IT'S SAFE ON ORNAMENTALS, TOO.

RONSTAR is so selective, it's safe not only on perennial bluegrass, perennial ryegrass, ber-



GOOSEGRASS OR CRABGRASS?

WITH RONSTAR.

HERBICIDE

mudagrass, tall fescue, zoysia and St. Augustine grass, but also on a broad range of ornamental plantings, ground covers and trees.

That means you can even use it all around the course and the clubhouse for excellent weed control.

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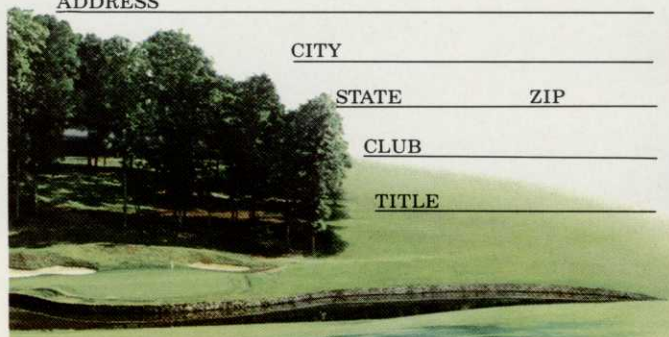
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Everybody's Favorite City: **SAN FRANCISCO**

By Irene Jones



By hosting nearly two-and-a-half million tourists, conventioners and business travellers each year, San Francisco earns its sobriquet "Everybody's Favorite City." Surrounded on three sides by the Pacific Ocean and San Francisco Bay, San Francisco's compact 47 square miles crowd the tip of the San Francisco Peninsula. "The City" with a population of 706,900 is the hub of the nine county Bay area and the gateway to the Pacific.

Never having visited California I decided to write to The San Francisco Visitors Bureau for their help and information for this article. Naturally I received page after page of travel pieces about things to do in "The City," so here for a change are some "suggested San Francisco don'ts:"

Don't pack a tropical wardrobe; the mercury hovers around 60 degrees even in summer.

Don't plan to diet; this city is the weight-watchers' Waterloo.

Don't call cable cars trolleys; they're powered by the moving steel cable you hear humming in the slot beneath your feet.

Don't dine at an authentic Japanese restaurant if you have a hole in your sock.

Don't board a public conveyance without 60¢ in change (\$1.00 for cable cars); the drivers don't make change.

Don't plan to go swimming in San Francisco Bay unless you're a member in good standing of the Polar Bear Club.

Don't go to Chinatown during the Chinese New Year Season (between mid-January and late February) if you have delicate eardrums. Year of the Ox 4683 on the lunar calendar coming up.

EVER RIDE A NATIONAL LANDMARK?

The recent \$60 million overhaul of San Francisco's "TRACK STARS" lasted 20 months as work crews installed new tracts, reconstructed the cable car barn and replaced drive machinery and components. Swept along by a tidal wave of civic pride, the CABLE CAR fleet returned on June 21, 1984. Twenty-eight "single-enders" ply the two Powell Street swoop loop. These vehicles, the only ones of their kind can be gasp-provoking when you're rounding a horseshoe-curve, even at 9½ mph. Count me in for this one!

WATER'S EDGE

San Francisco has been also called a "window on the world". The way the hills rise steeply out of a sparkling, island-studded bay is reminiscent of Hong Kong. At other times, when the harbor's a wind-whipped green, San Francisco assumes a Nordic look.



An indigo bay and peach blossom sky complement San Francisco's eastern skyline. Lighted clock tower lower left is the 19th century Ferry Building. Towering pyramid at right has been a local landmark since 1972. (photo by Mark Snyder courtesy of San Francisco Convention & Visitors Bureau)

The Marina, a forest of sailboat spars, and Fisherman's Wharf, where the fishing fleet ties up, could be scenes painted in Portofino or St. Tropez. This is the far eastern edge of the Orient. The western edge of the continent. A port of gold.

Fisherman's Wharf remains one of the city's singular tourist attractions. Dozens of seafood restaurants frame rows of colorfully painted and colorfully named fishing boats. During the crab season (mid-November through June) devotees line up for the best of the catch and a loaf of sourdough French bread from a nearby bakery. Dungeness crab, sourdough French bread and walkaway seafood cocktails are Fisherman's Wharf staples.

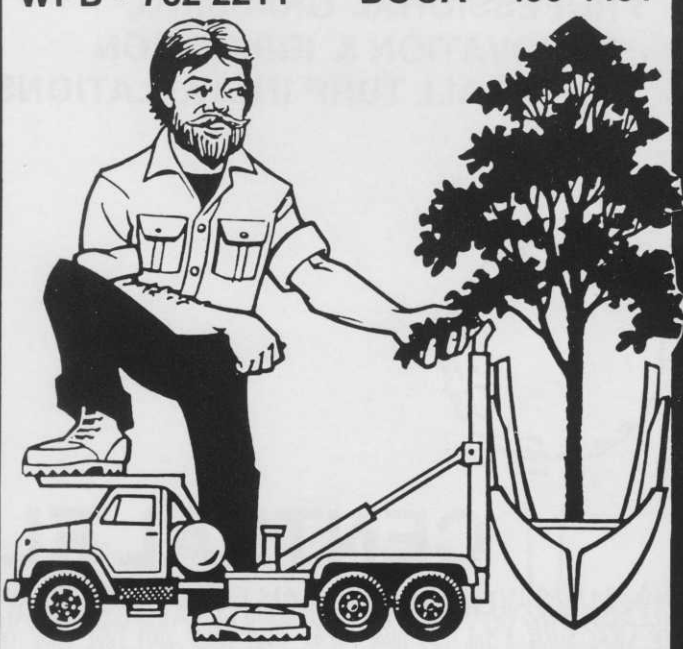
On Fisherman's Wharf one finds a living, working environment. It is an exciting place to visit because it is still very much a fishing port, even though the number of boats making this their base has diminished over the years. Thousands of tons of fish and the famed Fisherman's Wharf crab are still unloaded here each year. The catch is prepared for sale to markets and restaurants at the processing plants that line "Fish Alley," just behind Jefferson Street between Jones and Hyde. The best time to see the fishing industry in action is early in the morning. By 11:00 a.m. most of the day's work is finished for the fisherman and processors alike.

Nearly everyone wants to ride to Fisherman's Wharf in just one way ... aboard one of San Francisco's historic cable cars. But there are several other Municipal Railway routes that can take you directly to the Wharf from downtown San Francisco. The 32 Embarcadero runs
(continued on page 22)

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(continued from page 21)

along the waterfront from the Ferry Building at the foot of Market Street. The 15 Kearny leaves from Moscone Center, crosses Market at Third, and passes through Chinatown and North Beach. The 19 Polk and 47 Van Ness are good connections from the Civic Center area. Of course you can drive or take a taxi. There are a number of by-the-hour parking facilities at the Wharf and metered spaces on most streets. Before noon and after six p.m. parking is seldom a problem at Fisherman's Wharf.

The Wharf can be a base for exploring San Francisco. Fisherman's Wharf isn't just a great place to visit, it can be your home away from home. Some of the city's finest hotels are located right here so you can stay in comfortable accommodations right at the Wharf. Count me in for this one too!

GEORGE R. MOSCONE CONVENTION CENTER

The biggest production in the history of San Francisco's visitor industry, the \$126 million Moscone Convention Center will host The GCSAA's 57th Golf Course Conference & Show. Opened on December 2, 1981, the 650,000-square-foot convention facility is located on four blocks southeast of Union Square on an 11½-acre site bounded by Third, Howard, Fourth and Folsom Streets. It houses a 261,000-square-foot exhibit hall, the largest column-free structure of its kind in the U.S.; 41 meeting rooms seating from 30 to 3,200 people; a 30,000-square-foot ballroom, and accommodates 20,000 special events patrons theater-style. The Center underwent extensive modifications to conform to the needs of the July 16-20, 1984 Democratic National Convention. It faces the two-square-block Yerba Buena Gardens site slated for development into a lavishly landscaped greensward with cultural, recreational

and shopping attractions.

With the spacious and modern George R. Moscone Convention Center as its setting GCSAA's 57th International Golf Course Conference and Show on January 27-February 4, 1986 promises to be bigger and better than ever before. The show will offer more educational opportunities than any confluence to date. A brief outline includes:

- Twenty-seven seminar courses
- Twelve concurrent educational sessions
- Two and a half day trade show
- Sports Turf Managers Education Conference
- Golf Course Builders of American Education Conference
- American Society of Golf Course Architects Education Conference
- USGA Green Section Education conference
- National Golf Foundation Workshop

Other special events scheduled are:

- Prayer Breakfast
- Opening Session with keynote address by a nationally known personality
- GCSAA annual membership meeting
- Banquet & Show with Old Tom Morris Award presentation and top name entertainment
- Four-day spouse program

GCSAA members should have already received The Early Bird advance registration and information by now. I would urge you to take advantage of this early registration because it will save you time as well as money. Discounts made available through GCSAA Membership will be offered.

(continued on page 23)

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(continued from page 23)

and Hyde St. Pier's flotilla of vintage coastal vessels. Send a stamped, self-addressed envelope marked GA to the SFCVB, P.O. Box 6977, San Francisco, CA 94101 for complete details.

ALAMO SQUARE: A PHOTOGENIC THICKET OF VICTORIANS

A great part of San Francisco was built between 1850 and 1900 when Victorian architecture was in flower. Some 14,000 residential examples remain, about half of which have been maintained or restored. This survival statistic is astonishing when you consider that 514 blocks went up in flame in the wake of the 1906 earthquake. Endangered specimens have been put within the reach of preservation-minded buyers and out of the path of urban renewal.

In fact, saving Victorians has become a thriving enterprise here. Quite a few of the new entrepreneurs have set up shop as exterior paint consultants. One company, Victoriana, runs a millworking shop turning out 150 patterns of moldings and trim to insure authenticity of restoration.

Locally, there are three basic designs — Italianate, Queen Anne and Stick, or Eastlake. Italianate, in great vogue between 1850 and 1875, is characterized by bays whose side windows slant inward, pipe-stem columns flanking the front door and flat crowns. Queen Annes, patterned after a style popular in England in the 1860's are marked by rounded corners, hooded domes, sinister-looking windows and the use of shingles as siding. Stick, or Eastlake, all but indistinguishable from Italianate, stems from the 1880's and offers such esoteric clues as chamfered corners on pillars, strips, incised decoration and horseshoe arches.

The San Francisco Convention and Visitors Bureau has charted a 6½ mile car tour of the cream of the Pacific Heights-Western Addition of homes; this area is not "strolling terrain." Walkers should confine themselves to the Pacific Heights and Union Street areas. The 1600 to 2200 blocks of Union are best explored on foot because of their many intriguing alleys and boutique-bordered backyards.

Ask for the San Francisco Convention & Visitors Bureau's supplemental list of VICTORIANS WHERE YOU CAN EAT and VICTORIANS WHERE YOU CAN SHOP. There are also Victorians you can visit as well as Victorians where you can stay such as Bed and Breakfast Inn, 4 Charlton Court. Here you will find nine guest rooms in a pair of 1873 and 1896 Victorians overlooking a one-time milk-wagon loading yard off Union Street's 1900 block. The Monte Cristo, located at 600 Presidio Avenue, offers 14 rooms in an 1875 Victorian. Since Dan's favorite pastime is not visiting architectural heritage locations I'm hoping that the four-day spouse program will offer a tour of some Victorians. It sounds like a natural event for a ladies tour.

In conclusion I'm starting to think about plans for our trip to San Francisco ... this is due to the fact that in past years I have not been a very good "trip planner." Good being defined in this case as "organized." So as of now I

have a goal to pre-think some items in order that Dan and I may calmly and confidently depart from West Palm Beach on January 28, 1986. Not only will I pre-pack, I will put *all* the luggage beside the front door the night before. (Last year when we went to Washington Dan's assistant Tim barely made it back to the airport with our garment bags, which I left neatly hung up in the closet.)

Looking down at "Beeper," our fluffy gray cat, dozing at my feet, I'm already making a mental note to make some arrangements for him. He doesn't even know he is an animal because he usually just travels with us to Grandmom's house, etc. ... this time he will have to just face the fact.

Cheryl is eighteen now, a senior in high school, so there will have to be a family conference about her plans. I would like for her to go with us but I realize that she has obligations to meet in other areas. (Each vacation, trip or outing that we take as a family I get very nostalgic thinking that maybe this will be our last family event before she leaves for college.)

As soon as the "Early Bird" advance registration arrives I vow to fill out all the forms and make out all the checks, place all the calls to airlines and so forth ... actually if I were to be completely honest at this point I would admit to the fact that I am a terrible traveler because: number 1, I'm not completely comfortable with flying ... number 2, my bed and pillow are completely comfortable ... number 3, our home is located in a quiet wooded area (we usually end up with the room next to "people who party") ... and number 4, everything I need for my health, convenience and happiness is here at home.

Actually though I will push through everything by January 28, 1986 and I will have a great time at the conference ... seeing old friends ... touring San Francisco ... and supporting Dan in his profession. And if I were to choose between going to the San Francisco Convention and going camping I would definitely choose the convention. ■

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The San Francisco Convention & Visitors Bureau innovated this public service in 1967. Last year the system logged over 27,000 calls.

In 1980, it went international. If English is not your best language, you can get the message in four others: French (391-2003), German (391-2004), Spanish (391-2122) and Japanese (391-2101).

To take advantage of San Francisco's tele-itinerary from outside of the Bay Area, dial area code 415 first. ■

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PATTY BERG Receives Old Tom Morris Award

Floridian Patty Berg, a member of the World Golf Hall of Fame and a founder and charter member of the Ladies Professional Golf Association (LPGA), will be the recipient of GCSAA's prestigious Old Tom Morris Award in 1986.

GCSAA's highest honor will be bestowed on the superstar of women's golf at the Banquet signaling the end of the 57th annual International Golf Course Conference and Show, January 27-February 4, in San Francisco.

The award is presented to individuals who, through a continuing, lifetime commitment to the game of golf, have helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris, the game's first superstar.

Berg, who helped found and became a charter member of the LPGA in 1950, remains to this day one of the most important ambassadors for women's golf. She was the LPGA's first president, in 1951, and was one of the four original inductees into the LPGA Hall of Fame.

Winner of the 1938 U.S. Amateur, Berg claimed over 80 titles after turning professional in 1940. Her 41 LPGA titles from 1950-1962 are bettered by only five players in the Tour's 35-year history. She twice accumulated six victories in a season (1953, 1956) to lead the Tour. Berg also led the WPGA Tour, the LPGA's predecessor, with three victories in both 1948 and 1949.

While winning tournaments, Berg was also the Tour money leader three times in four years (1954, 1956, 1957) and captured three of the first four Vare Trophy awards (1953, 1955, 1956).



Patty Berg

Patty's personal honors and achievements also are numerous. In addition to her induction in the LPGA Hall of Fame, she has been voted membership in the Women's Sports Hall of Fame as well as the World Golf Hall of Fame.

A three-time winner of the Associated Press Athlete of the Year Award, Berg was named the 1963 Bob Jones honoree presented by the USGA to recognize a person who emulates the sportsmanship of the award's namesake.

The National Golf Foundation has added Berg's name to its honor rolls on three occasions, voting her the Joe Graffis Award in 1975 and the Herb Graffis Award in 1981 in addition to naming her an NGF honorary consultant in 1983.

Berg also holds the 1975 Ben Hogan Award given annually by the Golf Writers Association of America. She has authored three books on golf and in 1976 became the first woman to receive the Humanitarian Sports Award from the United Cerebral Palsy Foundation.

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Finally, the LPGA established the Patty Berg Award in 1978 to be granted to a person for outstanding contributions to women's golf. Despite hip surgery in 1980, Berg continues to be active, promoting the game and working with children.

