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"Things are bigger here in Possum Kingdom, Texas. For instance, our 180,000 square feet of PennLinks greens that perform flawlessly in our extremes of heat, humidity and cold.

"We hand mow our greens at 3/16". The longer cut stresses the plant less, and promotes deeper, healthier roots. With PennLinks' upright growth habit, there's no need to mow shorter for a 'true' putt and the leaf length helps hold the ball on our extremely contoured greens.

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"I feel any superintendent who looks at all available bents with an open mind, and does his homework as I have, will choose PennLinks over any other. That's why PennLinks is on top at The Cliffs."

Randy Thompson, CGCS

Director of Golf and Course Management
The Cliffs, Possum Kingdom, TX

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exclusive
"Penn
Pail"



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*A von Hagge and Assoc. designed course
Developed by Sheffield Management Co.*

Fallon, Randy and Lisa Thompson

"I like PennLinks because it's easy to live with... my family likes PennLinks because I'm easier to live with."

Randy Thompson



LANDSCAPE MANAGEMENT®



On the cover: the liquid vs. dry controversy graphically represented by Larry Kassell.

26 COVER STORY: LIQUID OR DRY?
by Terry McIver. As customers demand more dry fertilizers because of what they see in the news, the lawn care industry responds.

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by Norman N. Hummel Jr., Ph.D. Late-season fertilization is becoming more and more popular. And why not? When timed properly, it promotes root, shoot and rhizome or stolon growth.

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by Jerry Roche. Grub control—especially with the most modern, effective insecticides—is a tricky business. Landscapers and lawn care operators are advised to meticulously follow these guidelines to avoid callbacks.

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by Will Perry. A week in and around Oregon's Willamette Valley convinced our editor that already good turfseed is getting even better.

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by Rudd McGary, Ph.D. 'What do customers want?' is a question top green industry companies ask themselves every day. The most successful ones answer it.

LM

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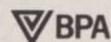
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They're ready on the beaches for the 1991 U.S. Open assault

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"I've been here since 1982," says Hague, "and the club has prepared for two U.S. Women's Opens, the PGA Grand Slam and the U.S. Seniors Open since hosting its first U.S. Open in 1970.

"Our John Deere equipment has been a big help this time around. I've got 15 John Deere machines that we've used in everything from course reconstruction to daily maintenance.

"The new 1200 Bunker and Field Rake has been a very pleasant surprise. We've found that it does a better job and is physically easier to operate than other machines we've tried. The style of the rake fits with our plan to keep firm, smooth bunkers. In fact, it's done such a good job that it was the only machine we allowed in our bunkers all last year."

For the name of your nearest distributor, or free literature on all John Deere Golf and Turf Equipment, call 1-800-544-2122 toll free or write John Deere, Dept. 956, Moline, IL 61265. We know, like Chris Hague, you're going to like what you see.

Superintendent Chris Hague depends on a John Deere 1200 Bunker and Field Rake to help groom one of Hazeltine National's more than 100 bunkers for the 1991 U.S. Open.



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AS I SEE IT...



Do you want what you need?

Magazine editors, politicians and trade association executives: all must deal with constituencies—no easy task in any case.

One of the knotty questions groups like these must eventually answer is, "Do we give our constituents what they want or what they need?" From an editor's standpoint, our magazine likes to give its readers everything they want, and then hope there's room left to squeeze in some of what they need. This is exactly what the trade associations have found out.

"One important fact that we have learned the hard way is that you cannot make people interested," says ALCA (landscape association) executive director Debra Dennis. "They have to decide they are interested in something for themselves."

Part of what we're referring to here is the ability of an association to lobby for its membership. The green industry, for instance, would do well to counter anti-pesticide lobbying with an effort of its own. But—because there is no immediate, tangible return on effort—most lawn care and landscape companies could care less whether their interests are represented in Washington, D.C.

And this attitude, we at the magazine have found, by and large parallels readership patterns: write an article about how a reader can influence his congressman and he'll flip right past it.

"We don't have a lobbyist and, given the attitude of the members, I don't see that in the future," notes Dennis.

The PLCAA (lawn care association) three years ago increased membership fees to address legislative issues and was immediately tanked (that's "tanked," not "thanked") by some smaller members.

