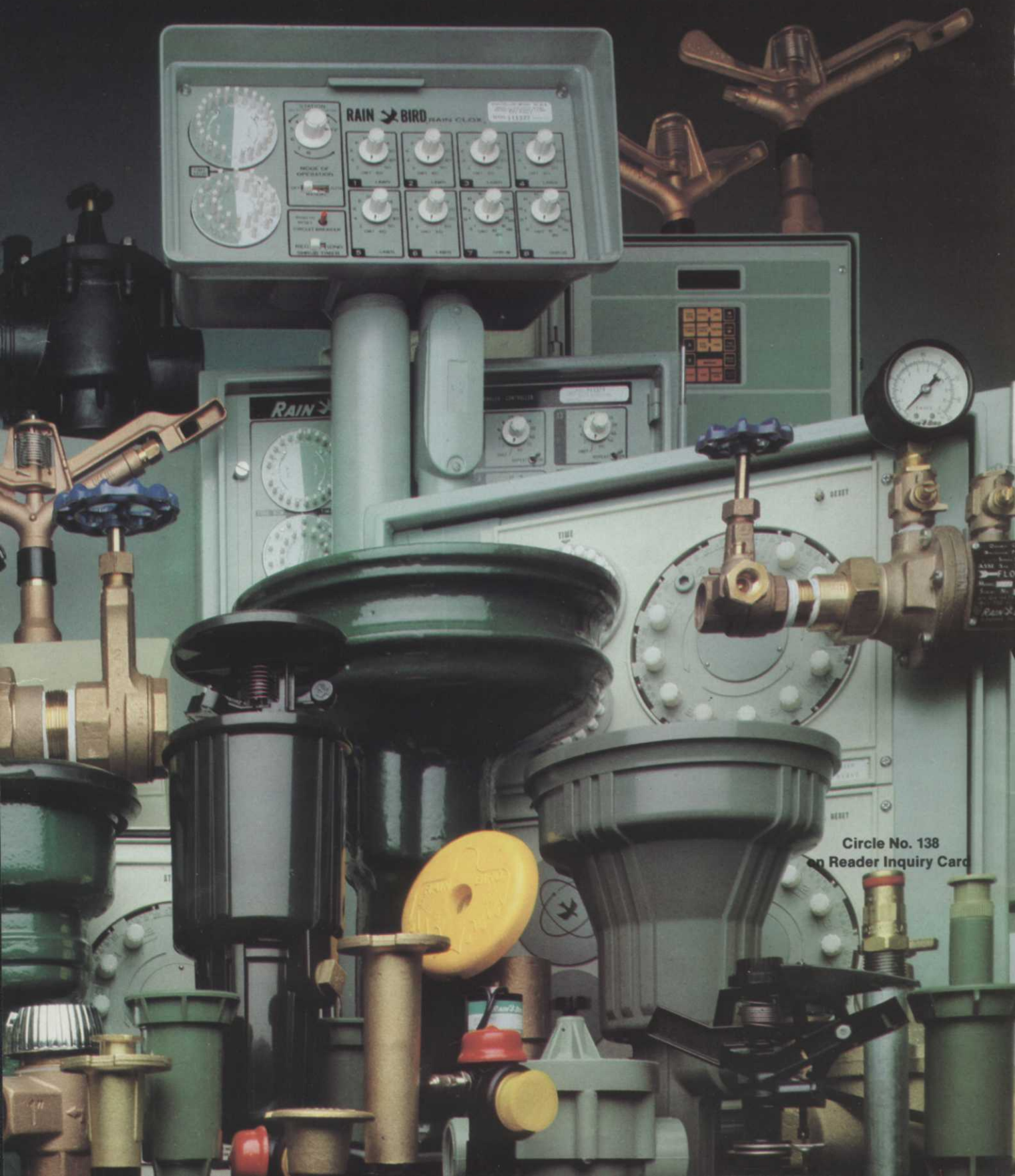


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AGRICULTURAL CHEMICALS DIVISION  
1100 Superior Avenue  
Cleveland, Ohio 44114

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# OUTLOOK

By Bruce F. Shank, Editor

## Verdict Is In on Bentgrass At Last Year's Western Open

A panel of experts led by Virginia Tech's Dr. Houston Couch has reported its conclusions on the embarrassing decline of Toronto C-15 bentgrass prior to the Western Open last year at Butler National. The study has to have been one of the most extensive ever in U.S. golf history.