"One purpose of our coveted Old Tom Morris Award," said GCSAA President Eugene D. Baston, CGCS, "is to help identify golf course superintendents with the true heritage and traditional founding of the game. Patty Berg indeed has contributed immensely to our sport and industry. We honor Patty Berg as we present her with our award — and she in turn honors us by accepting it.

GCSAA established the Old Tom Morris Award in 1983. The first recipient was Arnold Palmer. Bob Hope was the second. In 1985, the honor went to former United States President Gerald Ford. ■

Dinah! Is There Anyone Finah!

To present the "Old Tom" Morris Award that is ... Dinah Shore (herself an accomplished golfer) has accepted the invitation from GCSAA to present Patty Berg with this prestigious and unique award at the closing banquet for the GCSAA's 1986 International Conference & Show in San Francisco, CA.

This will be the fourth time the GCSAA has presented the "Old Tom" Morris Award. It is presented to, in the words of The Golf Course Superintendent's Association of America, "That individual who, through a continuing, selfless commitment to the game of golf, has helped to further the welfare of the game in a manner and style exemplified by "Old Tom" Morris."

Patty Berg as this year's recipient will join a small group of the world's truly great golfers who have been given this international award. The first "Old Tom" Morris Award was presented to Arnold Daniel Palmer at the GCSAA's 1983 International Turfgrass Conference & Show in Atlanta, GA. Palmer in turn presented the award to Bob Hope at the closing banquet of the Las Vegas 1984 Conference. On that memorable night Hope re-marked, "I knew Arnie was here; I saw his tractor parked outside." President Gerald Ford was chosen to receive the third "Old Tom Morris Award in 1985, the presentation was made during the Washington, D.C. Conference & Show.

Patty Berg will become the fourth recipient of the "Old Tom" Morris award, while at the same time though, she will be a first. Patty will be the first woman to be so honored and there could be no finer lady than Dinah Shore to make this presentation.

Editor's Note' See related story on page 26. ■

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CABLE CARS

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Ever ride a national landmark?

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The city's right-out-of-the-Smithsonian cable cars were named a national historic landmark in February, 1964 by the U.S. Interior Department's National Park Service. It couldn't have happened to a happier institution.

The only vehicles of their kind in the world today are over a century old. The city celebrated their 100th birthday with a 10-day jubilee in August, 1973.

In September, 1982 it was obliged to put them in mothballs. Engineering studies showed that after 109 years of service the motorless carriages' propulsion system had deteriorated beyond repair. To rebuild it would cost \$60 million and take, at best, 20 months.

When it became known that the cable cars' survival was at stake sympathizers all over the world sent in contributions to save them. San Franciscans raised \$10 million from the private sector to qualify for public funding. The federal government provided \$46.5 millions and the state \$3.6 million.

Residents and commuters paid an additional price: Nearly two years of bone-jarring traffic disruption. In an operation likened to open heart surgery, nine miles and 69 blocks of street were torn up section by section to make way for new cables, tracks, turntables and utility lines. Meanwhile, the "Toonervilles" themselves were renovated.

Finally, in mid-1984, the ordeal was over. Crowds line the tracks; bands played; helicopters hovered; TV cameras whirred. At noon a thunderous cheer went up as, bells clanging, banners and bunting flying, the jaunty centenarians paraded into another century of service.

Before they could make their comeback, the cable cars' control center at Washington and Mason Streets also had to be rebuilt. The building's circa 1907 red brick walls and distinctive smokestack were preserved, its roof, interior and machinery replaced.

The Cable Car Museum, Powerhouse and Car Barn, as it's officially known, contains the complicated winding gear which plays out and reels in the cable cars' lifelines — 11 miles of wrapped steel "rope" 1 3/8 inches in diameter — at a steady 9 1/2 miles per hour. The barn also houses three vintage cable cars, including the original launched in 1873; scale models of some of the 57 types of cable cars which once operated in the city, and other memorabilia. From its mezzanine gallery, visitors can look down on the great throbbing winders which thread the cable through big figure 8's and back into the system via slack-absorbing tension racks. From a new, glass-enclosed room below decks, they can watch the cable passing through saucer-like sheaves to the streets. Visiting hours are from 10 a.m. to 6 p.m. daily, free.

Forty cable cars are stabled in the barn — 28 of the "single-enders" which ply the two Powell Street routes and 12 of the "double-enders" which serve California Street. The former have one set of grips and are reversed on turntables; the latter have grips fore and aft, permitting them to move in either direction. One token green and cream "single-ender" remains in service. The rest have been repainted burgundy with gold, ivory and blue accents.

At the height of the summer season the cables emanating from the Washington-Mason plant haul up to 26 motorless carriages at one time. The fleet carries 12 1/2 million passengers a year, over 60 percent of whom are tourists. The cars seat 35 and have a capacity of from 70 to 80 — hypothetically, that is, because San Franciscans have long looked upon their uncommon carriers as elastic.

To make a cloud-hopper go, the celestial navigator, or gripman, as he's commonly called, pulls back on a lever which closes a pincer-like "grip" on the endless cable

(continued on page 30)

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At the foot of San Francisco's Hyde Street, ocean-going liners and tugs pass within a stone's throw of the city's trademark cable cars. The rolling museum piece is bound for its turntable at Victorian Park. The SS Arcadia is bound for her berth at the Embarcadero. In the background is Alcatraz. (photo by Ted Needam courtesy of San Francisco Convention & Visitors Bureau)

(continued from page 28)

kept constantly moving in its slot 18 inches below the street. Wherever the car lines cross, the gripman must "drop rope" and coast across; otherwise he'll tie up another line. He also tends the hand brake and foot brake and dings the brass bell. The conductor has to collect fares, make change and issue transfers, usually in sardine-like conditions, and lends a hand with the rear truck brake on the steeper grades. It's strenuous work.

As the operators of the nation's only moving landmarks, cable car gripmen and conductors constitute something of an elite corps among public transit personnel. Seventy-one percent of those who returned after the shutdown are veterans of the system. Quite a few have become local institutions in their own right, demonstrating a flair for showmanship and a special brand of badinage for the out-of-town trade.

To some space age skeptics, 9½ miles and hour may not seem like a breathtaking speed. But anyone who's taken a 90-degree turn or plunged down a near-perpendicular hill at that clip knows it can be positively gasp-provoking. Otherwise, cable car conductors wouldn't feel obliged to holler, "Curve. Hold on!" and "Heeeeere we go!" at nose-dive time.

The grade is 17 percent where the Powell Street cars plummet over the brink of Nob Hill at California Street and even steeper — 21 percent — along the Hyde Street line between Chestnut and Lombard. There's no real cause for trepidation, though. The cable cars have three braking devices, the most conclusive of which drives three pieces of steel into the cable slot and may have to be dislodged by a welding crew if applied.

There's no better way of sampling San Francisco's sweeping vistas than by cable car. The Powell-Mason line leads from the corner of Powell and Market Streets in the heart of the shopping district up over Nob Hill and down again into the colorful hubbub of Fisherman's Wharf. The Powell-Hyde line — the most spectacular from the standpoint of vertical and lateral "zigzags" — runs from the same downtown intersection up over Nob and Russian Hills to its turntable in Victorian Park on the northern waterfront. San Francisco's Maritime Museum, a flotilla of historic exhibition ships and The Cannery and Ghirardelli Square shopping-restaurant complexes are less than a block away. The midtown route, stretching from the foot of California Street in the financial district to Van Ness Avenue, cuts through Chinatown and breasts Nob Hill.

The cable cars are part of the Municipal Railway's 700-mile public transit network. A ride on a rolling museum piece costs \$1. The fare on Muni motorcoaches, trolley buses and LRVs is 60¢. Passengers transferring to a cable car pay a 40¢ supplement. The cables hum from 6 a.m. until 1 a.m.

Mrs. O'Leary's cow is blamed for the Chicago fire of 1871. The sad plight of some overworked horses is said to have inspired the invention of the cable car. The inventor was Andrew S. Hallidie, a London-born engineer and metal rope manufacturer. In 1869 Hallidie reportedly came upon a team of four struggling to haul a heavily-loaded

horsecar up a steep San Francisco street. One horse slipped on the rain-slick cobbles, and the car rolled back, dragging the four beasts behind it. Hallidie vowed to put a stop to this kind of cruelty.

"Hallidie's Folly" made its maiden run four years later at 5 a.m. on August 1, 1873 from the top of Clay Street down Nob Hill's precipitous east side. The town was asleep. But a crowd witnessed the first public descent that afternoon. As one flummoxed onlooker is reputed to have exclaimed, "The damned thing worked!" It worked so well that by 1880 there were eight lines operating along 122 miles of cable in San Francisco, and the quaint contraptions were to be found in many other large cities.

San Francisco's beloved thingamabobs have had their ups and downs, figuratively as well as literally. There have been repeated moves to abolish the cable cars and replace them with more economical motor coaches, each frustrated by an indignant populace. The last major clash with the efficiency experts came in 1947 when a resolute Citizens' Committee was mobilized under the leadership of Mrs. Friedel Klussmann to "Save the Cable Cars" and did.

As substantiated by the system's \$60 million rehabilitation, the toy trams' future is now secure. A proviso guaranteeing perpetuation of the three existing cable car lines was written into the City Charter in 1955. This mandate can be neither revoked nor amended without the approval of a majority of San Francisco's voters.

And who but a Scrooge would ballot to banish them? ■

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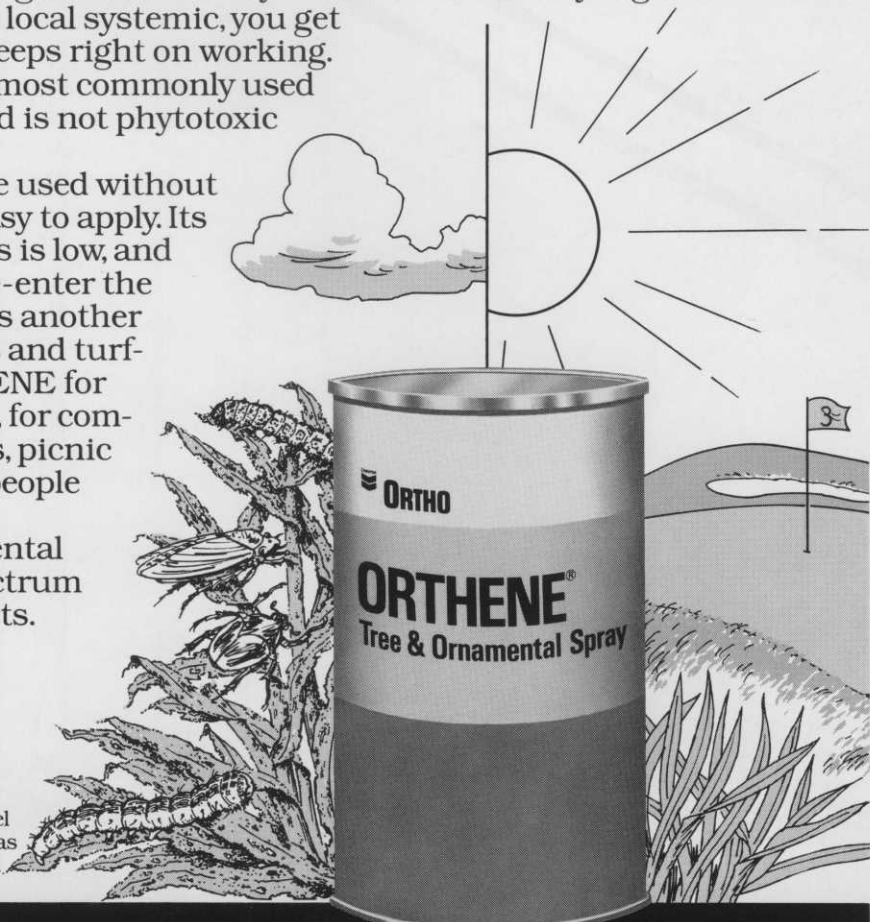
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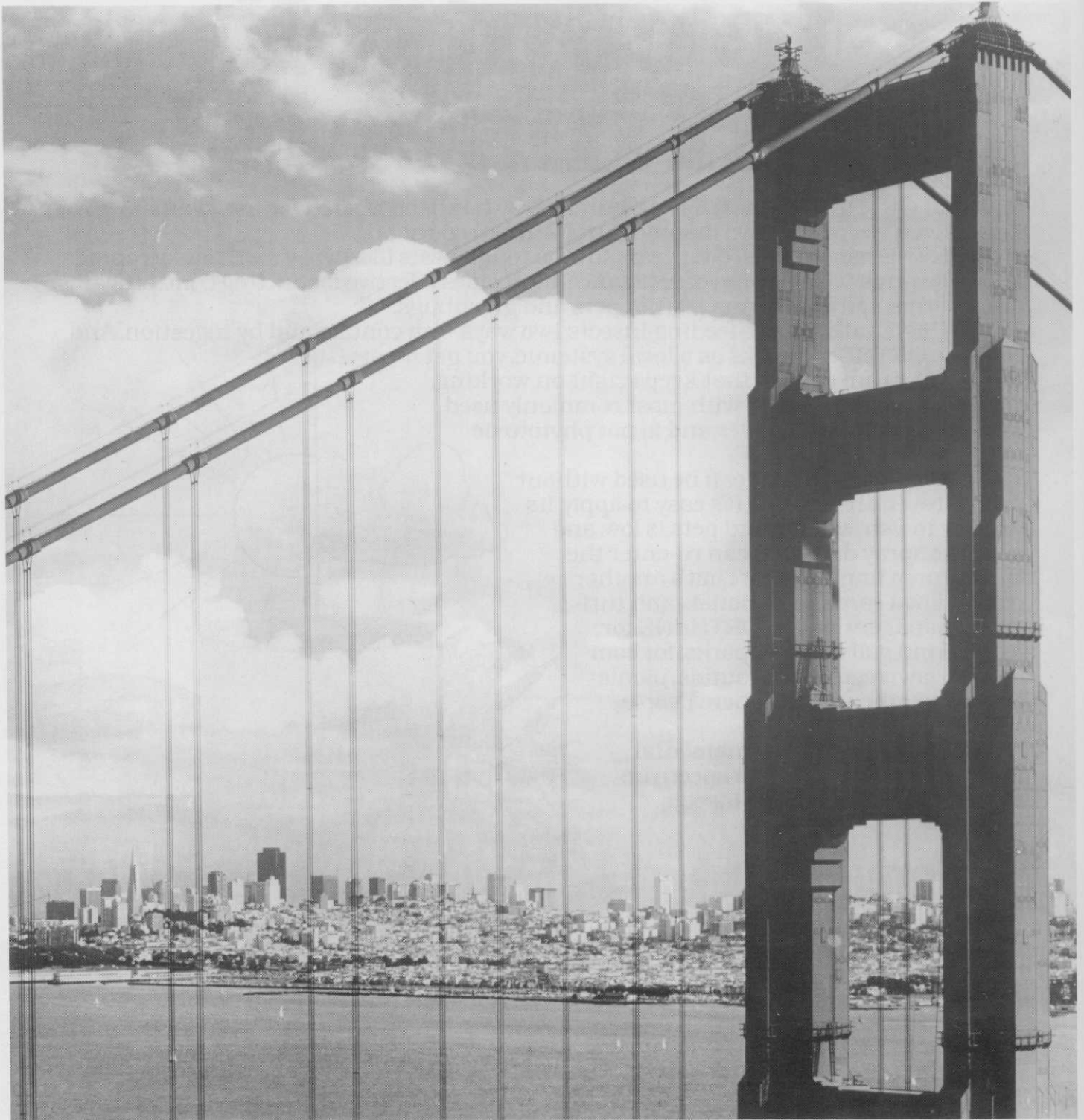


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The Golden Handcuff

THE CITY, as all of us who grew up within a 500-mile radius call it, does get to you.

"You know what it is?" John Steinbeck said of San Francisco. "It's a golden handcuff with the key thrown away."



