PENDULUM (from page 62)

* Fine sands—those below .5mm. in diameter—seem to provide a more suitable medium for putting green growth than do the coarser, concrete grade sands. Large particles appear to cause damage from abrasion and bruising of plant tissues when traffic is imposed.
* A variety of organic materials may be used. Peat of reed and sedge origin continue to be the standard by which other materials are judged. However, successful mixtures have been compounded using organic materials such as rice hulls, ground pine bark, composted cotton burs, bagasse and well-rotted sawdust. Such materials are often waste products, and the chief cost is their transportation.
* It is dangerous to guess at a soil mixture. An evaluation in a qualified laboratory will enable the builder or superintendent to know what is being put into a mixture.
* Percentages of sand, silt and clay in a soil represent a starting point, but they alone are not sufficient to enable one to predict the behavior of a soil in a mixture. The plasticity of the clay is an important factor, as is the degree of aggregation of the particles. Insist on a complete test—not just a mechanical analysis.
* After two decades of research effort by numerous scientists, we have noted a shift in consensus that spans the distance between ridiculing a suggestion that 70 per cent to 80 per cent sand would be needed in mixtures of some soils and an advocacy of 100 per cent sand in the Purr-wick method. It is my opinion that some soil in a mixture makes a worthwhile contribution. That soil may be a component of a dirty sand, mineral matter mixed with peat or it may be added as soil per se. We think additional experimentation will see the pendulum of opinion, based on facts, resulting from research, swing back to this position.

ETONIC OFFERS PROMO SETS; HOME STU DY COURSE

BROCKTON, MASS.—The Charles A. Eaton Company (Etonic) offers a series of promotional aids and posters for the golf professional's shop for 1972 to 1973. The promotion program gives the professional a total of 14 two-color posters, three counter cards, seven different statement stuffers, Christmas gift certificates and pre-written letters by which the professional can contact his membership about holiday promotions and miniaturized posters for stuffing with the letters and a promotion calendar.

The price of the kit is only $10. In addition to posters for six separate occasions (Christmas, spring, 1973, Mother's Day, Father's Day, 4th of July, fall, 1973 and sale), Etonic also offers point-of-purchase materials for use in an annual sale and zodiac birthday program. The kit features mailing letters designed for each sign of the zodiac.

MERCHANDISING COURSE AVAILABLE

Etonic also offers a new correspondence course on planning, buying and financing pro shop operations for club professionals and assistants. "The Etonic Course on Planning and Finance for Golf Professionals," supplements the Etonic course on soft goods merchandising started five years ago.

The enrollment fee is $25, which is refunded in the form of a $25 credit toward the purchase of Etonic merchandise (wholesale) upon completion of the course. According to John E. Larsen, Eaton's vice president for marketing, the course consists of five lessons, each accompanied by an exam graded by Eaton. The lessons include planning and record keeping, financing, buying, cost control and making money.

For the $10 promotional package contact John E. Larsen, Charles A. Eaton Company, 147 Centre St., Brockton, Mass. 02030. For professionals wishing to enroll themselves or their assistants in the correspondence course send a check for $25 per person, or tell the company to charge the fee to your account with Eaton to: Correspondence Course on Buying at the above address.