"We spent \$350,000 on issues management," recalls current president Rick Steinau. "That was a clear...horrible...message that the association is for large companies. We've covered the national issues, but we haven't attended to member services.

"If I had my druthers, we'd have worked diligently at an insurance program that would knock your socks off. It would offer the smaller companies an immediate return on investment. In effect, it would be a 'no-brainer,' and we need some of those to get the smaller companies into our fold."

Neither trade associations nor trade magazines can be all things to all people. (Neither can politicians, for that matter.) But we'll continue to try.

All the trade associations ask is a chance to help you do business more efficiently and more profitably. You've chosen to receive our magazine. How about giving a trade association a try, too?

Jerry Roche, executive editor

LM

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“We chose Triathalawn Tall Fescue for Deer Creek based on National performance trials for our region ...and some sound advice from Williams Lawn Seed.”

**Larry Hanks, VP Golf Operations;
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at Deer Creek, Overland Park, KS.**

“When planning our World-class, Robert Trent Jones II designed golf course in the Kansas City area, we had to seriously consider our hot, dry summers. We simply could not leave the all-important turf areas to

chance. Penncross bent was selected for the greens, zoysia for the tees and fairways, and tons and tons of Triathalawn blend was seeded into the roughs. Our tees, greens and fairways will receive adequate water, but we’re counting on Triathalawn’s deep-rooting to look good in the unirrigated areas ... especially around our stately trees.

types were up to the task. When it came to selecting a brand name, we picked Triathalawn blend, to make the *very best* of a *real good* thing.”



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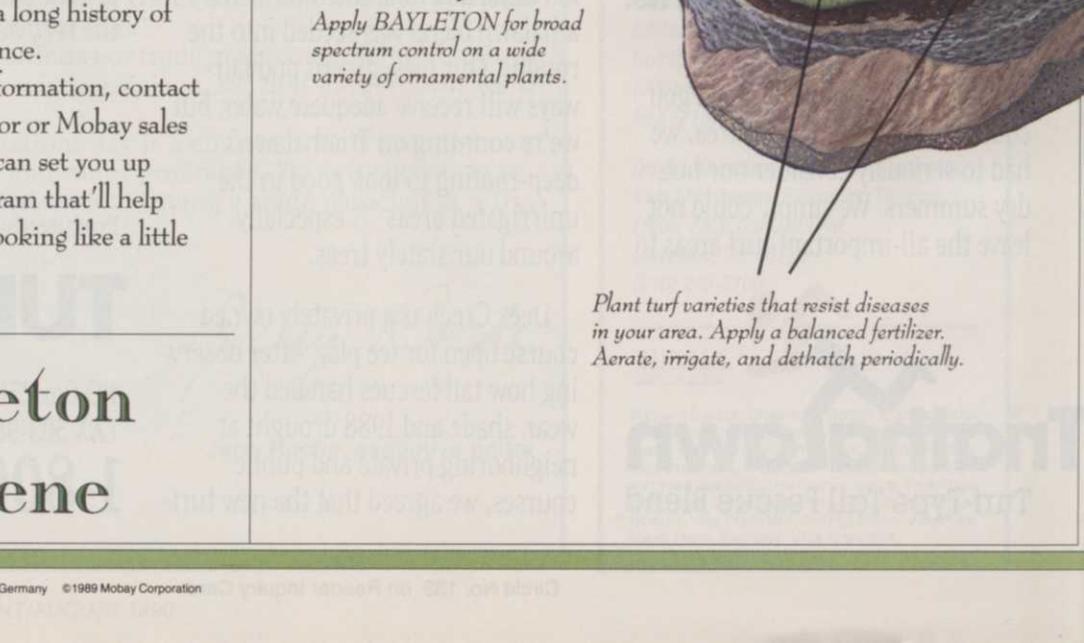
In addition, BAYLETON eliminates costly multiple applications. You see, it works systemically, entering the plant and working from the inside. Since BAYLETON won't wash off, it lasts longer.

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Treat your fairways with BAYLETON and DYRENE. It keeps your customers from tracking disease up onto your tees and greens, and raises the overall quality of your course.

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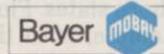
Plant turf varieties that resist diseases in your area. Apply a balanced fertilizer. Aerate, irrigate, and dethatch periodically.