San Francisco skyline seen through the red-orange superstructure of the golden Gate Bridge. Highest rises are the new Transamerica Corporation pyramid and the monolithic black marble Bank of America World Headquarters. Span visible behind Telegraph Hill (far left) is the San Francisco-Oakland Bay Bridge. (photo by Sandor Balatoni courtesy of San Francisco Convention & Visitors Bureau)

"If you're alive," William Saroyan exulted, "you can't be bored in San Francisco."

As budding writers from small California towns, both Pulitzer Prize winners beat the keys in lighthearted penury in Baghdad-by-the-Bay.

So did I. And when I came back eight years and an odyssey later, I felt the same thrill I did as a kid at the sight of The City. From the plane it looked disconcertingly small after Tokyo and London. But San Francisco's 47 square miles are as urbane as any in the world.

It's the shape they take that's so felicitous. The City's slender pedestal is serrated by 40 hills. Their ups and downs are second nature to me now, but the views they unfold are a never-ending delight. Streets drop steeply away to blue splashes of bay. Cable cars breast panoramic peaks. Ferries, bridges, islands and headlands look back on a diaphanous skyline.

Suddenly the seawashed city vanishes, mirage-like, in a blanket of summer fog ... rematerializing moments later with tendrils of mist flying from its turrets.

The fogs that flirt with the northern California coast hid its incomparable harbor from two centuries of European seafarers. It remained for a Spanish army expedition from Mexico to discover San Francisco Bay while searching for Monterey in 1769. The first colonizing party arrived from Sonora, 1,500 miles to the south, in March of 1776. The presidio and mission they founded on the southern shore of the Golden Gate predate the U.S. Declaration of Independence.

With the discovery of gold in the nearby Sierra foothills in 1848, the sleepy settlement of Yerba Buena sprang almost overnight into a heterogenous city, never passing through the provincial town stage. In the ensuing year, 40,000 fortune-hunters poured in, peopling the port with men of all colors, customs and accents. Thus a precocious maverick was born.

San Francisco has been called many things — cocky, capricious, permissive, narcissistic — but never common-place.

The Barbary Coast's most precious legacy wasn't gold

but an ebullient liberalism. It created a climate where ethnic individuality thrives. Europeans find San Francisco curiously Continental. Asians look upon it as a home away from home. The City embraces not one but two Chinatowns, a Japanese quarter known as *Nihonmachi*, a Little Italy and a Spanish-accented Mission District. It has over 2,500 restaurants of every culinary persuasion, 37 foreign-language newspapers and a police force practiced to the point of *ennui* in staging dragon parades.

The *joie de vivre* Saroyan celebrated in 1940 in "The Time of Your Life" is as operational as ever. How, indeed, can anyone be bored in a place where string quartets share sidewalk space with flower stalls? Where you can ride a National Historic Landmark over homegrown alps to a Sicilian fishing harbor and feast on fresh Dungeness crab? Where you can walk across the Pacific (on the Golden Gate Bridge), ruminate in a redwood grove in the center of the financial district (behind the spectacular 853-foot tall Transamerica Pyramid) and island-hop on an inland sea?

Even its streets are unconventional. They slant at 31.5 degree angles, serpentine, tunnel, turn into steps, dead-end in leafy culs-de-sac and wear calligraphy signs. But don't turn in your car keys, because there are some as flat as Wichita's.

For the first-time visitor, sightseeing buses and the 49 Mile Scenic Drive provide quick familiarity courses. The latter is well marked with blue-white-and-orange seagull signs and well mapped by the San Francisco Convention and Visitors Bureau. The route takes in Civic Center, the shopping-theater district, Chinatown, Nob Hill, North Beach, Telegraph Hill, Northern Waterfront, Marina, Palace of Fine Arts, Presidio, Sea Cliff, Palace of the Legion of Honor, Ocean Beach, Zoo, Golden Gate Park, Twin Peaks, Mission Dolores, Embarcadero and financial district, among other things.

For an overview of where you've been, pick a skyroom. San Francisco has 10 serving everything from brunch to nightcaps. They're perched at altitudes up to 779 feet above sea level atop the Bank of America headquarters building and the Holiday Inn - Union Square, Hyatt on Union Square, Hyatt Regency, Fairmont, Mark Hopkins, San Francisco Hilton, St. Francis (two) and Sir Francis Drake hotels.

(continued on page 34)



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(continued from page 33)

Your next best move is to put on comfortable shoes.

This is a great walking town, not only because it's so compact, but because there's a fizz in the air that acts as an energy additive.

"Square One" in San Francisco is Union Square, a formally landscaped plaza surrounded by grand hotels, smart stores and airline offices. On the square's Stockton Street side you'll discover Maiden Lane. A lurid red-light district in the long-ago, this chic, sycamore-shaded pedestrianway betrays not a hint of its bawdy past.

Turn left at Grant Avenue. You'll see a dragon-ornamented arch up ahead. This is the front door to the biggest oriental enclave outside of Asia. Chinatown covers 24 square blocks and is the ethnic capital of Americans of Chinese descent, over 100,000 of whom make their homes in San Francisco. Its hundreds of restaurants range from gourmet palaces to *deem sum* (pastry-encrusted snacks) parlors, its wares from exquisite art objects to inexpensive souvenirs. A perennial street pageant, Chinatown is in full fete during its midwinter (between mid-January and March) Chinese New Year celebration. So is the emergent Chinese quarter in the 400 to 700 blocks of Clement Street in San Francisco's Richmond District.

At the north end of Chinatown, where Grant intersects Columbus Avenue and Broadway, you come to the Italian border. A left turn on Columbus puts you into the *pasta-panettone* belt. Like most San Francisco neigh-

borhoods, this, too, is redolent with restaurants. If you're in a picnic mood, pop into a delicatessen, then take your *salami, frittata, provolone, prosciutto, mortadella, galantina*, or whatever up the street to Washington Square, the *paesani's piazza*. The lacy-spired church opposite is Saints Peter and Paul. Keep an eye out for the No. 39 "Coit" bus headed downhill on Union Street. It stops below Stockton Street and will carry you to the top of Telegraph Hill, a famous four-way observation area, for a 60¢ fare. When you've had your fill of sea and city-gazing, stroll down Telegraph Hill Drive to the first flight of steps on your left. It will lead you down past cliff dwellings, hanging gardens and a wooden "castle," Julius' restaurant, into the heart of the local Montmartre. Follow Montgomery Street right for one block, Union Street right for one block and Kearny Street left for two blocks to The Steps. At the bottom you'll find yourself alongside North Beach's most popular people-watching pew, Enrico's sidewalk cafe, in the center of the nightlife quarter. It's a short taxi or bus ride (No. 15 on Kearny or No. 30 on Stockton) back downtown.

Stationed at Union Square again with \$1 in hand, board any upbound Powell Street cable car and ask for a transfer. Get off at California Street and walk up to Mason. You're on the brow of Nob Hill, the plateau named for the 19th-century nabobs whose mansions dominated it. One such bastion, the 1886 brownstone built by silver baron James Flood at 1000 California, survives as the ultra-exclusive Pacific Union Club. The P-U's neighbors include the largest Gothic structure in the West, Grace (Episcopal) Cathedral; four eminent luxury hotels (Fairmont, Huntington, Mark Hopkins, Stanford Court), and some of The City's swankiest gourmet haunts (Alexis, Fourfou's, Le Club, L'Etoile).

If you turn right past the Fairmont's porte cochere, it's only a three-block walk down Mason to San Francisco's one-of-kind Cable Car Barn. Here you can observe the improbable machinery which keeps the motorless museum-pieces in motion. Using your transfer, catch a No. 60 cable car in front of the Car Barn and roller-coast over Russian Hill to Aquatic Park. There's enough going on along this stretch of bayfront to keep you diverted for days. Fanning out around the Victorian cable car gazebo are Ghirardelli Square, a multi-level miscellany of shops, restaurants, galleries, theaters and open air cafes ensconced in an old brick chocolate factory; the Maritime Museum, a repository of ship relics and sea lore; Hyde Street Pier with its flotilla of early California vessels; The Cannery, another recycled commercial keepsake honey-combed with eating-shopping-entertainment enticements; the Wine Museum of San Francisco; Fisherman's Wharf with its boat basin, bayview restaurants and seafood vendors, and a floating museum, the 19th-century square-rigger *Balcultha*. Boats depart from Piers 41 and 43 for Alcatraz (call 415-546-2800 for information), Angel Island, Tiburon and bay sightseeing, and helicopters take off for fly-overs of the port. Two blocks up Taylor Street, next to a diversified import emporium called Cost Plus, is the turntable for the No. 59 cable car. It will sweep you over Nob Hill to the center of The City.

As you can see, San Francisco's a cinch to explore on two feet and four bits. The Convention and Visitors

(continued on page 35)



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(continued from page 34)

Bureau publishes a *San Francisco Visitors Map* and a *Public Transportation to Points of Interest* flier. Write to them at P.O. Box 6977, San Francisco, California 94101 — or stop in at their Visitor Information Center adjacent to the Powell-Market cable car terminus. They also have a day-and-night phone number for events information: (415) 391-2000.

Before setting out, add these attractions to your checklist.

- Pier 39, a village-style specialty center of weathered timbers extending 1,000-feet into the bay just east of Fisherman's Wharf.

- Embarcadero Center, the new financial district focal point at the foot of Market Street.

- *Nihonmachi* with its mini-Ginza and five-acre Japan Center, Post-Buchanan Streets.

- Cow Hollow's gingerbread Victorian shopping mews, 1600-2200 Union Street.

- Golden Gate Park's Music Concourse framed by the Japanese Tea Garden, Asian Art Museum, M.H. de Young Museum and California Academy of Sciences containing Steinhart Aquarium and Morrison Planetarium.

- Two architectural dazzlers — the ultra-modern St. Mary's Cathedral (an amalgam of design by Pier Luigi Nervi, Pietro Belluschi, Richard Lippold, and others) and the Sheraton-Palace Hotel's ornately elegant Garden Court.

THERE ARE 4.8 million people in the Bay Area, 400,000 of whom commute into The City to work. On weekends San Franciscans climb into resortwear and reverse the

(continued on page 36)



San Francisco's Chinatown has a photogenic front door. The gateway to the West's biggest Chinese settlement is guarded by temple dogs and roofed with green, glazed tiles surmounted by ocher dragons. Ornamental materials for the \$75,000 structure, which frames Grant Avenue at Bush Street, were made by Taiwan artisans and presented to the city by the Republic of China. (photo by Craig Buchanan courtesy of San Francisco Convention & Visitors Bureau)

traffic pattern.

They look upon Marin County as the "Mediterranean" side of the bay. Sausalito, just north of the Golden Gate, is as picturesque as Portofino and as crowded on weekends. Its rustic houses cascade down steep slopes. Its shops and restaurants hug the waterfront. Its winding, wooded streets look down on a thicket of masts and a colony of houseboats. The ferry crossing from San Francisco takes 30 minutes, the drive across the Golden Gate Bridge about 20.

Muir Woods is less than 10 miles northwest of Sausalito. This shadowy redwood stand is part of the Golden Gate National Recreation Area which, in conjunction with Point Reyes National Seashore, comprises a federal protectorate of 100,000 magnificent Marin coastal acres. Call the National Park Service, 556-2920, for information.

Tiburon, eight miles around Richardson Bay, is another charmer. A blend of Cape Cod and early California, the village consists of a one-block Main Street, yacht club and a cluster of open-deck restaurants. It's built around a cove sheltered by villa-studded hills. Launches link Tiburon with Angel Island, 10 minutes across Raccoon Strait, and Fisherman's Wharf, 30 minutes across the bay.

Two of the world's longest marine structures, the 8.25 mile San Francisco-Oakland Bay Bridge and the 3.6 mile Bay Area Rapid Transit (BART) tube, connect The City with the metropolitan East Bay counties of Alameda and Contra Costa.

Jack London Square is behind the Oakland Estuary's amazing metamorphosis from mud hen to mermaid. Oakland's waterfront at the foot of Broadway has come into its own as a retail-restaurant complex. The treasure here is Heinhold's First and Last Chance Saloon. Practically everything in this historic shack of ship's timbers lists from over 100 years of roisterous conviviality. The San Francisco-born author Jack London was a regular at Heinhold's in his days as an East Bay oyster pirate. So were Robert Louis Stevenson and other writers of this period.

The Square is abutted on the south by Jack London Village. Architecturally, this maze of boutiques, bistros and boardwalks borrows from New England and Alaska's Klondike. Skiffs, ketches, tugs and cargoliners are part of the passing parade.

Six blocks east of the Square is Bret Harte Boardwalk, a Victorian row of garden shops and eating spots named for the noted Gold Rush narrator who lived nearby in the 1850's. The Boardwalk is in the 500 block of Fifth Street. The Oakland Museum, a world-acclaimed masterpiece and a handsome showcase of Californiana, is a short distance away at 1000 Oak Street.

Sleek, air-conditioned and automated BART trains will whisk you under the bay to within two blocks of the University of California at Berkeley. Though 29,000 students attend this educational Goliath, its 178-acre campus has the feeling of a small college town. Don't miss the splendid University Art Museum at 2626 Bancroft Way. A guide at the Student Union Visitor Desk, Bancroft and Telegraph Avenue, will point the way.

The Peninsula south of San Francisco — sparsely populated and beachstrewn on the ocean, heavily suburban on the bay — has blossomed into a family fun area. Its big recreational attractions are Marine World/Africa USA, a 60-acre wildlife and exhibition complex at Redwood City, and Marriott's Great America, a theme park covering 200 acres at Santa Clara. Midway between them at Palo Alto is the beautiful Stanford University campus, oak-dappled and Romanesque.

— By Marge Booker

Reprinted from *The Rotarian*, revised 6/83.

San Francisco for the Asking

Ask us anything about San Francisco. At the VISITOR INFORMATION CENTER our multi-lingual staff will be happy to answer and provide the information you need to enjoy The City to its fullest. Just drop by and see us on the lower level of Hallidie Plaza at Market and Powell Streets. We're easy to find. And we're there to help.

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A New Role for Management

These changes in attitude will mean a brighter future for management, asserts David B. McCall, chairman of the board of a major advertising agency:

1) Leave people alone to do their jobs. Businesses often make a fetish of imposing layers of control upon people who are capable of working autonomously.

2) Make great products and great profits will follow. Too often, troubled companies pronounce, "We're going to improve the bottom line!" and ignore other aspects of performance.

3) Management should serve not rule, the organization. Bosses who have a habit of referring to workers as "my people" should start appreciating the achievements of subordinates in their own right.

4) The most knowledgeable people should steer the organization. A seat of power comprised of "bean counters" is fine for an organization that counts beans. But car people should head a car company and scientists should head a scientific research company.

5) Encourage positive nonconformity. An appraisal system that gives cookiecutter people the highest marks will only find weaknesses and ignore strengths.

6) Small is beautiful. The small-company modus operandi, by which each member takes responsibility for his own actions, should continue to prevail no matter how large a firm becomes. ■

Four Traits of the Super Supervisor

Technical expertise alone does not make a good supervisor. According to effectiveness expert Robert Patchin, supervisors must have four personal traits in order to get the most from their workers:

1) Candor — If people don't view the boss as trustworthy, they will clam up and become uncooperative. A supervisor who is perceived as less than honest might seem to be working in his own interests rather than the company's.

2) Consistency — Any sign of favoritism quickly destroys the boss' credibility and influence. Particularly where discipline is concerned, fairness is all-important.

3) Accessibility — "It is comforting to know that your boss is available if you have a question or get into trouble," Patchin advises. But an open-door policy is not enough, nor is mere physical presence. Bosses who are always around may still have a problem with what Patchin calls "mental inaccessibility": they are unsympa-

thetic or only pretend to listen. Workers who receive a curt or uninterested response tend to stop coming back.