The early theories that the decline was caused by the fungal diseases, cool-temperature *Pythium* or red leaf spot were ruled out. Couch reports that the Toronto failed from root and crown diseases. Low iron content in the soil, high humidity, cool temperatures, high sunlight, poor drainage, and alkaline soil may have contributed to the disease, but the suspected incitant is now bacteria-like organisms called procaryotes. The infected Toronto was also traced to one sod nursery, Warren's. Parasitic nematodes, pesticides applied, and fertilizer used were also termed innocent.

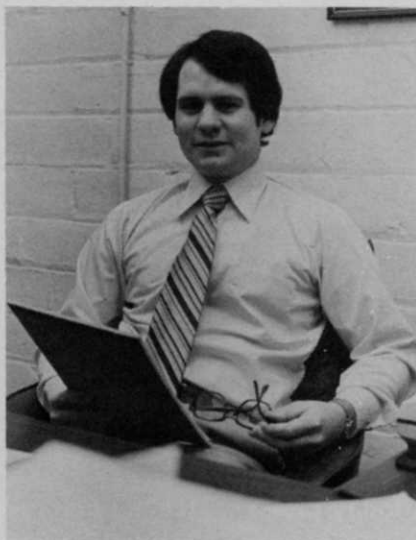
The study proves turf management is more than a simple trade and research is far from complete on many aspects of turfgrass health. In addition, it highlights what cooperation among turf groups can accomplish. In this case the GCSAA, USGA Green Section, Chicago Superintendents Association, and the Chicago District Golf Association donated time and money to the cause. Virginia Tech, Ohio State University, and the University of Illinois should be recognized for their continued support of turfgrass pathology.

As public dollars for research shrink, associations and foundations will have to pick up more of the bill. Objective research performed by specialists outside of chemical company influence must continue. Not that chemical companies would be dishonest, but they go only as far as the profit does. They have stockholders, don't forget.

There is a case against large in-

vestments in research to solve rare instances. The Butler case has to be considered a rare instance for now. Many courses have renovated Toronto greens to Penncross or Penn-eagle. This, however, may be an incomplete solution with only short-term benefits.

The answer is "science." Is turfgrass management a science? In science you don't stop until all events can be repeated exactly and all reasons for the events are fully understood. Clearly we have not achieved this position yet. The practical benefits of knowing all turfgrass factors may appear limited from a curative viewpoint. But



the reason a superintendent or landscape manager is hired is to prevent disasters, not merely repair them.

To prevent disasters you have to be a scientist. That should be the goal of the modern turf manager. Basically, that is the position we take and try to support by our editorial coverage of turfgrass. We laud the efforts of the participants in the Butler situation.

## Readers Grade Weeds For What Interests Them

The results are in from the *Readex* study on the March issue of *Weeds Trees & Turf*. Thanks to your responses, we can better meet your industry journal needs.

Few people trust self-promoting surveys. In the case of *Readex*, the research is performed by an independent firm specializing in publication performance, Reader Interest Research, Inc., in St. Paul, Minnesota. This firm has built a large data base on industry publications. It can detect weaknesses based upon comparisons with many other industry publications.

If you were not asked to participate in the March study and have comments to make on the magazine, you have two choices. The first is to wait to become part of a future *Readex* study (the group changes each time). Or, you can write to me in New York. Your comments are always welcome. August will be the next *Readex* issue.

