



New Ford Flails: Strength that cuts it.

New Ford flail mowers are all new, inside and out, and built to resist tough, punishing work! Drive-line features heavy-duty components like banded V-section belt drives . . . hi-capacity bearings . . . rugged gearbox. Welded frame braced by full-width torque tube maintains gear and drive alignment wrapped in a high-strength



sheet steel housing. Available with new optional rear bumper, right-end bumper guard, gauge wheels, and steel or rubber gauge rollers. Ford flails are built to take it! And servicing is easy.

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

Improved flail-safe design.

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

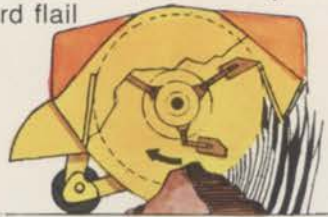
Now, three new sizes. 62-inch, 74-inch, and 88-inch models are available to match your tractor power and mowing needs. All offset for ease of mowing close to trees and other obstacles.

Widen the range of flail mower applications. Rugged new Ford flails improve mowing results even in some



areas where you are now using rotary cutters and cutterbars.

See the versatile, new heavy-duty Ford flail mower line at



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

NUMBER ONE ON WHEELS AND GROWING

FORD TRACTOR



For More Details Circle (153) on Reply Card

WEEDS TREES and TURF®

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"Serving The Green Industry"

Turf Management 14

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

Chemical First Aid For California Community 16

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

One Man, Two Courses, Many Challenges 18

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

Crabgrass Protection From The Sky 22

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

Proven Programs For Quality Turf 24

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

The Winning Combination At Preakness Hills 30

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

1973 Turf Protection Directory AA

Clever New Irritant Aids In Pest Analysis OO

Editorial	5	Insect Report	69
Government News/Business	10	Green Industry Newsmakers	70
Sod Industry Section	62	New Products	72-73
Meeting Dates	65	Classifieds	83
Industry People On The Move	67	Advertisers Index	83
		Trimings	85

The Cover

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

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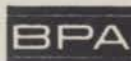
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Editorial

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

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

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

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

Four Horsemen Of Business

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

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

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

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

(continued on page 65)

A wager you can't lose

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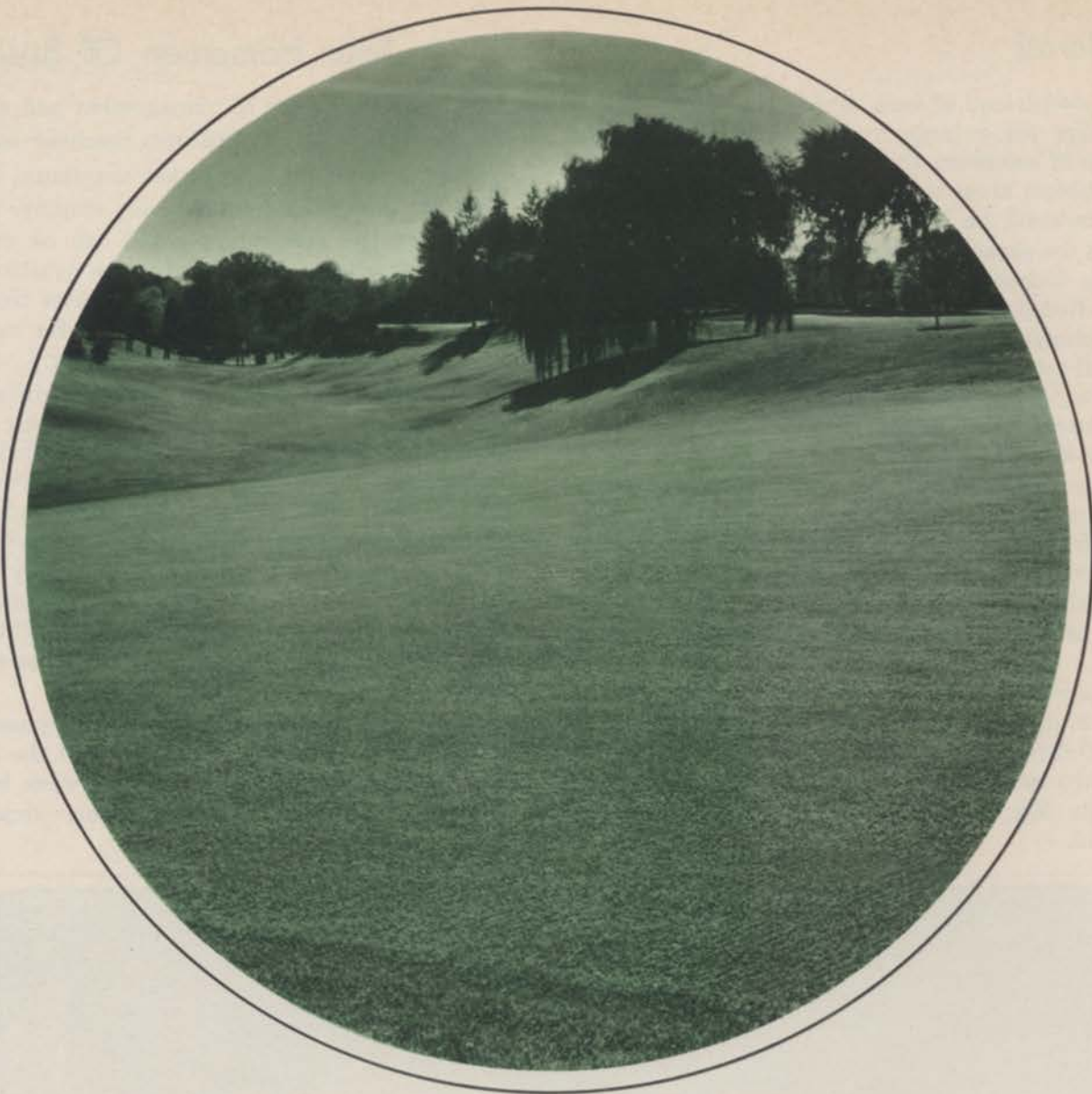
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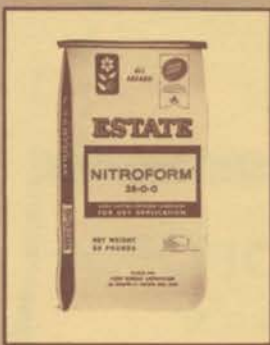


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♦ For More Details on Preceding Page Circle (142) on Reply Card



Government News / Business

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

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

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

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

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

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

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