4) Personal competence — Although today's boss would be hard put to learn all the subordinates' jobs, he must know enough about their work to recognize good performance when he sees it. He should also be able to provide information, choose materials and secure additional help for special problems. "Today," argues Patchin, "it's more productive to see yourself as the expeditor, not as the boss." ■

"It takes less time to do a thing right than to explain why you did it wrong." — Longfellow


Lofts Holds Field Day

Bound Brook, NJ — Lofts Inc. recently held its Annual Field Day at its Martinville, NJ research farm. Over 150 guests included landscape architects, landscapers, park managers, county agricultural agents, automated lawn dealers, university researchers and members of the press.

Rutgers University's Drs. Henry Indyk and C. Reed Funk opened the program with talks on the uses and availability of turf-type perennial ryegrasses. Dr. Al J. Turgeon of Tru-Green in Ohio spoke on pesticides and the environment. Dr. Richard Hurley, Lofts Director of Research, discussed total turf renovation, while Ms. Maria Cinque of Long Island spoke on the diagnosis of turf problems.

A question-and-answer period was followed by a picnic lunch, after which the program concluded with a tour of Lofts' research facilities. More than 3,000 test plots are currently in use for the evaluation of turf performance under varying conditions, which include various degrees of shade.

Lofts Field Day is an annual event held in late spring or early summer. Its purpose is to promote professionalism within the turfgrass industry, and to help keep industry members informed of the latest developments. To receive advance notification of next year's Field Day, contact Lofts Inc., Chimney Rock Road, Bound Brook, NJ 08805, telephone (201) 356-8700. ■



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Watching Your Tees & Q's



By: Bud White
Southeastern Director
USGA Green Section

Winter Traffic

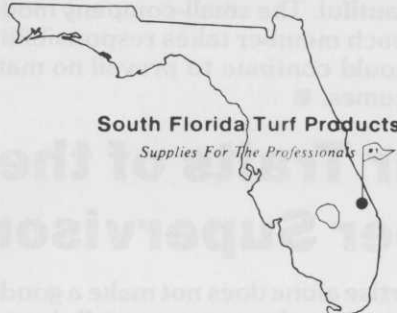
As play begins to back up on Florida golf courses this winter, clubs should be aware of the potential problems and hazards from this increased concentration of traffic. Many golf courses in Florida over the last several years have experienced significant browning of tees and fairways from the heavy amounts of traffic and colder periods during the winter months. Those golf courses which have restricted the traffic to the rough areas or significantly limited traffic to the rough areas have seen much better playing conditions on the fairways throughout the year.

The closer height of cut on the tees and fairways reduces the grass's ability to withstand heavier traffic during times of the year when growth is limited. This is due primarily to a lesser leaf area index of the grass and thus the grass has a reduced ability to grow, manufacture food and provide a greater cushion to the traffic itself. The higher height of cut in the roughs allows the bermudagrass to better withstand these heavier amounts of traffic during times of reduced growth. Also, the roughs are out of the immediate play areas and any damage that may occur from golf cart traffic in the rough areas would very much reduce the effects of the overall playing conditions on the course. By removing the traffic in the fairways, golfers greatly reduce the soil compaction that ultimately occurs.

The one drawback with restricting golf cart traffic to the roughs is the significant wear and compaction that develops in the immediate rough area adjacent the fairway. This 10 to 15 ft. wide band which supports the majority of traffic will require one to two extra aerifications per year in the late spring and mid-summer to offset the additional traffic imposed. If the extra aerification program is established in these areas, along with additional fertilization with a complete fertilizer, then excellent turf health will be maintained in these areas, but the increased aerification frequency in these areas will not inconvenience the golfers.

Make your golfing membership aware of the potential damage that can be imposed by golf cart traffic, and how helpful they can be to the golf course by restricting their golf cart traffic to out-of-play areas. Once these limited

access programs to fairways have been in place for about a year, the entire golfing membership will realize the benefits through improved playing conditions on the fairways. If this program can be successful for the first year, then the golfing membership will be supportive of the idea because of these improved playing conditions throughout the year. In closing, remember — the fairways, tees, tee shoulders and green perimeters are no place for concentrated golf cart traffic at any time of the year, but especially during the winter when we experience reduced or no growth of the bermudagrass. Education of the golfers is the key! ■



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South Florida Sunshine

Two-Way Radios on the Golf Course

By: Robert Klitz

The two-way radio is one of the most beneficial pieces of equipment used in a golf course operation. For an 18 hole course, six hand held radios and one base station will maintain a thorough communications system that can assist the entire golf operation.

The hand-held radios prove most beneficial to the starter, ranger, pro shop, irrigation foreman, assistant superintendent, and superintendent. The base station can be set up in the maintenance facilities so the mechanics, employees, and guests can locate the superintendent and other key personnel.

At Inverrary Country Club two-way radios have received a great deal of use and have proven to be extremely beneficial over the years.

One of the two-way radios most important benefits is enabling problems to be more easily worked out throughout the day by communicating over the airways. Travel time between employees and supervisors is eliminated, thus creating an increase in productivity. Equipment down time is reduced when a mechanic is immediately made aware of a breakdown instead of receiving word of the problem through face to face communication. The mechanic can also be notified of the symptoms of the breakdown and possibly offer advice to repair the problem in the field, thus saving time for everyone involved.

The pro shop can also benefit by enabling the starter to fill in any openings on the schedule that occur from no shows, cancellations, or other scheduling changes. This in turn would benefit the golfer who is on a waiting list for a tee time or has had a time change. Golfers also benefit when information for a tournament ruling is needed from the pro shop or when a golfer must be located to be given an urgent message. Radios also save valuable time when an emergency arises, such as an injury or accident in which medical attention is needed immediately.

One of the greatest disadvantages of the two-way radios is their costly repair bills. Although these radios can withstand some abuse, several bounces off a maintenance vehicle can result in extensive repairs. Another disadvantage is the irritation that develops when communicators on similar frequencies or atmospheric conditions cause radio conversations to become disrupted, distorted, and filled with static. Frustration can also develop through improper use of the radio. An operator must understand how to physically operate the radio, how to pronounce and enunciate words properly, and to avoid interrupting other people who are engaged in a conversation.

At this time hand-held radios, are about the size of a pack of cigarettes, they cost approximately \$1500.00 including the charger. Multiply that figure by seven and the total cost is roughly \$10,000.

Although \$10,000 will initially take a healthy bite out of the budget of an 18 Hole operation, two-way radios are an investment that will pay for themselves throughout the years. Through proper care and handling they can increase the productivity and effectiveness of a golf course operation from the prop shop to the maintenance facility. ■

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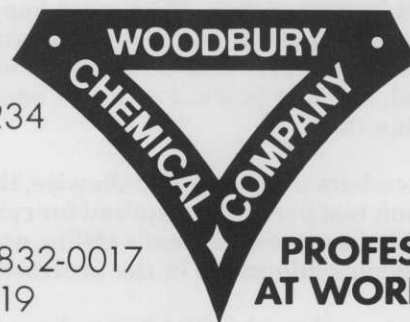
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Putting more "beef" in CGCS title:

Certification for Superintendents: Ego Trip or Educational Milestone?

Members of the Golf Course Superintendents Association of America have been kicking certification around since 1971 when the Association began the voluntary testing program. The question appears to be coming to a head.

Most members contacted by Weeds Trees & Turf are glad that it is.

Several years ago the GCSAA, reacting to criticism of its certification procedures began an ambitious program (apologies to Wendy's) to put more "beef" into the designation "CGCS" (Certified Golf Course Superintendent). Much of the criticism aimed at certification has been directed at its most basic purpose — education. A sizable number of superintendents do not feel the present certification process appreciably advances the primary goal of the GCSAA which is after all, the continued education of its members in the profession.

"In the past certification just hasn't been any big deal," a veteran superintendent at an Illinois course notes. "I think it has been kind of an ego thing because at the average 18-hole course it just isn't going to make any difference to the green's chairman right now."

Another in Pennsylvania adds that the ultimate test of a superintendent's value is his performance on the job. "Let others judge you on the merits of your performance. It can be readily seen in your course rather than a title."

REAL VALUE

Other superintendents have wondered aloud about the value of the CGCS designation. "The certification is really just a label," another says. "The most important thing of this whole process is starting young superintendents off in the right direction, and, I don't want to sound too critical, but certification as it has been, just isn't accomplishing that."

Many GCSAA members obviously feel likewise, that the six-hour open book test presently required for certification isn't a fair test of a superintendent's ability, nor does it appreciably advance education in the profession.

While a significant number of GCSAA members (about 517 at this writing) feel it worthwhile to carry the CGCS designation, a large number of superintendents do not. The GCSAA currently numbers about 5,800 members, maybe 3,000 of them Class A members and eligible for certification.

"Some people feel that if we have 20 or 25 percent of our eligible members certified that that number isn't so good," Donald Hearn, chairman of the GCSAA Education Committee, says. "I'm not so certain that 20 is the right number or 70 percent. The only thing I'm fairly certain is that it shouldn't be 100 percent."

Also fairly certain, becoming certified in the near future is going to be more difficult, hopefully, more valuable.

After several years of study the GCSAA Certification Committee came up with a long range renovation of the certification process. In a nutshell, it calls for the implementation of closed-book examinations in 1988, and the additional requirements of one-year of college or the completion of an equivalent GCSAA continuing education program by 1989, and a minimum of a two-year associate's level degree or completion of the GCSAA continuing education program by 1994. There are other provisions, including the requirement of a 12 month internship under a qualified CGCS member. This could become mandatory for certification beginning in 1997.

Those GCSAA members who are certified prior to the changes will be exempt from the new requirements. The committee purposely set changes far enough into the future to allow all present superintendents time to become certified prior to the changes.

PLAN APPROVED

For the most part, efforts of the GCSAA Certification Committee are being applauded by association members.

"I think what the committee is doing is worthwhile and I think it will add to the profession if they upgrade the standards," Bob Senseman, the 33 year old superintendent of Ripling River Resort, Welches, Or, says "I think a lot of people really haven't bothered with it because they didn't think it was valuable, but the nature of being a superintendent is changing and more and more guys are coming into this profession with bachelors and masters degrees."

Bill Peel at Lake Charles, La, holds a degree in agronomy from Texas A&M and becoming certified is part of his career plans. "It certainly could enhance a superintendent's prestige with their club," he feels.

"Certification may be the most important program GCSAA has to offer the membership," says Michael T.

(continued on page 44)

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(continued from page 42)

Saffel in Sheridan, Wy. "The plan of the certification committee has my general support. They are aware of the needs of the present membership and have addressed our future needs. Educational requirements, exemption, performance verification and internship are important if we are to advance our profession."

Dave Duren at Palmetto Dunes Resort, Hilton Head Island, SC, feels efforts to upgrade certification "should have been started a long time ago."

I think what they're doing is right and I think it's going to weigh heavily in hiring decisions in the future.

Prospective employers will know that you've put in a lot of study and work to be certified," he adds.

But serious work remains to be done with the GCSAA certification renovation. Superintendents should let GCSAA management or the certification committee know their ideas.

OPEN BOOK

Jon Scott of the Grand Traverse Resort Village in Michigan feels the GCSAA committee is on the right track but should study the 1988 closed-book requirement more thoroughly. "There isn't a superintendent alive that shouldn't be able to calibrate a spray rig or fertilizer spreader without looking in a book," he notes. "You've got to know how to do these things. But sections like the GCSAA history and by-laws, maybe that should be open book." Scott also notes the requirement calling for an oncourse inspection by a fellow superintendent (this requirement went into effect late in 1984) might become "a real touchy issue." although he doesn't see a better way to measure a superintendent's performance.

"It is difficult to perform an evaluation of another superintendent's work without some prejudice, usually positive. However, if CGCS is to be a realistic measure of one's performance and potential as a golf course superintendent, then past and present job quality must be recognized as a weighing factor," Scott says.

Education Committee Chairman Hearn is aware the new

certification program is going to need some tinkering with and he insists his committee is open to suggestions.

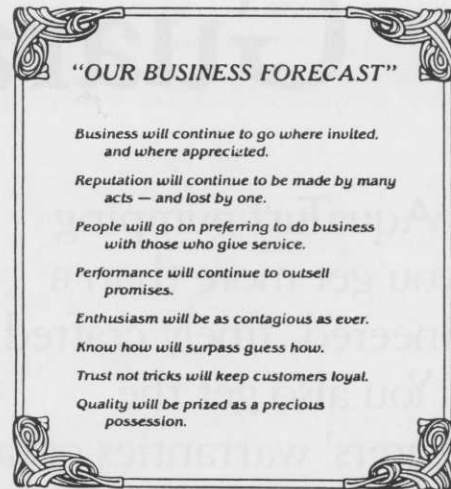
"We've gone ahead with what we've felt comfortable with but we're willing to make changes," he says. "We were involved with four or five drafts before we came up with the final draft and we've already had changes in the final draft. My suspicion is that there will be some more changes."

Even so Hearn doesn't expect the issue of certification to be enthusiastically embraced by all superintendents.

"No matter what kind of a program we set up there is going to be some people who feel like they don't need it and there will be some people who don't," he says. "But I don't think we should exclude the others who want certification."

In a related footnote, a GCSAA sponsored survey shows that a majority of superintendents prefer the title golf course manager to golf course superintendent. One thing is clear — superintendents are very aware of an increasing need to be viewed as the professionals they are — from the agronomic methods they use to the titles they use. ■

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By **EDDIE SNIPES**
Selva Marina Country Club



Time Better Spent

Supervising people and running back and forth between the clubhouse, maintenance facility and golf pro shop can become a real headache. Satisfying questions with personal appearances can put excessive mileage on your truck and yourself in the course of a day. If your job is giving you the feeling that to be everywhere at once is the only way to get things done, then relax!

Two-way radios on the golf course are proving themselves as the ultimate time saver. Time spent running back to the maintenance building to get a project underway or some detail taken care of can be solved by the push of a radio mike. Although radio systems on the golf course can be very expensive, depending on size and number of portable units in the field, their value is more than paid for in a relatively short time.

Here are a few ways that radios can effectively be used in day to day golf course operation:

1. Save down time on equipment by letting service manager know what is wrong with a piece of equipment and where it is located.
2. Can monitor irrigation repairs more efficiently.

3. Improvement of overall security of club, golf, etc.
4. Faster and more accurate delegation of crew duties.
5. Able to be aware of total club operations for the day by listening to other departments.
6. Emergency situations — initiate calling of ambulance rescue team from field, etc.
7. Aid to stranded golfers with broken carts.

Two-way radios must be used as a time saving tool for your job and not as a play thing. Proper etiquette with your radios is a must. Be selective in giving out your portable radios and make sure your personnel know how to use them correctly. The amount of time that is saved by some form of radio system was the overwhelming *positive* response from superintendents that had two-way radios in North Florida.

Whether you are at a big resort course or a small private facility, look into radio communications for your operation needs. It will enable you to have time saved and time better spent. ■

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Electronic Communication

By: Todd Miller
Tequesta Country Club

The use of extensive electronic communication systems are rapidly increasing in popularity in golf course maintenance operations. These systems can vary from one way telephone activated beepers, to large UHF and VHF base stations linked with hand held portable radios and beepers.

The extensiveness of a system varies on the size, scope and terrain of a particular operation. Mariner Sands Country Club is an example of where an extensive communication system is essential. They have a 36 hole golf facility, where few holes are visible from one another, a large landscape maintenance operation, an in house security staff and a construction department. Supervision of an operation this expansive would be extremely difficult without electronic communication. Mariner Sand's system consists of two separate VHF base stations, one servicing golf and landscape maintenance and the other for security and construction departments. Hand held portables are carried by department heads and key personnel in each department. Each portable radio and base station is equipped with two frequencies allowing interdepartment communication without radio chatter from other departments or by pushing a switch, cross department communication is allowed.

