GOLF COURSE AND PARK SUPERINTENDENTS!

A DYRENE TURF PROGRAM GIVES YOU UNMATCHED CONTROL OF FUNGUS DISEASES!

You no longer need be concerned with major turf diseases when you use Dyrene. This broad-spectrum organic fungicide provides proven control of Helminthosporium diseases (melting-out, blight, leaf spot) • Copper Spot • Rust • Sclerotinia dollar spot • Brown Patch • Snow Mold (Typhula). And, Dyrene stays on the job—up to two weeks and longer. It's easy to use and leaves no unsightly appearance. Start an effective fungus prevention program today with proven Dyrene. It's another quality Blue Bullseye product from Chemagro Corporation.

CHEMAGRO CORPORATION
KANSAS CITY, MISSOURI 64120

For more information circle number 238 on card
You got quite a jolt, Ben. But did it last?

When Ben Franklin flew that kite, he got quite a jolt. But it didn't last. "Jolting" turf with fast-acting fertilizers doesn't last either. That's why you have to jolt it so often. But Nitroform®, Hercules' ureaform turf food with 38% nitrogen, feeds at the steady rate turfgrass demands, lasts up to five times longer than conventional fertilizers. Nitroform is nonburning and odorless. It resists leaching and builds a nitrogen reserve. It's easy to apply, either as granular Blue Chip® for mechanical spreaders or as Powder Blue® for liquid application. Contact your Hercules representative or write: Turf & Horticultural Products, Synthetics Department, Hercules Incorporated, Wilmington, Delaware 19899.

LONG-LASTING NITROFORM®
Results of this study indicate that the four grasses utilized gave varying responses to soil warming. Within the bermudagrasses, Tifgreen and Gene Tift were more responsive to soil warming than P-16. At College Station, Texas, St. Augustinegrass was maintained in an essentially green, growing condition throughout the winter period by means of supplemental soil warming, providing the turf is kept closely mowed and thatch build-up prevented.

Both the polyvinyl covered cables and non-insulated galvanized wire have given satisfactory results to date. Cable placement depths as deep as nine inches appeared to be satisfactory. The air temperature sensing thermostats were found to be the preferred and simplest indicator for controlling soil temperature. The air thermostats give better anticipation of when heat should be applied because of the lag involved in soil temperature variations.

A watt density of 10 watts per square foot was adequate to maintain the soil temperature at a depth of one inch near or above 60° F. during short periods of extreme cold.

Mowing height was particularly important in maintaining adequate quality Turfs during winter soil warming. Mowing heights of 0.625 inch or less are required in order to maintain acceptable appearance and turfgrass quality. Warm season turfgrasses maintained at higher mowing heights were subject to freezing damage and loss of color during extreme cold periods at the heating levels utilized in this study.

Comments: Soil warming is a relatively recent innovation in turfgrass management. It is now being used on a limited basis on athletic turfs in the United States. Those associated with golf courses may think that soil warming will not be utilized on golf turfs. However, it may not be too many years before this management aid will become one of the additional tools in maintenance of quality golf course turfs.

The Effect of Cultivation, Top-dressing, Lime, Nitrogen and Wetting Agents on Thatch Development in 1/4-inch Bentgrass Turf Over a Ten-year period.


The influence of various management practices on the rate and nature of thatch development were investigated over a 10 year period from 1954 to 1964. The field tests were initiated on a six year old Seaside creeping bentgrass turf which had been overseeded with Penncross creeping bentgrass. The turf was grown on a loam soil having a pH ranging from 6.0 to 6.5. Phosphorous and potash were not limiting during the period of the study. The turf was mowed three times a week at 0.25 inch with clippings removed.

During periods of moisture stress, approximately 0.5 inch of water was applied three times per week. The 10 thatch control treatments were applied in four replications arranged in a randomized block design with a plot size of 6 by 20 feet. The thatch control treatments are summarized in the accompanying table.

Continued on page 65

GOLFDOM 1968/OCT.—NOV. • 23
TORO® has too much at stake in professional turf care products to market a "just as good" sprinkler system.