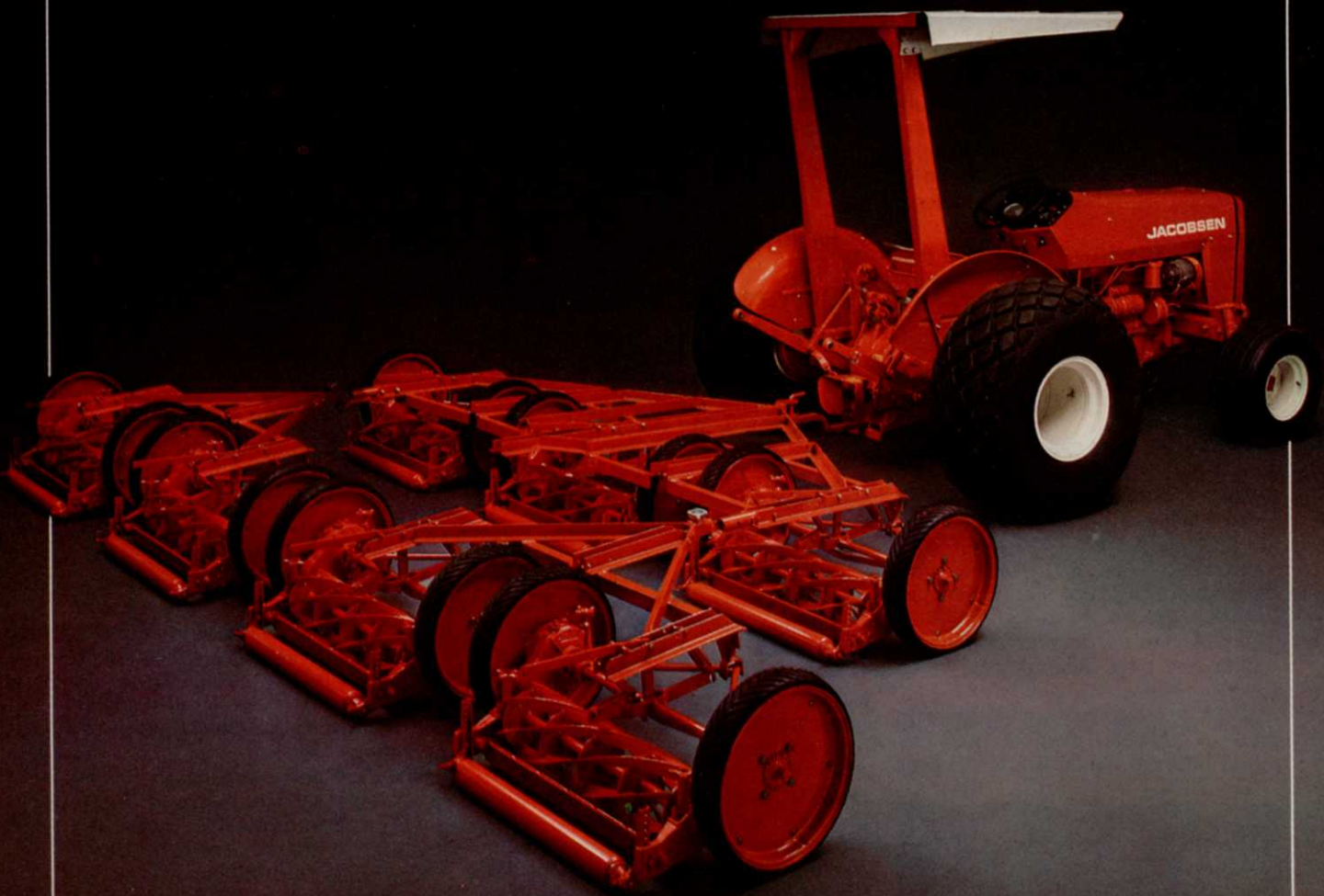
Average readership of national industry magazine features is 56 percent according to the *Readex* data base. The March features on turf weed control and fertilization received more than 80 percent readership. Only two out of 11 features fell below the 56 percent mark. Overall, 74 percent of the readers read the entire magazine spending more than one hour.

Typically a good advertisement will receive less than 20 percent readership, depending upon the size, color, and design. Nearly 50 percent read the PBI/Gordon ad on Trimec in the March issue. Nearly 46 percent read the Monsanto ad on Roundup. The Diamond Shamrock ad on Dacthal received 42 percent readership. Jacklin Seed Co., Ciba Geigy, Union Carbide, and Estech all had scores over 30 percent.

Obviously you're interested in weed control and fertilization during March. This, combined with market knowledge and common sense, helps us plan editorial content to best meet your needs.

The point is *Weeds Trees & Turf* may be the oldest magazine serving the landscape markets, but it is also the most current because it invests in research to meet your needs.

