



DUDLEY SMITH

MEET THE BOARD

This is another article on one of our Board Members. It is the intention of the Editor to introduce all the Board members to the membership. This was started last year and now we are introducing the new members of the Board for 1963.

Dudley Smith came to the Chicago area in the Spring of 1959. He took over the responsibilities of Silver Lake Country Club.

Prior to coming to Silver Lake he acquired a B.S. degree from Penn State in 1954 studying under Dr. Burt Musser. While attending Penn State he worked at the United States Military Academy at West Point during his vacations. After finishing school he became the assistant Superintendent at the Hercules Country Club in Wilmington, Del. for two years.

Uncle Sam hired him for two years in the Army and upon discharge he returned to Hercules until John Coghill hired him to become Superintendent at Silver Lake.

Dudley originally came from Kingston, New York where his folks still live. He is not married but is looking.

President John Ebel has appointed Dudley as Co-Chairman of the Educational Committee along with Warren Bidwell.

He has his work cut out for him this coming year. Not only does he run 36 holes of regulation golf, but

now he will be asked to maintain an additional 9 holes. These nine holes will consist of seven par threes and two par fours.

LOCAL NEWS

John MacGregor Retires

John MacGregor has recently retired from the Kahn Bros. Co. He had devoted several years with the Company after spending many years as the Superintendent at Chicago Golf Club. John has spent most of his years devoting all of his efforts in organizing our National association, participating in it and guiding it, helping other Superintendents and when he retired from Chicago Golf he continued in work that was close to what he was used to and became a sales representative of one of the finest supply houses in Chicago. We are going to miss John. Let's all hope that he continues to attend our monthly meetings. Good Luck to a grand old gentleman.

Jim Raines formerly with Illinois Lawn Equipment has now joined the Staff at Kahn Bros. Co. to replace John MacGregor. We will be seeing a lot of Jim, I'm sure.

Peter A. Stephens Co.

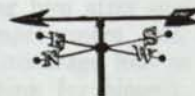
LET US QUOTE YOU ON YOUR NEEDS

Grass Seed Fertilizer Chemicals

BE 8-4428

10126 So. Vincennes Ave., Chicago 43, Illinois

- MERION and KENTUCKY BLUEGRASS
 - C-15 SOD and STOLONS
 - PENCROSS BENT SOD
- DEARIE and STRUD SOD NURSERY**
 or Thornton's Turf Nursery
 R. R. 2 - Box 72 - ELGIN, ILLINOIS
 SHerwood 2-5030



In 'Sixty-three — Plan now to Be Well Equipped with New

GOODALL — First and Finest in Heavy-Duty Rotary Power Mowers

WEST POINT — First and Finest in All-New Aerifiers — Verti-Cuts — Lectro Greensmower

Phone or Write for Information & Quotations

R. G. HOWE DISTRIBUTING COMPANY

Box 487 McHenry — Phone 815 - 385-0825



MORE AND MORE MID-WEST GOLF COURSE SUPERINTENDENTS ARE SWITCHING TO IMC FERTILIZER PRODUCTS. YOU, TOO, CAN ENJOY OUTSTANDING RESULTS AT NO INCREASE IN COST.



Our Turf Specialists Are At Your Service!
INTERNATIONAL MINERALS & CHEMICAL CORP.

Skokie, Illinois Phone YO 6-3000

The Voykins Have No. 4

Shortly after returning from California Paul Voykin called and notified the Bull Sheet that his wife Donna had just given birth to their fourth baby daughter. They have named her Shannon Beth. Congratulations.

The Midwest Buys Tape Recorder

At the last Board meeting the Educational Chairman was authorized to buy a tape recorder. It was felt that the Association would benefit in many ways by this new piece of equipment. Talks could be recorded and then reprinted, motions could be recorded for the minutes, questions and answers could be recorded, talks of interest could be played back to our members and many other helpful things could be accomplished. This is just one more way in which the Association is attempting to help the membership.