Electronic communication can be an effective tool on most any golf course, regardless of size. A small 18 hole facility with many holes visible from one another may not need electronic communication for supervision's sake, but any club can use it for irrigation repair work, summoning a mechanic to repair broken equipment on the course and contacting the superintendent for instructions or for emergencies. The size of the communication system will vary by the size of the facility and what the club can afford. Modern VHF and UHF systems can vary in price from several hundred dollars for portables, to several thousand dollars for base stations, portables and beepers.

Radio technology has advanced tremendously in the last decade. The days of walkie talkies on citizen's band frequencies with voice distortion and constant interference by others are gone. Today's "portables" have excellent voice quality and work on UHF and VHF frequencies, which virtually eliminates interference from other radio users. Technology is also reducing the size of portables, there are sets on the market now roughly the

size of a cigarette pack with the same range and features of much larger hand held units. Most modern systems are available in both UHF and VHF. While some clubs in our area are using UHF systems, VHF is by far the most popular. Statistically UHF systems have superior range over VHF but UHF has difficulty working through pine trees.

Pine needles are approximately the same length as the UHF wave length and tend to absorb the signal. This generally makes UHF a poor choice in this part of Florida. Clubs in our area using VHF systems report an effective range of 2 to 4 miles, depending on weather.

The need and effectiveness of an electronic communication system is highly dependent on interpersonal or "face to face" communication. The more effective a manager is in giving instructions before a job begins reduces the need for radio communication during the operation. Radios can become a poor substitute for face to face communication. Radio messages are too easily misunderstood, not to mention that hand gestures, drawings and other visual aids cannot be used on radio.

A golf course superintendent is generally a very difficult person to get in touch with, either in person or on the telephone. When calling a superintendent you usually get the same message, "he's out on the golf course. I don't know when he will be back in," or possibly no answer at all. Other superintendents know why this occurs but most professional business people consider this lack of communication intolerable.

Radio communication systems are most assuredly something that is on the increase in the golf course market. In years to come many superintendents may look back and wonder how they ever managed without them. ■

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Warm Season Grasses in the Fall

Fall weather usually means people put behind them the landscape maintenance tasks of spring and summer. But now is not the time to neglect turf care. When a grass goes dormant, the leaf tissue dies but the crown, root, rhizome, and stolon tissues are alive. The cells in these tissues have a reduced respiration rate and still require water and nutrients.

When a turfgrass is dormant it is easy to neglect it, but some care is needed if the turf is to survive the winter. A few suggestions that may aid turf are:

1) Dormant turf still requires water to prevent desiccation of the tissues. Periodic irrigation during prolonged dry periods will help prevent desiccation

injury.

2) Dormant turf does not withstand as much wear from traffic as does an actively growing grass. Thus, concentrated traffic will cause considerable injury on dormant turf. Of particular concern would be golf course tees, football fields, baseball fields, soccer fields, or any other heavy traffic site. The turf manager should try to spread traffic out—move tee markers, use several practice fields, do not concentrate football practice on one spot, etc.

Fall care can be the difference in mediocre and optimal performance of the turf the following spring. Don't neglect the turf during the fall period. ■

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Palm Beach Trade Winds

By: Mike Bailey Boca Green Country Club



I Hate Answering machines But ...

I hate answering machines. They are too impersonal. I refuse to talk into one of those boxes. I usually just hang up, unless I really have to leave a very important message. These are the typical comments by one who has not objectively evaluated answering machines, or one who has not reaped the benefits of such a device.

The fact is, whether we want to admit it or not, answering machines are a valuable tool for our industry. Two way communications begins by you picking up the telephone, however, no one being in the office can frustrate your callers very quickly. Our demand of responsibilities takes us out of the office more often than in. (This would also hold true for commercial salesmen who must call upon their clients.) If we are to still allow a receptive ear to begin this interaction, there are a few means of receiving calls. The ultimate, of course, is to have a secretary. Very few golf course maintenance budgets can justify this expense unless the person is connected via a switchboard to the other departments, or the maintenance department operates on a larger scale of 36 holes or more where the secretary would be involved with other office services. Another avenue to consider is an answering service. They can provide adequate service with a "personal touch," however you still have not reached the desired person and this service is more expensive than an answering machine.

Now let us begin to objectively evaluate the advantages of an answering machine. Most normal golf course operations generally have a phone with a bell or a wall phone somewhere in the shop. Hopefully a staff worker will pick up the phone or perhaps the mechanic is the designated operator. The drawbacks of this style are inefficiency of labor time and quite often a sense of unprofessionalism. The mechanic, busy working on a machine, is constantly being interrupted to answer the darn phone. (If you had to get up from underneath a machine with greasy hands to walk over and pick up the phone where usually they hang up before you get there, you too would answer the phone in a disgruntled attitude.) Or, how often have you had a worker pick up the phone and simply say, "Guf Curse." You then ask if Mr. John Q. Supt. is in and he says, "Nope." You then say "Can you take a message," he says, "Yea, wait a minute, I gotta go get a piece of paper," then when he finally gets back, the pen doesn't work or

the pencil broke. After giving a slow description and spelling each word letter by letter, the worker becomes busy and forgets to give your message to John Q. Supt., and the next time you see John at the chapter meeting he says, "No, I didn't know you called — I never got your message." Just a few sour instances like these quickly dictates an answering machine to be a must.

Let us evaluate the cost effectiveness of these so called "great devices." Just like everything else, one can purchase the most basic answering machines for around \$50 or let us examine the Rolls Royce of machines for around \$200 — a super deluxe with every feature to ever consider. After a review of the features, definitely buy the most elaborate, because yes, those features really pay for themselves. After complaints from our golf pro about not getting thru to me on the phone, I said, "I think you're right, I should purchase an answering machine like yours at home." The first comment he made was "don't get the cheapest, instead go get the fanciest one on the market." I thought, sure, that's easy for you to say, but the club will never go for it. To me, a box is a box — right? WRONG! After hearing the sales pitch, the following is a list of features that should be standard equipment:

1. COUNT INDICATOR (for the number of incoming calls)
2. LENGTH COUNTER, (determine the length of message)
3. RING ADJUSTMENT (picks up on first ring or more)
4. VOICE ACTIVATED (messages will be recorded until caller hangs up or the tape could be dictated as a message up to 30 minutes)
5. VOLUME ADJUSTMENT (ability to screen incoming calls)
6. REMOTE RECEIVED (a beeper activates your messages from a remote location)
7. REMOTE MESSAGES (ability to change recorded message from a remote location)

(continued on page 49)

(continued from page 48)

After enjoying all these features, I would actually go buy the very best again. Even if it were my money. A \$200 expenditure can pay for itself so quickly, not to mention the added convenience to the employees in the shop. The saving in labor efficiency is so staggering, the recorder can actually pay for itself in just 16 weeks. Consider this: a mechanic at a pay rate of \$10.00/hr. consumes an average down time of 15 minutes a day answering the phone at a club expense of \$2.50/day or \$12.50/week. Within a matter of only 16 weeks, consider the recorder paid off. In my situation, in regards to management of project common grounds, homeowners, members, developer, golf course, and not to mention, The Green Sheet and other association work, I can spend over an hour a day on the phone or in other words, a labor cost of \$50/week. In just one month, the machine pays for itself.

In country club communities, where members tend to call quite often because of common grounds maintenance, the recorder becomes a valuable buffer. The need of spending ten or twenty minutes talking about a problem that could probably be resolved by your laborers in less than that time, the recorder can receive the valuable message needed to cure that person's complaint, whereby you can spend your management time more valuably.

The incoming recording tape messages can be kept on file for verification of complaints and your work completed to resolve those complaints.

Now that we have analyzed the benefits of a recorder there is one last topic to analyze — the negative attitude of your incoming callers' distaste for recorders and one's general tendency to just hang up. There are a few psychological factors to combat. To initiate an interaction on a one way avenue, you and the recorder must catch your incoming caller off guard — by asking them a question such as "Hello, are you trying to call the golf course maintenance department?" The clincher here is for you to ask a question so the caller realizes what department they have called. All too often wrong numbers are dialed, so by you declaring who you represent, all incorrect incoming callers should then hang up. I receive many wrong numbers wanting either the construction or sales department, pro shop, club house and whatever else. My message starts off by asking this question. I then go on to say, "I am Mike Bailey, the golf course superintendent." By stating my name and job title I have clarified myself to incoming callers. Here again the caller realizes they have placed a correct call.

I then ask the caller to state the nature of their business and say that I will return their call. This allows me to understand specifically their needs so when I return their call, hopefully the situation has already been addressed. Nothing can be more satisfying than to call a person back, especially when that person generally tends to stereotype answering machines as being an inconvenience and to give the message, "I have already resolved the problem thanks to your advising me via my answering machine." ■



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The Ninth Annual Crowfoot Open

The 1985 Crowfoot Open weekend took place Sunday, August 4th and Monday, August 5th at the Indigo Lakes Resort at Daytona Beach, Florida. Bob Williams, C.G.C.S. was the host Superintendent.

A lively and provocative seminar on Florida's new "Right to Know" law was presented by Mr. Whit Collins, consultant, and Mr. John Creech, attorney. The seminar was held Sunday morning from 8:00 a.m. til 12:00 p.m. Those attending will receive CEU credits. Sunday afternoon saw many players taking advantage of a beautiful day to get in a practice round for the upcoming tournament.

On Sunday evening, superintendents, sponsors, wives, and guests gathered at the conference center for a delicious buffet dinner and socialized and danced to the sounds of the Wilcox Connection.

115 players teed it up on Monday, August 5th to compete for individual and team honors. After battling rains all week with only Sunday's non-rain day reprieve, Bob Williams and his staff had the course in fine shape for the

event. Central Florida's Buddy Blandford won low gross with a sizzling 68. Gary Smithers from the Suncoast Chapter took 2nd place with a 71, and South Florida's David Oliver was 3rd with a 76. Buddy's 68 also led a sweep of the team low gross and low net honors. The low gross team was Buddy Blandford, Ed Burns, Joe Ondo, and Rick Walker. The low net team was made up of Buddy Blandford, David Johnston, Ed Burns, and Dick Hahne.

Winners of the special events were: Putting Contest - Fred Dickson; Long Drive - Buddy Blandford; Closest to the pin# - David Johnston, #8 - Crash Hall, #13 - Bernie Smith, and #16 - Buddy Blandford.

The Crowfoot Committee: Larry Kamphaus, Chairman; Vilma Kamphaus, Secretary; Jim Ellison, Joel Jackson, Joe Ondo, Bob Williams, and Steve Wright would like to thank all the Sponsors who made this event possible, and we extend a special thanks to the volunteers who assisted in operating the event.

Kissimmee Real Crowfoot Winner

DAYTONA BEACH

Palm Beach County has the most golf courses — and golf course superintendents — in Florida and it's probably the state's wealthiest county per capita ... but for 1985, Florida's superintendents will have to consider the town of Kissimmee in Osceola County as the golf capital of the state.

And after a pair of Kissimmee supers lugged all their prizes from the 1985 Crowfoot Open at Indigo Lakes Resort back to Osceola County, its rank in per capita wealth probably jumped up a few notches.

Between them, Buddy Blandford of Buenaventura Lakes CC and David Johnston of Crystal Brook GC reeled in a pair of watches, two color televisions, a submersible pump, a lawnmower and a 35 mm camera.

And all they did to win that hardware was take low gross, low net, longest drive, two closest-to-the-pin prizes and lead the Central Florida Chapter to the team title.

It was a massacre. The rest of the field got bushwhacked.

Blandford, a large, friendly athlete headed to the National Long Drive contest at Firestone CC in Akron, Ohio right before the NEC World Series of Golf, almost took a grand slam.

He won long drive with a belt of "about 295," put his ball within two feet of the cup on number 16 and won the tournament over the challenging 7117-yard course with a solid 68. His net 65 would have given him those honors as well, if Johnston, a 27-handicapper, hadn't shot 89-62.

Johnston also was closest to the pin on number 5.

"I had a good time," Blandford said. "The Crowfoot was the first big tournament win for the 10-year veteran superintendent who has been playing golf "since I was 14."

Low Gross: Buddy Blandford 68, Gary Smither 71, Dave Oliver 76.

Low Net: Dave Johnston 89-27-62; Ed Burns 75-9-66; Paul Crawford 92-24-68.

South Florida: Bill Entwistle, Sr. 82-10-72; Fred Klauk 77-3-74; Dave Oliver 76-2-74; Max Brown 88-11-77; Bill Entwistle, Jr. 86-9-77.

Palm Beach: Paul Crawford 92-24-68; Doug Jorgensen 89-16-73; Mike Henderson 77-4-73; Stan Clark 89-14-75; Peter Brooks 83-8-75; David Court 83-6-77; Dick Lemmel 90-12-78; Steve Pearson 88-10-78; Glen Klauk 85-5-80.

West Coast: Dan Alywin 77-2-75; Don Delaney 87-10-77; Reed LeFebvre 90-12-78; Dan Myers 88-2-86.

Sun Coast: Gary Smither 71-3-68; Randy Vaughn 83-7-76; Bob Shaffer 85-8-77.

Treasure Coast: Kevin Downing 81-9-72; Tom Burrows 83-10-73; Newton Kraages 85-18-77; Tim Heirs 87-8-79; Scott Bell 100-21-79; Joe Snook 116-36-80.

North Florida: Bob Houser 87-18-69; Tom Prescott 81-6-75; Tom Cowan 12-76; Ron Hill 80-3-77; Crash Hall 86-9-77; Gary Ellison 89-12-77; Don Kooyer 99-22-77; Dick Johnson 91-12-79; John Hayden 97-18-79; Eddie Snipes 110-30-80.

Everglades: David Noote 87-14-73; Robert Shevin 89-15-74; Jack Faulk 80-5-75; Bob Sanderson 80; Ben Drolet 90-10-80; Robert Bittner 105-19-86; Rick Cook 105-13-92.

Central Florida: David Johnston 89-27-62; Buddy Blandford 68-3-65; Ed Burns 75-6-66; Dick Hahne 81-11-70; Len Mergenov 87-16-71; Karn Anken 80-9-71; Pat Partlow 77-5-72; Ted Daum 84-10-74; Charles Blankenship 90-16-74; Rick Walker 80-6-74; Jim Ellison 81-6-75; Howard Anderson 82-16-76; Ron Andrews 95-19-76; Fred Dickson 88-12-76; Joe Ondo 80-2-78; Joel Jackson 97-18-79; Gary Morgan 98-18-80; Steve Wright 90-10-80; Matt Shook 112-32-80; Sid Salomon 87-6-81; Dennis Parker 92-9-83; Bill Watson 104-18-86; John Yancey 95-8-97; Larry Kamphaus 116-28-88.

Ridge: Bob Ellis 84-10-74.

Commercial (Calloway): Will Corder 76-68; Chip Powell 82-70; Bernie Smith 77-70; Joe Lockhard 77-70; Ron Garl 77-71; Jim Martello 77-71; Jim DeCunzo 82-72; Eric Larson 86-72; Billy Buchanan 72-72; George Clifton 86-72; Chuck Garrett 72-72; David Miller 82-72; Jim Reemilin 92-73; John Oliva 87-73; Charlie Garcia 83-73; Dick Ebart 91-73; Joe Condlly 101-74; Max Brown 88-74; Butch Singo 88-74; Richard Bilyard 87-74; Judd DeBra 89-74; Bob Yount 80-74; Jim Bell 79-74; Jerry Porter 88-74; Dick Ball-Zell 84-74; Jeff McCorkle 89-75; Don Hearn 101-75; Rocky Bryan 84-76; Bill Stonestreet 96-76; Michael Bonetti 84-76; Bill Lloyd 84-76; Ken Ezell 77-77; Roger Widrig 85-77; Fred Tanner 85-77; Butch Gill 90-78; Obie Lawson 103-78; Nat Hubbard 89-78; Jim Bockoven 95-81; Jeff Bullmer 115-81; Jim Watson 132-81; John Connelly 168-96.

