

How to make your board see the value of new turf equipment.



Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

Point #1: The Duffer Demands More.

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.

With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now

mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.



Point #2: Machines Do More.

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.

New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is depreciable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

Point #3: Longevity Makes Them Worth More.

Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does,



and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last . . . and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you the capabilities to transport, spray, spike, dump, aerate, and top dress . . . all from one power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.



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Candidates should hold technical degree and be thoroughly familiar with the Federal Insecticide, Fungicide and Rodenticide Act and EPA procedures, through suitable industrial experience INCLUDING EPA CONTACT.

ICI United States is located in suburban Wilmington, 25 miles from Philadelphia. It is a major subsidiary of one of the world's largest crop protection chemical manufacturers. Growth opportunities are unique. Please respond in writing including salary history and expectations in complete confidence to:

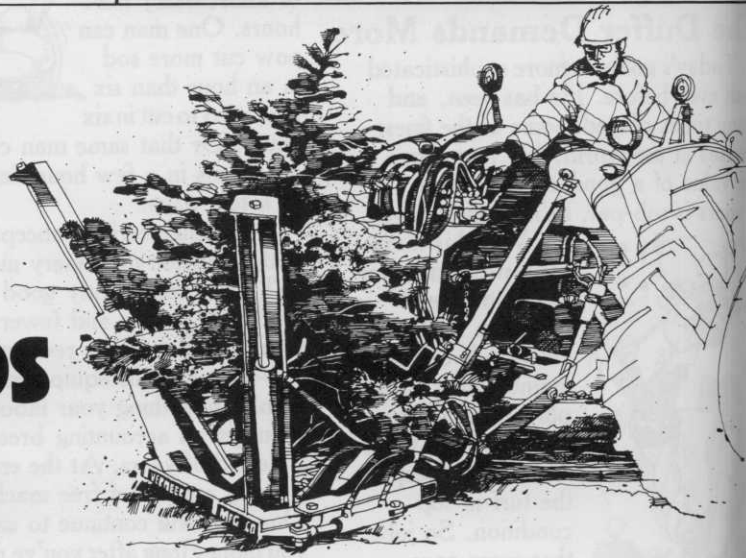
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USED EQUIPMENT

FOR SALE: 2 used aerial baskets — 50 ft. working height, 2 Asplundh brush chippers. Bean sprayer, 35 G.P.M. Vermeer stump cutter 1560. Parkway Tree Service, Milwaukee, Wisconsin. Phone 414 257-1555.

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SEVERAL 50 FOOT SERVI-lifts mounted on GMC trucks. Call 401 725-2250.

FOR SALE 3-9 gang Worthington mowers Wetzel full automatic sod harvester — cuts 2-2 ft. rows — mechanically stacks. Allis-Chalmers 4,000 lb. forklift — 12' mast. Late model 263 FL White forklift — high flotation. Massey-Ferguson 5,000 lb. diesel forklift — 10 ft. lift. 7 air force magnesium wagons — dual tires — 30' long — excellent condition. International tandem 20' van truck — needs repair — \$800.00. Late model C-50 Chevrolet lime and fertilizer bulk spreader truck — mint condition. Russian mechanical root picker for root picking on muck farms — only one in the U.S. — \$5,000.00. Daymon Farms, Inc. 517 223-9966.

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YEAR ROUND WORK A.A.A. Tree Service, Inc. of Florida. Looking for experienced top notch climbers with or without truck and equipment to work by the hour, on percentage or under Franchise in Florida areas. Also needed older men with sales ability. Mechanic with chain saw experience. Man to operate his own tree spade. Henry Hardy, Jr., P.O. Box 6173, Orlando, Fla. 32803. Phone 305 339-5242.

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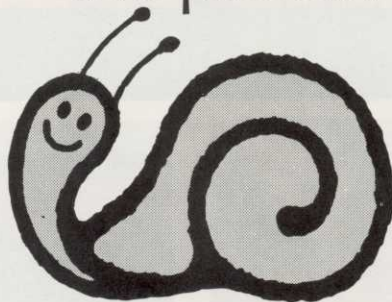
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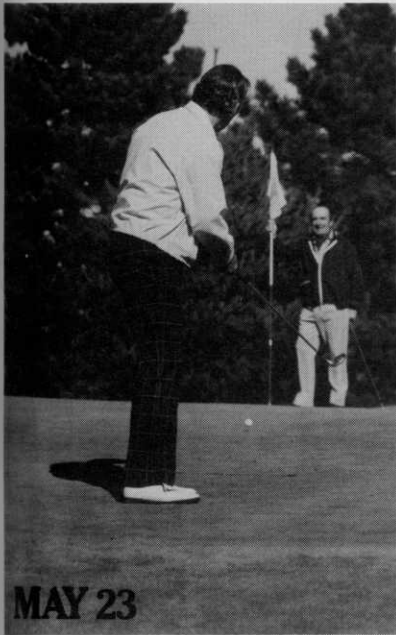
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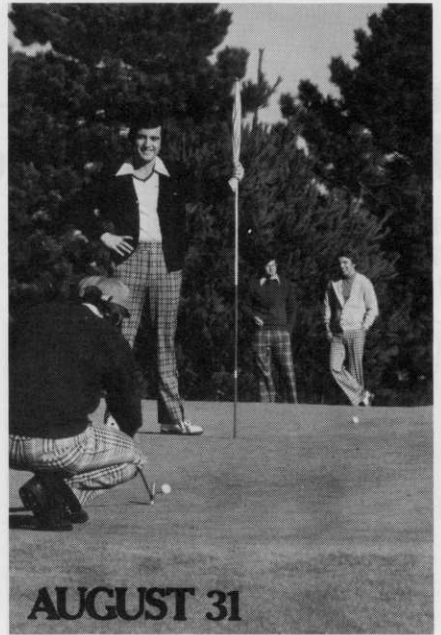
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MAY 23



JULY 10



AUGUST 31

It can take months to compact a green. It takes 60 minutes to fix it.