We don’t think of it as a “penalty,” but we sometimes feel the “pressure of leadership.”

For more than 50 years, we’ve been inventors and innovators in all kinds of professional turf care equipment.

So we have an unusual stake in our automatic sprinkler line.* It has to be better than other systems; it has to live up to the TORO reputation for quality.

We’ve developed a staff of the very best irrigation engineers. We’ve trained contractors. We’ve built modern factory and test facilities at Riverside, California.

We’ve got a better system.

Make us prove it. Call your nearest TORO Distributor (he’s in the yellow pages) or write Jim Kaufman, Marketing Manager, TORO Manufacturing Corp., Minneapolis, Minn. 55420. He’ll set up a demonstration for you.

*We call it MOIST O’MATIC®
TORO took 8 years to perfect this oil-sealed gear-drive pop-up rotary head. A 30 minute demonstration will prove it was worth it.

The gear drive is the only true, continuous power source for rotation of a pop-up rotary sprinkler. Because it is a constant drive, you get uniformity of spray that "cam" and "impact" drives can't begin to match. But the problems of sand and dirt and backwash are common to all systems. Except TORO's. Our entire mechanism is specially sealed on top where it can't be touched by water, dirt or debris. We know. We torture-tested with sand tanks that pumped 100 lbs. of sand into the sprinkler every 20 minutes. Proved that our oil-seal worked. Also discovered that brass risers scratched. So we switched to super-hard DELRIN®. It took 8 years, but we learned all this and a lot more. You can learn all about it in a 30-minute demonstration. Call your nearest TORO distributor (he's in the Yellow Pages) or write Jim Kaufman, Marketing Manager, TORO Mfg. Corp., 8111 Lyndale Ave. S., Minneapolis, Minn. 55420.

Another TORO exclusive—two-speed 180° pattern for pop-up sprinklers around golf green, double row fairway football field, park grounds. Nozzle rotates at normal speed on the over-lapped areas, slows down when watering bunkers or non-over lapped areas.

TORO Automatic Turf Sprinkler Systems

For more information circle number 258 on card
Food and drink mean to the club manager's revenues what rain and sunshine mean to the superintendent's greens. And, if they don't, they should. The following article gives useful hints on the stocking, merchandising, promoting and pricing of some foods and wines.

by William E. Massee

Supply lines to club profit

Editor's note: Mr. Massee is a public relations consultant and wine expert who has written several books, including "Wines and Spirits," and "Massee's Guide to Eating and Drinking in Europe."
Members like to show off their clubs, boasting about the chef or barman as well as sports facilities, when possible. The best such ploys are the silent boosters—a chef’s diploma discreetly in view, a color shot of a holiday buffet or the punch bowl at a gala affair—but there are more active ways to express pride of place. A 12-bottle rack of wines on display near the dining room entrance says a lot about the quality of food and drink to be expected, and so does a small glass-door refrigerator holding chilled Champagnes and white wines. One New York club keeps a small wire basket on a display table—for the corks from emptied wine bottles. The cheery heap provides a strong buying suggestion. A spotlighted wire grill with a big padlock guards one shelf of a backbar, where precious bottles of old Cognac, Highland Malt Whiskies, old Madeira and unusual liqueurs are kept, in another club. A Vermont barman displays a glinting row of pewter mugs for his specialty, Tom and Jerry, and down in Maryland a master of the nineteenth hole keeps a bowl of fresh mint out on the long mahogany. These are those "something specials" that show just how good you are, without saying a word.

Continued on next page
WINE ON THE TABLE  Americans are turning into a nation of wine drinkers. But—because the fashionable custom is still so new, members need reminding. Table tents and wine lists are available from the Wine Institute, 717 Market Street, San Francisco, 94103. Importers continually provide their distributors with various items. All well and good. But still more appealing is the inclusion of a glass of wine as part of the dinner special or the offer of a glass of white, red or rose at a special price on the daily menu. Excellent, simple wines are now available from California wineries by the gallon, as well as from Portugal, Spain, Italy and France. Small carafes that hold six or eight ounces of wine and can serve two, have proved successful at holiday times or when wine sales reach a measurable daily volume. However, it is apt to fall flat if your members are not yet tuned in to the glories of the grape. An alternative, to develop interest, is to put unopened half-bottles on the tables as part of the set-up—red wines on some tables, white or rose on others—and provide at least one waiter with a corkscrew. The bottles are an invitation, and a hint from the waiter will begin to get corks pulled.