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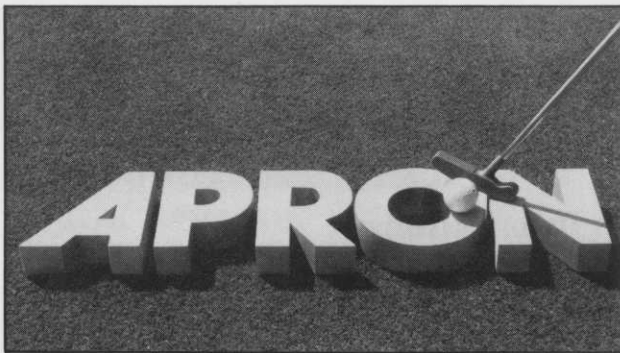
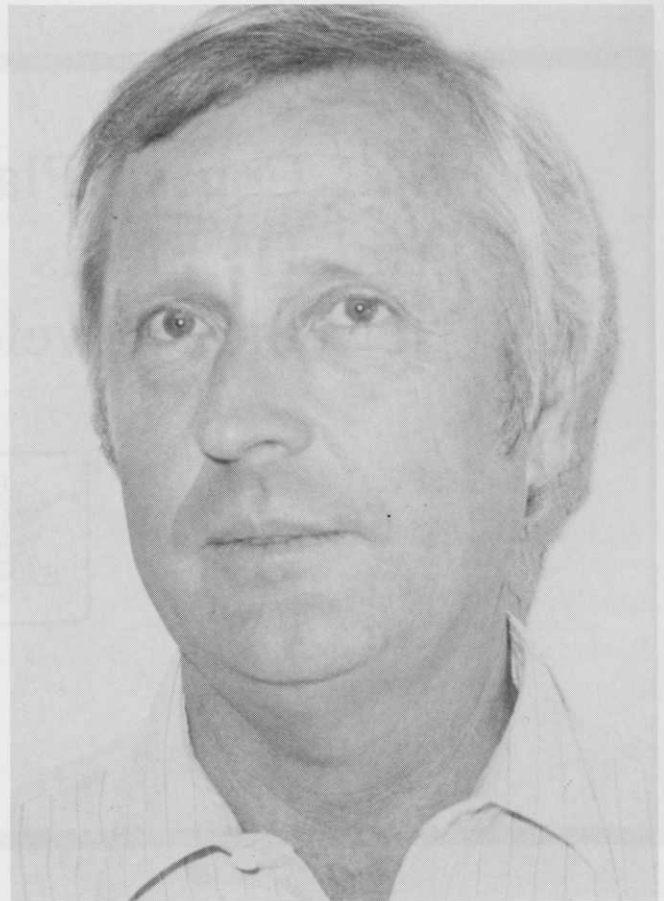
Jim Hamilton Promoted

"Wesco-Zaun Announces Promotion of W.J. "Jim" Hamilton to Commercial Division Vice-President."

John J. Cantu, President of Florida's West Coast Toro distributor, Wesco-Zaun, Inc., has announced the promotion of W.J. "Jim" Hamilton to Commercial Division Vice-President.

In his new position, as Vice-President, Hamilton will supervise a staff of five sales people and is responsible for over \$6.5 million in commercial power equipment sales. His Wesco clients include 220 Florida golf courses and all city and county parks and recreation departments on the West Coast of Florida. Hamilton started his career as a salesman in 1968 in Orlando for Zaun Equipment Company. Helping to build the new firm by working out of his home and assembling equipment in his garage, Hamilton was promoted to Commercial Sales Manager in 1978 and transferred to the St. Petersburg offices. Hamilton and his wife, Beverly, and six children reside in Seminole.

In his announcement, Cantu commented on Hamilton's excellent performance record. The promotion, he stated, will strengthen Wesco-Zaun's organizational structure to better serve Wesco's 300 plus retail dealers and commercial market in West Florida and Miami areas. ■



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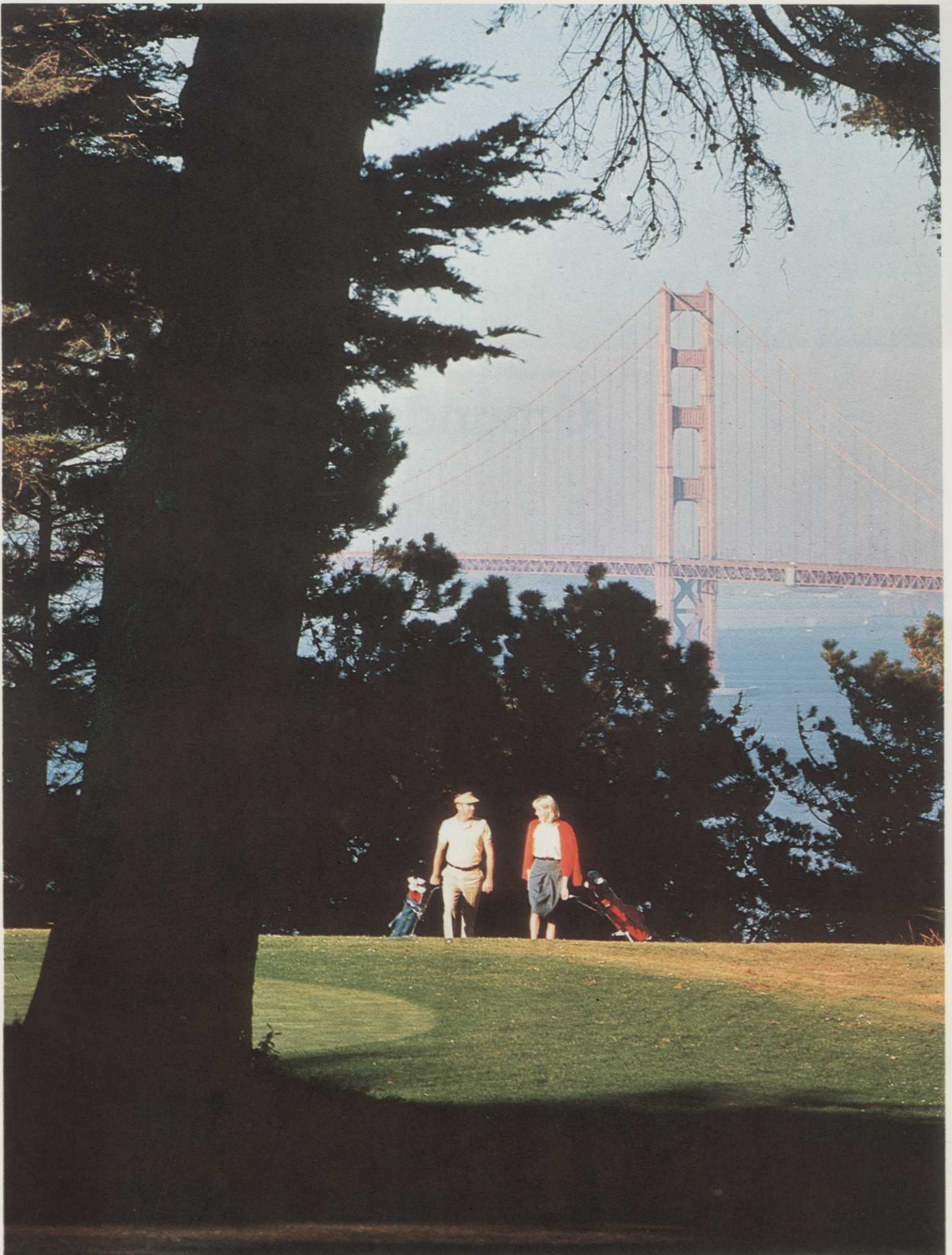
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San Francisco's Fun Facilities

San Francisco's often thought of as a city for sophisticates. Actually, it's a fun town for all, especially small fry. Thanks to a young-at-heart citizenry, the downtown abounds with facilities which seem tailor-made for the family's vacation budget.

Take, for instance, that cross between a Toonerville Trolley and a roller coaster, the San Francisco cable car. After 100 years of service, these one-of-a-kind carriers are taking a \$58.2 million breather. That's what it's costing to renovate the cars, their tracks, cables and control center. But they'll be back, clattering up soaring hills and down swooping dales, by the summer of 1984.

In the meantime, would-be passengers can climb aboard and take pictures of cable cars at four sites: Hyde Street Pier at Aquatic Park; 101 California Street, and Justin Herman Plaza, foot of Market Street. The Cable Car Museum containing three vintage cars, including the original launched in 1973; 57 scale models of every type of cable car ever operated in the city; historical photos, and machinery, is located during the interim on the podium level of Four Embarcadero Center. It's open without charge from 10 to 6 Mondays through Saturdays. At the Victorian Plaza and Fisherman's Wharf — turn-about points for two of the city's three cable car lines — a nautical wonderland unfolds for small fry. Admission is free to the National Maritime Museum building's fascinating collection of ship figureheads, replicas, sea anchors, shipwreck relics and all manner of sea lore, open from 10 to 5 daily at Beach and Polk Streets.

The early (1890-1915) California coastal vessels moored at Hyde Street Pier, a block east of the Maritime Museum, have been restored from stem to stern. Here you can clamber over a square-ended scow-schooner, hearing their sagas over By-Word headsets. This, too, is an admission-free component of the Golden Gate National Recreation Area.

A fleet of brightly painted fishing boats berths a few steps east of Hyde Pier. The picture they make bobbing in their basins or chugging into ports to land their shining catches is one for a child's memory book.

Fisherman's Wharf itself, with its sidewalk seafood stalls, steaming crab pots, curios and carnival atmosphere, has a spellbinding effect on young beholders.

From Piers 39 and 41 you can catch a sightseeing boat for an hour and 15 minute cruise of the Bay, passing beneath the mighty spans of the Golden Gate and Bay Bridges



San Francisco's Lincoln Park Municipal Golf Course is considered one of the roughest in the country ... because you can't keep your eye on the ball. You look north and see the Golden Gate Bridge (in background). Look east and you'll see another span, the eight-and-a-half mile long Bay Bridge. Look behind you and you see the sparkling white towers of The City itself. The 18-hole public course is situated near Land's End where the Pacific begins. (photo courtesy of San Francisco Convention & Visitors Bureau)

(fare \$4 for 5-11 year olds, \$8 for adults). Launches depart every 45 minutes between 9 and 2:45 (later in summer) for the once-dread island of Alcatraz (\$2 for ages 5-11, \$3.50 for adults). Helicopters home at Pier 43, taking off from 9:30 a.m. to sundown on five-minute aerial tours of the port (adults \$12, kids \$6). Or you can pack a picnic hamper for a day's outing on Angel Island. Water carriers cast off from Pier 43 on weekends and holidays for the 730-acre island, once an army bastion and immigration station, and the picturesque port of Tiburon. The Angel excursion is \$5; \$2.50 for 5-11'ers, roundtrip.

While you still have your sea legs, climb the gangplank of the "Balclutha," the exhibition ship riding the tide at Pier 43. Visitors can prow the passageways of this three-masted deepwaterman, reliving adventures from Joseph Conrad, Richard Henry Dana and Robert Louis Stevenson, any time between 9 a.m. and 10 p.m. daily (adults \$2; children under 12 free with adult, 25¢ without).

Beyond the "Balclutha," a moldering maritime facility has been transformed into a rustic, two-tiered village. Pier 39, as this specialty complex is called, juts 1,000 feet into the bay and is bracketed by boat marinas. Its attractions include outdoor entertainment, a two-decker carousel and Funtasia with a bucking mechanical bull, bumper cars, a simulated (on film) roller coaster ride and over 200 video games.

The 32 bus covers the waterfront. From it you can see what ships are in port and where along the Embarcadero you'd like to alight for a closer look.

The Ferry Building, an Embarcadero landmark since 1903, is a terminal again. From its south side dock ferries depart frequently for the Mediterranean-like village of Sausalito and Larkspur Landing near San Quentin. The one-way crossings cost \$2.50 weekdays, half-fare for 6-12 year olds.

Back downtown, it's a short trek from the Wild West to the fabled Far East. The Wells Fargo Bank's History Room at 420 Montgomery Street in the financial district houses an authentic Concord Stage, shotguns, treasure boxes, gold specimens and dioramas depicting the Barbary Coast — open 10 a.m. to 3 p.m. on banking days, without charge. Chinatown, two blocks up Nob Hill, is a perpetual street pageant. The market sector north of Jackson Street on Grant Avenue and along nearby Stockton Street offers some wondrous sights for young eyes. Storefronts display such exotic edibles as dried snails and sea horses, lichee nuts, sharks' fins, eels, octopuses, tanks-full of fish, rows of golden-glazed roast ducks.

As everyone knows, the Golden Gate Bridge is one of San Francisco's most magnificent accessories. But not all visitors are aware that they can walk across this spectacular span, enjoying a priceless view toll-free. Your little leaguers will get a big thrill out of gazing down-down-

(continued on page 56)

(continued from page 55)

down into the stacks of oceangoing vessels from the 220 foot high pedestrian-way. They may even get a gull's view of the flying deck of a mighty aircraft carrier. The sidewalk is also open to cyclists. Bridgebound buses depart every half hour for Marin County from downtown points (phone 332-6600). It's a 75¢ ride to the toll plaza on the city side of the bridge and a 3.4 mile hike to the bridge's northern end and back.

In the Presidio, directly below the bridge's southernmost support, stands a Civil War relic. Built between 1853-1861 to guard the Golden Gate, Fort Point became a National Historic Site by act of Congress in 1970. It's open to the public without charge from 10 a.m. to 5 p.m. daily.

Northeast of the Presidio's main gate, the Palace of Fine

Arts, a romantic relic of the 1915 Panama-Pacific Exposition, rises out of a swan-filled lagoon. Restored in 1967, the Palace houses an intriguing Exploratorium of science, technology and human perception — under 18 free; call 563-3200 for hours.

Point Lobos is another good place to savor the flavor of this maritime metropolis and entertain the kids in the bargain. The Cliff House is a regular stop for sightseeing coaches and the No. 38 bus originating downtown on Geary Street. Seal Roacks' frolicsome colony of sea lions can be seen from the Cliff House and the public esplanade behind it.

Below Cliff House Village the Pacific combers roll in
(continued on page 57)



Restaurant patrons at Fisherman's Wharf in San Francisco can watch the brightly colored boats chug into port with their catches. (photo by Richard Osborn courtesy of San Francisco Convention & Visitors Bureau)

(Continued from page 56)

along Ocean Beach. Though intrepid board-surfers can be seen in action at Kelly's Cove just south of the Cliff House, would-be swimmers should be warned that the inshore currents are too treacherous to permit more than wading.

San Francisco's great Zoo can be reached from the beach on the L streetcar from Downtown Market Street. This four-footed world of everything from antelopes to zebras is open from 10 to 5 daily — \$2.50; free for youngsters under 15 when accompanied by an adult (call 661-4844 for information). Among its more than 1,000 inhabitants are snow leopards, pigmy hippopotamuses, musk oxen, siamangs and white rhinoceroses. Talking boxes tell all about them when you turn a key. So do the guides who take visitors on a 20-minute Zebra Zephyr tour of the 70-acre grounds (children 75¢, adults \$1.50).

In the adjacent Children's Zoo youngsters of all ages can pet, feed and play with baby animals. There is also a Nature Trail where young environmentalists can commune with raccoons, rabbits, skunks, opossums and the like in their natural habitat. The playground next door has sand pits, slides and a carousel.

Golden Gate Park is a recreational story in itself. Its magnificently landscaped 1,017 acres are a center for every sort of outdoor diversion from picnicking to horseback riding. There's instructive entertainment to be had at the Park's Steinhart Aquarium, home of more than 10,000 marine denizens, including large, fast-swimming species circling in a giant spiral of sea water, and Morrison Planetarium where celestial productions are projected on the 65-foot dome. On the shores of nearby

Stow Lake, a mile and a quarter around, you can rent waterbugs, waterbikes, canoes and motor boats.