In addition to dollar spot, **BAYLETON** prevents summer patch, anthracnose, and other major turf diseases.

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LEGISLATION

Water woes on the horizon for golf supers in Georgia

ATHENS, Ga. — The University of Georgia Cooperative Extension Service reports that golf courses in the Peach State will soon need agricultural water use permits.

Golf courses and other recreational turf are included in the provisions of a law requiring a permit for all groundwater and surface water withdrawals of 3 million gallons per month for "agricultural" uses.

"If they're watering fairways, even nine-hole golf courses would probably use that much water," says Tony Tyson, irrigation specialist with the extension service. "If they water just the greens and tees," continues Tyson, "they probably don't use enough water to require a permit, although some 18-hole courses might need a permit even then."

According to Dan Rahn, news editor for the extension service, applications are automatically approved for any golf course or other recreational turf with a withdrawal system that was in place before July 1, 1988, provided the applications are sent in by July 1, 1991.

The dry weather situation is becoming serious in many southern states. Florida, for example, is in the second year of drought conditions, following 30 years of less than average rainfall.

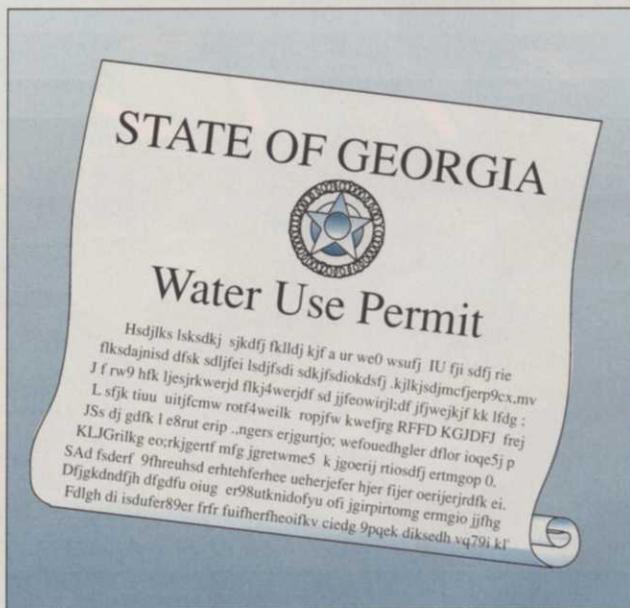
That merited a recent cover story in *The Wall Street Journal*, which quoted sources as saying the wetland drainage there has caused a "climate shift," making the state permanently drier.

"We in the metropolitan Atlanta area are feeling acute water shortages," says Rahn, "so there's a need—or feeling of a need—to get a handle on what our water resources are." Rahn says that the conservationist mood has extended through other parts of the state. "People pretty much see the need to (conserve)," admits Rahn, though he thinks the seriousness of the situation is a scary thought.

"This is the means to monitor and manage the water resource," says Rahn, "and we've got to make golf course and athletic turf people realize that they're included in this too."

There are exceptions to the law where recreational turf areas need "industrial" water use permits.

In other locations, however, if a golf course pumps an average of 100,000 gallons of water per day in any month from any single source—such as a well, pond, or creek—it must have an "agricultural" water use permit. According to Tyson, that equates to the amount of water needed to put two inches of



water per week on 14 acres.

The Environmental Protection Division warns that there will be strict adherence to the July 1, 1991 deadline.

"It's to their advantage to get permits now," says David Ashley, manager of the EPD Water Resources Program. "During this first phase we'll issue a permit for the full capacity of the system. But there's a chance the permit will be reduced after that. In some areas you may not get a permit for the maximum capacity of the system."

The EPD urges golf course personnel to apply for permits immediately, as it can process just 15 applications per day.

—Terry McIver □

LAWN CARE

ChemLawn is pleased with settlement

SYRACUSE, N.Y. — ChemLawn Services Corp. has settled a lawsuit in New York State Court over the wording of advertising in brochures published between 1985 and 1987.

ChemLawn challenged charges by the state attorney general Robert Abrams that the brochures contained inaccurate or misleading information. ChemLawn describes that information as "technical information that ChemLawn provided customers in response to their health,