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# WT&T

## GREEN INDUSTRY NEWS

### GOLF

## Greens at Masters once too slow, now too fast

Although there is a definite hush and adherence to protocol at Augusta National, the conversion of its greens from Bermuda to bentgrass to add challenge to the course irritated some professionals during the Masters.

Some newspapers, such as the *Chicago Sun Times* went to lengths to infer that grass was a small matter of no general consequence and that courses should convert to AstroTurf. Cute quips from sportswriters only added to the ignorance of the public to golf management.

The course maintained its tight policy that only the club chairman could speak on club matters, thus stopping any interviews with the superintendent. The full story is still not known and pieces of information, right or wrong, are coming from players rather than the superintendent.

The greens were renovated last August after an advisory committee and a number of other consultants met with Hord Hardin, the chairman. The Bermuda greens were fumigated with methyl bromide and seeded with PennCross. The greens were not rebuilt to USGA specifications for bentgrass. The club thought they could limit rebuilding to only those greens which showed problems.

Weather took over from there with an unusually hot September, rainy October, and cold winter. Club members

were allowed to play on the greens in mid-October. Some inferred fungicides had burned some of the young PennCross but this has not been proven.

So far the problem has only been linked to bad weather and the poor soil structure of some greens.

If you consider the number of experts that were involved and who made the final decisions, superintendent Lloyd

Mackenzie should be clear of any guilt.

In an article in *Golf Digest*, Hardin said those greens that were involved are likely to be rebuilt as originally planned.

Some players inferred that the greens have been hard for a long time. The lure of fast greens in the future may be tempered with consideration of the rootzone.

### CONVENTION

## Nurserymen to hold annual in Cincinnati

The American Association of Nurserymen is planning its 106th annual convention and trade show at Stouffer's Cincinnati Towers July 18-22.

Themed "An Industry Together-Pathway to Profit," the convention will highlight educational sessions by each of the AAN family groups: Garden Centers of America, Wholesale Nursery Growers of America, National Landscape Association, and Horticultural Research Institute.

Topics will deal with concerns of the nursery industry and solutions to existing problems. Tours of Cincinnati-area wholesale, retail, and landscape businesses and tours for spouses attending the convention are also planned.

For more information, write American Association of Nurserymen, 230 Southern Building, Washington, D.C. 20005, 202/737-4060.

### PROMOTION

## Clifford advances in post at Mallinckrodt

Mallinckrodt, Inc. has promoted Nick Clifford from senior business manager to business director for specialty agricultural products in the specialty chemicals division.

Clifford joined Mallinckrodt, a lead-

ing supplier of specialty agricultural chemicals to the turf and ornamental industries, in 1965. He has held a variety of sales and marketing positions in the specialty chemicals division.

### CONVENTION

## Florists to stress marketing at meeting

Themed "Advertising, Merchandising and Marketing: Strategy for Success," the annual meeting of the Society of American Florists promises to focus on the critical issue to the floral industry. Speakers and programs at the meeting planned for July 29 through August 1 at the Denver Hilton have been specifically scheduled for their expertise in marketing.

Somers White, a nationally known motivational speaker, will address the crowd on "Being Sold on Yourself and Selling to Others." Herb Mitchell, AAF, AIFD, will discuss "Teaching Your Employees to be Salespeople." George Kresch, professor of marketing at Colorado State University, will give a program on various types of advertising, analyze the good from the bad, and explain what members of the association can do.

Former President Gerald Ford will speak at the Friday luncheon. The New Varieties Exhibit on the first day gives growers a chance to compare their fresh flowers, decorative foliage, flowering plants, foliage plants, and bedding plants with their competitors.

*Continues on page 12*



The Nebraska Turfgrass Foundation gave its Distinguished Service Award to Harold Glissmann (left) of Omaha during the Nebraska Turfgrass Conference. Keith Weidler, turf foundation president, presented the award.



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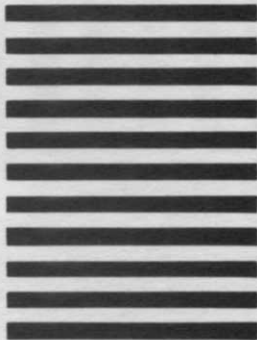
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