NOBODY’S PERFECT  There’s nothing as discouraging as a stock of wine that doesn’t sell. Especially if there was nothing wrong with the wine and the price was right, but the people just didn’t try it. The worst thing to do in such a case is to leave the bottles in the cellar, noticing them only when they appear on the inventory sheets—a constant reminder of error. The best thing to do is to give it away, for a price, if possible. Include a glass as part of a daily special, offer it by the glass at cost, use it in the bar for wine drinks, or in a party punch bowl, or for a mulled wine party. Serve it at a committee meeting. Hold a wine tasting on Ladies Day. Feature it at a special wine dinner. If you’re running a club that sells no wine, it will take about three mistakes like that to turn the whole crowd into friends of Bacchus. Everybody loves good wine. You can help them find out just how much.

HANDLING CHEFS  Members are apt to take chefs for granted—until something goes wrong. Menus then seem to have a tendency to degenerate to steaks and French fries, with a salad for Ladies Days. One club manager with a fine new chef took to summoning him daily to the office, at the height of the lunch hour, so that members would get a look at him in his white jacket, shiny shoes and tall white hat. Another manager makes sure that the chef comes forth from the kitchen whenever a member wants to praise a dish or plan a dinner. Chefs are supposed to hate this, but they hate lack of praise more. The best way to break in a chef is not by introducing him to staff and equipment, but by nudging senior members to praise his first few efforts. A well-praised chef may become temperamental, even conceited, but he’ll cook well.
Our New
Spiketuft Carpet
made of 100% continuous
filament A.C.E. nylon

is so tough,
we guarantee
every square inch

against every
golfer
who walks over it.
For Three Full Years.

Monarch Carpet Mills
Chamblee, Georgia
Supply lines  Continued from page 28

FORMING A WINE COMMITTEE

Every club has its wine enthusiast—a doctor or lawyer, retailer or broker. Let invite him and a couple of friends to a tasting of two or three wines you may be considering, and ask for opinions. Then follow their advice. Repeat this in thirty days. You will have an amenable committee in a few weeks, each member flattered that you asked his advice. You might even consider a distaff member.

WEIGHT-WATCHERS’ DRINKS

Calories count. A thoughtful manager will feature various low-calorie drinks on his menus; clip-on cards that make the drink sound festive, with the low count printed on the bottom of the card. A glass of white wine, for instance, contains about 35 calories, certainly less than 50, while a highball or cocktail is sure to be over 100. Excellent drinks can be made with low calorie mixers. Vermouth-and-soda highballs and coolers, using a couple of ounces of red or white wine, made zesty with a lemon peel or cucumber strips, are quenching and appreciated when the calorie count is brought to the customer’s attention.

GLASSES

Conservatively, 90 per cent of all wine glasses are too small. A wine glass is half chimney, and absolutely minimum size is eight ounces. Ten-ounce glasses are better, twelve-ounce glasses are better still. Such glasses can be used for water service and should be part of the table set-up, but not filled with water until after the wine order. Safe-edge or tempered glasses reduce breakage, and large glasses reduce crowding in the dishwasher. Get a gross to start.

WINE PRICING

A club venturing into regular wine service often charges too much for wines, charging three or four times the cost, across the board, like many restaurants. In the beginning, you might adopt a policy of making the wine pay for itself, not making money on it, but not losing any, either. Start out at twice cost, or take a flat three dollars a bottle on expensive wines. Keep prices on the low side until you build up a weekly volume, then study what your policy should be. Reasonable profit on a lot of bottles is better than no profit on none.