On the opposite side of the Golden Gate, within sight of the skyscrapers, is an astonishing sweep of open country. The Marin County portion of the Golden Gate National Recreation Area reaches north for 20 miles, encompassing rugged headlands, beaches, coastal fortifications, lagoons, picnic facilities, wildlife sanctuaries, redwoods, ranchlands and 100 miles of trails. What's more, it adjoins another vast federal preserve, the 67,000-acre Point Reyes National Seashore, to the north.

Twenty-three miles south of San Francisco, Marine World/Africa U.S.A. at Redwood city harbors performing killer whales and dolphins, parrots and aquarian acts, a Jungle Theater, elephant and camel rides in a 60-acre waterland and wildlife preserve and a "Whale-of-a-Time" play area for 3-14 year olds. Exotic animals roam free in its jungle compounds. General admission is \$9.95 for adults, \$7.95 for pre-teenagers, no charge for toddlers.

Another multi-faceted family fun center is situated 45 miles south of the city at Santa Clara. Marriott's Great America combines the latest in thrill rides, a double-decker carousel, theatrical extravaganzas and historic theme-towns (Yukon Territory, Orleans Place, Yankee Harbor, etc.).

This gives but an inkling of the funfest San Francisco has in store for holiday-minded families. The point we hope we've made is that this is an easy place to entertain children. And at modest cost. ■

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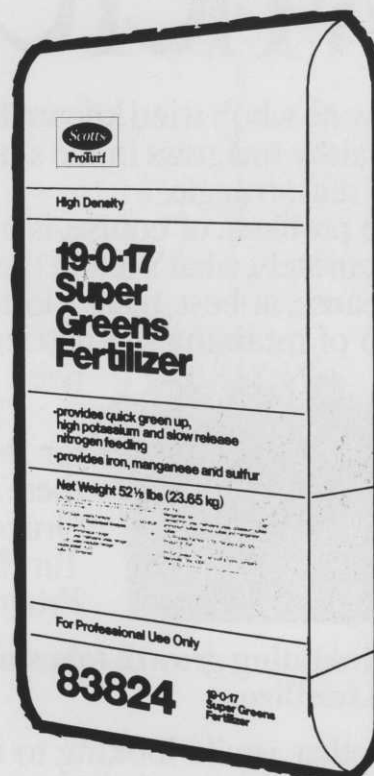
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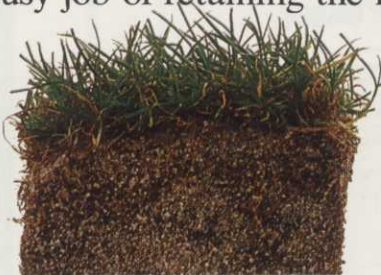


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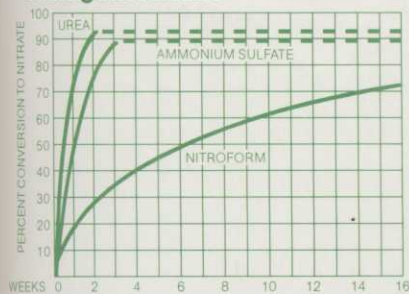




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SEAGAZING CITY

The city is situated on a 46.6 square mile peninsula bounded on the west by the Pacific Ocean, on the north by the Golden Gate Strait and from north to east by San Francisco Bay. The last provides it with one of the world's finest land-locked harbors.

The Bay is spanned by two landmarks, the Golden Gate and the San Francisco-Oakland Bay Bridges, and pierced

by four islands — Alcatraz, Angel, Yerba Buena and Treasure.

SPANISH HERITAGE

San Francisco's history is a mixture of Spanish colonialism and rowdy American romanticism. The first white settlement on the site of the present city was established in 1776 by a Spanish officer, Colonel Juan Bautista de Anza, who founded the Presidio on the southern shore of the Golden Gate. By 1835 the little garrison had grown into a village. It kept the name of Yerba Buena until 1847 when it was officially christened San Francisco.

(continued on page 61)



(continued from page 60)

PORT OF GOLD

The Yankees came en masse following the discovery of gold at Sutter's sawmill, 140 miles east of San Francisco, in 1848. During 1849, 40,000 people arrived, most of them in search of quick riches.

Today there are 5.5 million people in the San Francisco Bay Area. San Francisco, the hub of a nine-county complex and the financial and insurance capital of the West, has a resident population of 706,928.

HILLS GALORE

It's built on a series of hills — more than 40. Consequently, almost every other street points the way to a panoramic view of the Bay. The principal hills, which early earned San Francisco the Roman sobriquet of "City of Seven Hills," are Nob, Russian, Telegraph, Twin Peaks, Mount Davidson, Rincon and Lone Mountain.

HEADY CLIMATE

San Francisco is celebrated for its verve and individualism. Its climate is no exception. Temperatures rarely rise above 75 degrees Fahrenheit or drop below 45. Great, cleansing drafts from the Pacific seawash this city for all season and give it an aura of perpetual spring.

A crossroads to everywhere, San Francisco is host to over 3 million visitors a year.

SIGHTSEEING MUSTS

Its principal attractions are its century-old cable cars, America's only mobile National Historical Landmark ...

Fisherman's Wharf with its view restaurants and colorful fishing craft ... Pier 39's village of waterfront attractions ... The Cannery restaurant-retail complex and adjacent Aquatic Park, home of the Maritime Museum, Ghirardelli Square and a flotilla of vintage ships ... Alcatraz, once the site of the U.S.' toughest maximum security prison, now a National Park ... Chinatown, the largest oriental enclave outside of Asia ... Golden Gate Park with its Japanese Tea Garden, Steinhart Aquarium, Morrison Planetarium, de Young Memorial and Asian Art Museums and over 1,000 wooded acres ... Mission Dolores founded by the Spanish padres in 1776 ... the pagoda-crowned Japan Center ... Jackson Square, a handsome pocket of historic Barbary Coast buildings, now a home furnishings center ... the Victorian shopping sector known as Cow Hollow on outer Union Street ... Ocean Beach and Seal Rocks ... the North Beach night life district.

BON APPETIT

A metropolis in every sense of the word, San Francisco is renowned for the quality of its more than 4,200 restaurants and their cosmopolitan variety.

It supports an opera with a glittering tradition, a symphony orchestra in its 73rd season, a ballet that has won world acclaims, an annual International Film Festival, four public art museums and dozens of galleries, legitimate theaters presenting top offerings from New York and London and the local production circuit and a resident repertory company, the American Conservatory Theatre, of exceptional caliber.

Sports fans can see it "live" in the Bay Area — pro baseball (Giants/Oakland A's), football (S.F. 49ers), basketball
(continued on page 62)

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(continued from page 61)

(Golden State Warriors), tennis, collegiate contests, horse racing ... the whole spectrum.

HOLIDAY CROSSROADS

The headquarters for a vast vacationland, the cosmopolis known variously as the Paris of the West, Baghdad-by-the Bay and the Gateway to the Orient is within easy driving distance of the high Sierra resorts of Lake Tahoe and Yosemite, the Monterey-Carmel peninsula, California's wine country, the Redwood Empire and the spectacular Mendocino Coast.

TOURS UNLIMITED

San Francisco's visitors have access to a wide range of sightseeing services, including bus tours of the city and surrounding attractions, boat tours, Chinatown tours, museum tours, night club tours, personalized tours, self-guided tours, walking tours and fishing excursions.

There are numerous San Francisco travel package offerings. Ask your travel agent or airline office about low-cost tour arrangements.

For further information on things to see and do in Golden Gate country, write to the San Francisco Convention and Visitors Bureau, Box 6977, 94101 — telephone (415) 974-6900.

ETHNIC DIVERSITY

San Francisco has an international birthright. Five flags

(English, Spanish, Mexican, Republic of California and U.S.) flew over the region in four centuries (1579-1850). The frenzied rush for gold peopled the port with men of all colors, customs and accents. The city's innate cosmopolitanism is evident everywhere — in its cuisine, its neighborhoods and street names, its cultural fabric and especially in the ethnic pageantry which highlights its annual events schedule.

Chapman Promoted to V.P.

"Wesco-Zaun Announces Promotion of John D. Chapman to Consumer Division Vice-President."

John J. Cantu, President of Florida's West Coast Toro distributor, Wesco-Zaun, Inc., has announced the promotion of John D. Chapman to Consumer Division Vice-President.

Chapman began his power equipment career as the firm's parts manager in 1973. He was then promoted to salesman, and later to sales manager. Chapman became business manager of Wesco-Zaun in 1981. During his Wesco career, Chapman attended night classes at Tampa College. He graduated with a B.S. degree in marketing in 1981. Chapman and his wife, Sandy, and their two daughters reside in Sarasota.

In his announcement, Cantu commented on Chapman's excellent performance record. The promotion, he stated, will strengthen Wesco-Zaun's organizational structure to better serve Wesco's 300 plus retail dealers and commercial market in West Florida and the Miami area.

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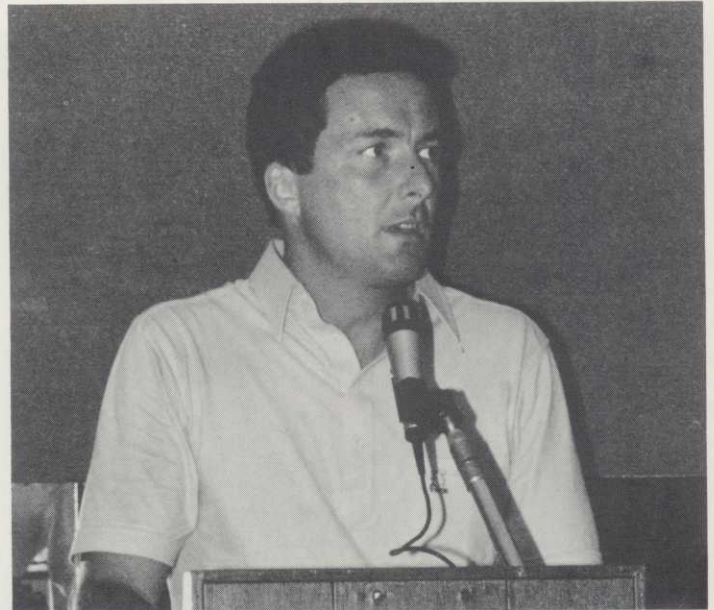
On July 29, 1985 the South Florida Golf Course superintendent's Association sponsored the first Annual Adam Walsh Benefit Golf Tournament. The event was played at the lush Emerald Hills C.C. in Hollywood, Florida. Host Golf Course Superintendent, Loy Faulk, had the golf course in great playing condition despite heavy rains the week preceding the tournament. Golf director, Mike Burke, and his courteous staff provided a tremendous help in directing the shotgun start.

Each of the 22 participating teams consisted of a club Superintendent, Golf Professional, member, and Eagle Sponsor. The golf format was a Best Ball, $\frac{3}{4}$ handicap event. The winning team of Jerry Sehlke, Richard Cappolla, David Lottes, and Pete Avery posted a team score of 13 under. Close at their heels was the team of Bill Robinson, Glen Zakany, Bob Clark and Valerie Brown.

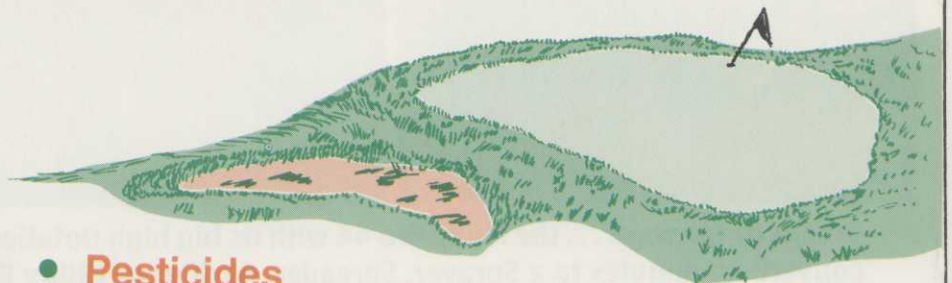
The low Pro prize of \$150.00 went to Roger Kennedy of Pompano Beach C.C. who posted a scorching 68. Runner up honors went to Tony Valentine of Woodmont C.C. with a fine 72.

Numerous raffle prizes were given away after everyone enjoyed a delicious barbecue style luncheon. The highlight of the event was the presentation by the South Florida Golf Course Superintendent's Association of a check in the amount of \$2,500.00 to Mr. Jim Walsh of the Adam Walsh Child Resource Center.

Special recognition and thanks should be given to the 22 golf course suppliers and area businesses who donated \$300.00 each to make this charitable event the fabulous success it was. ■



John Walsh thanking S.F.G.C.S.A. for their support of the Adam Walsh Child Resource Center.



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The Gator Growls

By: Sandra P. Carmouche



Innovative Idea Pays Off

Innovative ideas for improving the tools and equipment used in golf course maintenance are common among golf course superintendents. And since the superintendent must deal with any problems that arise from a product, he is in the best position to know what needs improving.

For Hank Maus, the superintendent at Palmetto Pines Country Club in Cape Coral, the problem in March of 1984 was the trap rake that golfers use to erase their tracks from sand traps.

"They looked horrible," says Maus, "and no matter where you were in a sand trap, the rake was always on the other side."

Then when an employee mowed down 45 trap rakes that had just been purchased, Maus was angered to action.

He came up with a concept for a new product and presented it to his mechanic, Walt Grube.

Together Maus and Grube developed a trap rake that is durable and convenient for a golfer to use while requiring no maintenance by golf course personnel.

Made of lexan, a high quality plastic used to make football helmets, the rake is built to last a lifetime. Engineered for safety, there are no sharp edges and the fiberglass handle was designed for easy gripping by women. Available in an assortment of colors with covers that can be personalized with club logos or names, it folds to fit in a golf bag along with golf clubs.

With a prototype built, Maus and Grube applied for a patent and formed Do Nan Enterprises.

Since then, Maus has suffered good-natured ribbing from peers and the arduous patenting process. Finding a firm to manufacture the product was difficult and Maus and Grube had to rely on the "word-of-mouth" method to market the rake.

Finally, in May of 1985, they received an order from a firm with 11 national distributors. Delivery is scheduled for August and there are several golf courses interested in ordering the rake and giving them to members as dues are paid.

"It will be a great money-maker for pro-shops," adds Maus. "They can be sold as gifts or bought with chits won in tournaments."

With the success of the trap rake, Do Nan has other plans which it hopes to put into production.

Prototypes for several aluminum rakes are being used by Maus and Grube already. Rollers that contain no fluid and are easy to rebuild have been developed by Grube for use on large pieces of equipment, such as fairway units. There are also a few projects on the board that would benefit consumers in general.

But possibly the most ambitious of Do Nan's projects is a new greens mower that will "blow the market" according to Grube. Plans for the mower were sent to Washington D.C. five months ago and Maus and Grube are awaiting a patent.

