

WEEDS TREES & TURF®

April 1976, Vol. 15, No. 4

10 How To Handle a Water Shortage — The Valley Club in Montecito, Calif., is suffering from a shortage of water in its area. They are meeting the problem with a new irrigation system that allows them to control accurately and ration just the right amount of water they need.

18 Japanese Beetle Parasite Discovered—A new nematode parasite of the Japanese beetle has been discovered in the Northeast. The parasite is being studied as another possible natural method to control the pest.

22 How Mowing Affects Turf — Penn State Professor Thomas Watschke deals with the effects of cutting height, frequency and mower adjustment on the mowing of turf.

28 Entomologists Study *Ataenius Spretulus* — The turf pest grub *Ataenius spretulus* has been causing a lot of problems on golf turf in the Midwest and East. Dr. Kent Beckman tells how to control it.

32 He Treats Trees Like People — Jimmy J. Harrod Sr. is a tree expert out of Fort Worth; a colorful man with some definite thoughts on the Industry.

36 Fertilizing Economically — Texas A & M turf specialist Dr. James McAfee says factors such as soil condition, environmental conditions, management programs, and turfgrass requirements are as important as cost in an efficient fertilization program.

40 Guaranteed Results Build Business — Weeds, Inc. a large-scale industrial weed control company in Yeadon, Pa., depends on referrals from satisfied customers to keep its business up and the method has worked thus far.

42 Merchandising Is the Key — Tom Heffernan of Fresno, Calif. owns Custom Weed Control and he employs some unique merchandising ideas to keep the business rolling in.

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THE COVER—Broadmoor Golf Club, Colorado Springs, Colo. utilizes a Toro irrigation system.