Greens aeration is one of the most important maintenance jobs you have. Months of compaction can damage a green by preventing air, water, and fertilizer from penetrating the surface. Proper aeration is essential. But it must also be done quickly to get your course back in play and keep your golfers happy.

The Greensaire II does both. It cleanly penetrates the soil, removing cores up to 3" deep. It is so precise that the holes it makes do not affect the true roll of a golf ball. And the Greensaire is fast, aerating the average green in 60 minutes or less.

If you're satisfied with your soil content, the Greensaire's Core Processor attachment can make aerating even faster. It catches the cores, separates good soil from debris, puts the good soil back on top, and bags the debris. You top dress and collect thatch at the same time you aerate.

Maybe you don't need the big capacities of the Greensaire II and Core Processor, but you do want the same fine capabilities. Then choose the Greensaire 16. Instead of a 24" swath, you have a 16" width. You can use the same selection of tines and the convenient windrow attachment makes core removal easy.

And like all Ryan equipment, these machines are built to last. We believe longevity is just as important as performance.

Whether your greens need aerating twice a year or twice a month, there's no better or faster way than with Ryan aerating equipment.

For your free catalog, write OMC-Lincoln, a Division of Outboard Marine Corporation, 6531 Cushman Drive, P.O. Box 82409, Lincoln, NB. 68501.



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HERBICIDE APPENDIX— PBI Gordon offers full line

The August issue of WEEDS TREES & TURF contained a turf herbicide report of currently mar-

keted herbicides from various chemical companies. The P.B.I. Gordon Corp., Kansas City, Kans., presented here was not included. WEEDS TREES & TURF regrets the omission.

P.B.I. Gordon Corp. offers a full line of pesticides under the Acme label and specializes in phenoxy herbicides. Its Trimec, with basic components of 2,4-D, MCPP and dicamba herbicides, can handle weeds on such sensitive grasses as bentgrass. Trimec broadleaf herbicide contains 27.59 percent DMA salt of 2,4-D, 13.86 percent DMA salt of mecoprop and 2.76 percent DMA salt of dicamba. It works best on 2,4-D tolerant grasses such as bluegrass but can function on closely mowed bentgrasses if applied in a reduced rate. A special P.B.I. Gordon bentgrass formulation is recommended.

Trimec herbicide can control sheep sorrel, knotweed, spotted spurge, chickweed, oxalis and henbit plus broadleaf weeds bedstraw, black medic, buckhorn, burdock, chicory, chickweed, clover, dandelion, dock, ground ivy, heal-all, henbit, lambsquarter, lespedeza, mallow, morning glory, peppergrass, pigweed, plantains, poison ivy, poison oak, purslane, ragweed, shepherd's purse, speedwell, spurge, wild carrot, wild garlic, wild lettuce, wild onion and yarrow.

Mecoprop (MCPP or CMPP) works best in broadleaf weed control on grasses. It contains 6.59 percent DMA salt of 2,4-D, 19.87 percent DMA salt of mecoprop and 2.63 percent DMA salt of dicamba. Bentgrass should not be overdosed.

Specific broadleaves MCPP can control are sheep sorrel, knotweed, spotted spurge, chickweed, oxalis, henbit, bedstraw, black medic, buckhorn, burdock, chicory, chickweed, clover, dandelion, dock, ground ivy, heal-all, henbit, knotweed, lambsquarter, lespedeza, mallow, morning glory, peppergrass, pigweed, plantains, poison ivy, poison oak, purslane, ragweed, sheep sorrel, shepherd's purse,

speedwell, spurge, wild carrot, wild garlic, wild lettuce, wild onion and yarrow.

Trimec spray should not be used on centipede or St. Augustine grass without some expected injury and weeds should only be spot sprayed. Clover will suffer if sprayed.

Gordon's Amine 2,4-D turf herbicide is accepted for use on such 2,4-D weeds as annual sow thistle, annual thistle, bindweed, buckhorn, bull thistle, carpet weed, chicory, dandelion, knotweed, kochia, lambsquarters, pigweed, ragweed, wild lettuce, wild radish and vervain.

Gordon's Betamec-4 uses betasan based pre-emergence herbicide for control of annual bluegrass, barnyardgrass, deadnettle, fall panicum, foxtails, goosegrass, hairy crabgrass, lambsquarters, red root, pigweed, shepherd's purse, and smooth crabgrass.

It should only be applied on well established grass lawns of such grasses as Bermudagrass, bahia, bentgrass spp, perennial bluegrass spp., centipede, fescue spp., Pensacola bahia, perennial ryegrass, poa trivialis, St. Augustine, red top and zoysia. Betamec-4 may be applied to dichondra lawns at seeding time or later.

The company suggests lawns not be reseeded within four months of application. The area should be renovated for reseeding by raking thoroughly to scarify the soil surface. When possible and practical, peat should be mixed with soil for an optimum seed bed.

If turf diseases or physiological disorders makes reseeding necessary before four months after application, activated charcoal should be applied before reseeding to deactivate the chemical. Charcoal application should follow seven pounds per 1,000 sq. ft. (300 lbs. per acre in 600 gal. of water per acre). Irrigation should follow application with no reseeding done until seven days after applying the charcoal.

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