Although most golf course maintenance tools and equipment reflect quality craftsmanship, there is always room for the market to expand; particularly where new ideas are concerned. And who better to create products for an expanded market than the golf course superintendent. ■

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(local chapter)

My mailing address is _____, Zip Code _____

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I have been employed here for _____ years. Position: _____

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Phone: Home: _____ Bus.: _____

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List other organizations and associations in which you are member that are related to your profession _____

Please list ways you feel that you can contribute to this organization and the betterment of its members _____

Personal References in this profession. _____

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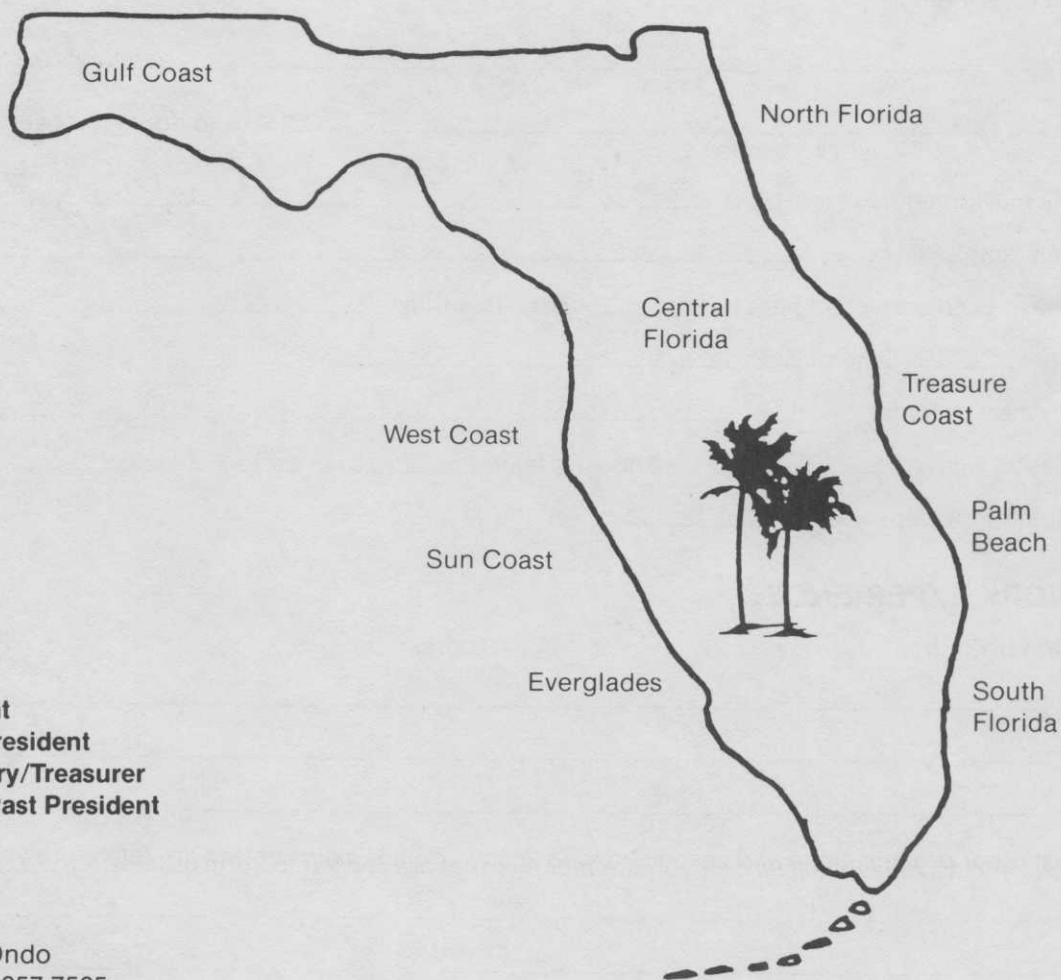
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COMMITTEE REPRESENTATIVE:**

Signature _____
Date _____ Final Approval Date _____
Officer's Signature _____

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c/o MARIE ROBERTS, SECRETARY
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STUART, FLORIDA 33494

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North Florida	John Hayden (305) 733-3464
Palm Beach	Steve Pearson (305) 487-1800

South Florida	David Lottes (305) 475-0400
Suncoast	Gary Smither (813) 923-3104
Treasure Coast	Kevin Downing (305) 283-7500
West Coast	John Luper (813) 392-1234

IF INTERESTED, PLEASE FILL IN THE MEMBERSHIP APPLICATION ON THE REVERSE SIDE AND MAIL TO THE FGCSA OFFICE AS DIRECTED. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE SUPERINTENDENT IN YOUR AREA AS LISTED ABOVE.

NEW
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custom
formulated
fertilizer
50 LBS

SPECIAL FORMULATED IBDU FAIRWAY MIXES FOR FLORIDA TURFGRASS



A FULL GRANULAR BLEND, WITH A ONE TO ONE NITROGEN TO POTASSIUM RATIO. NITROGEN CONTAINS A COMBINATION OF SIX UNITS IBDU, 3.5 UNITS NITRATE NITROGEN AND 6.5 UNITS AMMONIACAL NITROGEN. THIS FAIRWAY GRADE CONTAINS MAGNESIUM, MANGANESE AND CHELATED IRON.

TOTAL NITROGEN (N)	16.00%
3.50% Nitrate Nitrogen	
6.50% Ammoniacal Nitrogen	
60% Water Sol. Org. Nit.	
5.40% Water Insoluble Nitrogen	
AVAILABLE PHOSPHORIC ACID (P ² O ⁵)	4.00%
SOLUBLE POTASH (K ² O)	16.00%
Chlorine no more than	11.35%
Derived from Isobutylidene DiUrea, Ammonium Nitrate, Sulphate of Ammonia, DiAmmonium Phosphate, Muriate of Potash, Sulphate of Potash Magnesia.	

STATEMENT OF SECONDARY NUTRIENTS:

Total Magnesium (Mg)	2.40%
Water Sol. Magnesium (Mg)	2.40%
Manganese (Mn)	1.57%
Iron (Fe)06%
Derived from Sulphate of Potash, Magnesia, FTE 217, Chelated Iron.	

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1-800-282-9588



A GRANULAR BLEND WITH A COMBINATION OF 5 UNITS IBDU, 5 UNITS SCU, 5 UNITS SULFATE OF AMMONIA, ALL SULFATE OF POTASH CONTAINING MAGNESIUM, MANGANESE, AND IRON. THIS MIXTURE HAS GIVEN EXCELLENT RESULTS IN TESTS CONDUCTED AT THE UNIVERSITY OF FLORIDA RESEARCH CENTER.

TOTAL NITROGEN (N)	15.00%
5.00% Ammoniacal Nitrogen	
5.50% Water Sol. Org. Nit.	
4.50% Water Insoluble Nit.	
SOLUBLE POTASH (K ² O)	15.00%
Chlorine no more than	2.00%
Derived from Isobutylidene DiUrea, Sulphur Coated Urea, Sulphate of Ammonia, Sulphate of Potash and Sulphate of Potash Magnesia.	
STATEMENT OF SECONDARY NUTRIENTS:	
Total Magnesium (Mg)	1.20%
Water Sol. Mag (Mg)	1.20%
Manganese (Mn)	1.00%
Iron (Fe)	2.00%
Derived from Sulphate of Potash Magnesia, Manganese Sulphate, Iron Oxide.	

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A GRANULAR BLEND CONTAINING 4 UNITS IBDU, 9.5 UNITS SULFATE OF AMMONIA, GIVING 12.0 UNITS OF SULFUR (COMBINED). THIS MIXTURE HAS A FULL COMPLIMENT OF MINOR ELEMENTS INCLUDING IRON.

TOTAL NITROGEN (N)	16.00%
1.25% Nitrate Nitrogen	
10.75% Ammoniacal Nitrogen	
0.40% Water Sol. Org. Nitrogen	
3.60% Water Insoluble Nitrogen	
AVAILABLE PHOSPHORIC ACID (P ² O ⁵)	4.00%
SOLUBLE POTASH (K ² O)	8.00%
Chlorine no more than	5.00%
Derived from Ammonium Nitrate, Sulphate of Ammonia Isobutylidene DiUrea, Triple Superphosphate, Muriate of Potash and Sulphate of Potash Magnesia.	
STATEMENT OF SECONDARY NUTRIENTS:	
Total Magnesium (Mg)	1.16%
Water Sol. Magnesium (Mg)	1.16%
Manganese (Mn)	0.45%
Copper (Cu)	0.09%
Zinc (Zn)	0.08%
Boron (B)	0.03%
Iron (Fe)	1.24%
Sulfur (combined) (S)	12.00%
Derived from Sulphate of Ammonia, Sulphate of Potash Magnesia, Manganese Sulphate, Copper Sulphate, Zinc Sulphate Borate and Iron Oxide.	

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 formulated
 fertilizer
 50 LBS

SPECIAL FORMULATED IBDU GREENS MIXES FOR FLORIDA TURFGRASS



A FINE TEXTURED, BLENDED, ONE TO ONE-NITROGEN TO POTASSIUM RATIO FERTILIZER. NITROGEN IS A COMBINATION FAST AND SLOW RELEASE. POTASSIUM IS ALL SUL-PO-MAG.

TOTAL NITROGEN (N) 8.00%
 2.60% Ammoniacal Nitrogen
 0.60% Water Soluble Organic Nitrogen
 4.80% Water Insoluble Nitrogen

AVAILABLE PHOSPHORIC ACID (P₂O₅) 1.00%
 SOLUBLE POTASH (K₂O) 8.00%
 Chlorine, not more than 2.00%

Derived from sludge, sulphate of ammonia, isobutylidene diurea, and sulphate of potash-magnesia.

STATEMENT OF SECONDARY NUTRIENTS:

Total Magnesium (Mg) 4.00%
 Water Soluble Magnesium (Mg) 4.00%
 Sulphur (combined) (S) 10.00%
 Iron (Fe) 0.40%
 Manganese (Mn) 0.38%

Derived from sludge, sulphate of ammonia, sulphate of potash-magnesia, iron oxide and manganese sulphate.

SAME AS OUR HIGH QUALITY 8-1-8, EXCEPT NITROGEN IS ALL FORMULATED FROM SAFE, NO BURN, SLOW RELEASE IBDU AND SLUDGE. ALLOWS FOR A GREATER APPLICATION FLEXIBILITY.

TOTAL NITROGEN (N) 8.00%
 0.80% Water Soluble Organic Nitrogen
 7.20% Water Insoluble Nitrogen

SOLUBLE POTASH (K₂O) 8.00%
 Chlorine, not more than 2.00%

Derived from sludge, isobutylidene diurea, and sulphate of potash-magnesia.

STATEMENT OF SECONDARY NUTRIENTS:

Total Magnesium (Mg) 4.00%
 Water Soluble Magnesium (Mg) 4.00%
 Sulphur (combined) (S) 10.00%
 Iron (Fe)49%
 Manganese (Mn)39%

Derived from sulphate of potash-magnesia, iron oxide, and manganese sulphate.

A HIGH ANALYSIS BLEND WHICH COMBINES FAST AND SLOW RELEASE NITROGEN SOURCES TO PROVIDE A SAFE YET EFFECTIVE GREENS MIX

TOTAL NITROGEN (N) 17.00%
 2.5% Nitrate Nitrogen
 1.5% Ammoniacal Nitrogen
 2.5% Water Soluble Organic Nitrogen
 10.5% Water Insoluble Nitrogen

AVAILABLE PHOSPHORIC ACID (P₂O₅) 1.00%
 SOLUBLE POTASH (K₂O) 10.00%
 Chlorine, not more than 2.00%

Derived from activated sludge, sulphate of ammonia, isobutylidene diurea, potassium nitrate, and sulphate of potash-magnesia.

SECONDARY PLANT NUTRIENTS:

Total and Water Soluble Magnesium (Mg) 1.00%
 Manganese (Mn) 0.50%
 Copper (Cu) 0.07%
 Zinc (Zn) 0.06%
 Boron (B) 0.02%
 Iron (Fe) 0.03%

Derived from sulphate of potash-magnesia, manganese sulphate, copper sulphate, zinc sulphate, borate, and chelated iron (EDTA).

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Harbour Town Golf Links, Sea Pines Plantation, 18th hole
(458 yards — par 4)

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a smooth, grain-free putting surface. It looks great throughout the winter season, and provides an easy spring transition.

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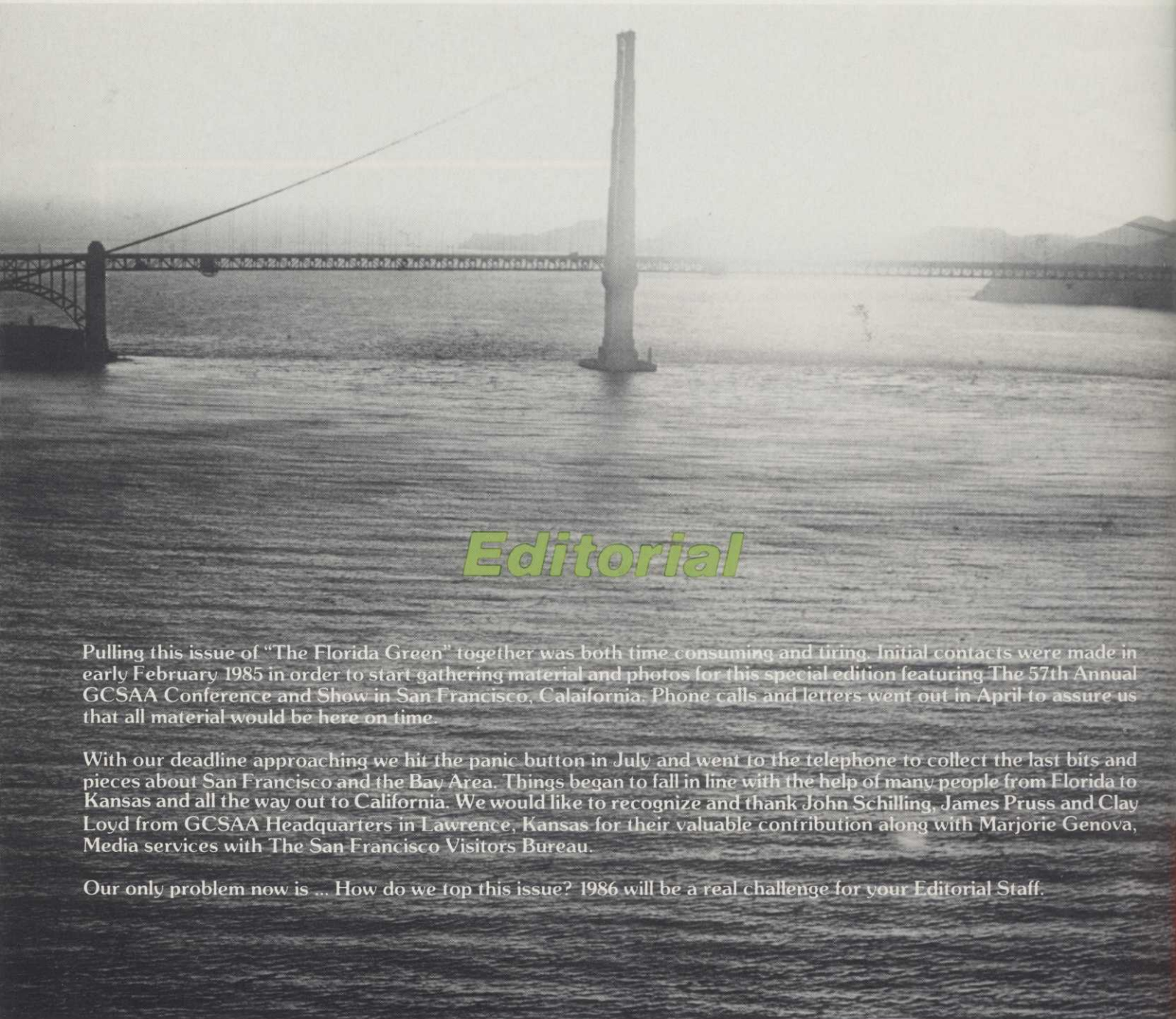
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Editorial

Pulling this issue of "The Florida Green" together was both time consuming and tiring. Initial contacts were made in early February 1985 in order to start gathering material and photos for this special edition featuring The 57th Annual GCSAA Conference and Show in San Francisco, California. Phone calls and letters went out in April to assure us that all material would be here on time.

With our deadline approaching we hit the panic button in July and went to the telephone to collect the last bits and pieces about San Francisco and the Bay Area. Things began to fall in line with the help of many people from Florida to Kansas and all the way out to California. We would like to recognize and thank John Schilling, James Pruss and Clay Loyd from GCSAA Headquarters in Lawrence, Kansas for their valuable contribution along with Marjorie Genova, Media services with The San Francisco Visitors Bureau.

Our only problem now is ... How do we top this issue? 1986 will be a real challenge for your Editorial Staff.

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