One of the fine presentations heard at San Diego outlined the five most important points in selling. The talk was presented by Joseph E. Burger, Public Relations Director of the H. W. Nootbaar Company, Pasadena, California.

These points were given in the order of importance.

1. Character; This is the priceless ingredient. This is what you are in the dark (Sincerity)
2. Industry; Work, Work, Work.
3. Ability; Plan your work and work your plan. Knowledge is power. Keep it simple, stupid.
4. Courage; 46% of the salesmen call on a customer once, 24% call twice, 14% will call three times, 12% call four times and 4% will call five times. It has been proven that 60% of all sales are made on the fifth visit or attempt. So you need courage.
5. Personality; Use your eyes, ears, and big mouth and Smile, Smile, Smile. You must be a good listener. Listen with your eyes. Use your big mouth and keep it shut.

He likes to use these letters TNT. TODAY, NOT TOMORROW.

One of the greatest reasons for failure is disappointment.

Don't ever set a goal, set a purpose.

NEW PRODUCTS

Is There a Future For "COATED" FERTILIZERS?

Slow-release fertilizers — granules that free nutrients as the plants need them — may someday own the market. That's the opinion of researchers who have found a simple way to "train" fertilizers to spoonfeed plants.

One of the most interesting "slow-release agents" is a plastic coating around the granule. It's much like the polyethylene coating inside a "Mr. N" Ammonium Nitrate bag, except that *this* coating has breaks in it. So soil moisture can reach the granule and gradually dissolve it.

The advantages which researchers figured a "fertilizer pill" would possess have all been borne out in their trials.

The end result should be a higher yield, because of greater efficiency of fertilizer use, and less loss of nutrients through leaching and fixation in the soil.

There is at least one disadvantage at the moment — cost. Researchers believe coated fertilizers will become

inexpensive enough for general use with mass production, but some old-time fertilizer peddlers aren't so sure.

It is possible, though, that the price is *already* in the ball park for specialty fertilizers. Turf specialists, always in search of slow-releasing nutrients, might pay a premium to cut out split applications. Lawn owners and lovers of ornamentals could be close behind. *Trials indicate that coated fertilizers keep a lawn blue-green all season without burning.*

A product manufactured by Eli Lilly and Company is now on the market.

While in San Diego we noticed many new pieces of equipment that might be worth mentioning. One is a new top dressing machine manufactured by the Ryan Landscaping Equipment Co. It is self-propelled. It utilizes the concept of double agitation in the hopper, plus additional agitation on the distributor which enables the unit to spread material at a uniform thickness even when material has a high moisture content. Special tires will not mark up the turf. This machine looks like the machine we have all been looking for. Now that we are able to purchase ready mixed top dressing materials it looks like top dressing is on its way back as part of routine golf course maintenance.

Another piece of equipment which looks promising is the new MC-2 Vertifier by West Point Products Corp. It is a vertical puncher that will core holes in a golf green at the rate of 5,000 sq. ft. in 30 minutes. Simple clutching arrangements permit fast transportation between greens. This of course is done with the punching mechanism disengaged.

Do You Have an Assistant?

In dealing with an assistant your oral communication should be directed largely to keeping him posted on plans and developments, criticizing privately and constructively, explaining your delegations clearly, counseling him after performance review toward his own self-improvement, and backing him up when he deserves it. Encourage him to speak up by giving him a chance to think for himself. Make him feel free to ask for more responsibility, and get him to give you progress reports orally as often as necessary. Encourage him to explain the status of his work, problems, difficulties, and his plan for meeting these situations.

When you have to criticize, plan your approach. Begin with questions rather than allegations. Control yourself against emotional outbursts. Prior to this, of course, be sure you get the facts as fully as possible in order to rid yourself of any prejudgements. Do these things and you will have a top notch assistant.

JIM RAINES

Representing



KAHN BROS. CO. Boulevard 8-0640