

**The Very First Systemic in  
FLOWABLE Form**

**CLEARY'S  
3336-F Fungicide**



**The dawn of a better technology.  
FLOWABLE.**

Cleary's 3336 Systemic Fungicide has earned your confidence in the prevention and control of dollar spot and 6 other major diseases. Today W.A. Cleary announces the development of **3336-F**, the first systemic in flowable form. Flowables are simpler and safer for the user to handle. Need little agitation. Will not clog spray nozzles. Offer a uniform particle distribution for excellent availability to the plant. Cleary's new **3336-F FLOWABLE**.

Now available at application cost less than systemic wettable powders

FOR FURTHER INFORMATION SEE YOUR LOCAL DISTRIBUTOR OR CONTACT



**W.A. CLEARY CHEMICAL  
CORPORATION**

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**VOX POP "LOW BIDDING"**

Or maybe this should be entitled, "Don't kill the goose that lays the golden egg". Whatever. There is one thing that is very disturbing - it is the insidious poison of jumping on the ridiculous low bid.

When they asked the astronaut what his thoughts were during the blast off, he responded, "It was assuring that the program and capsule did not go to the lowest bidder!"

The Super has been trained to save money, which is good, as opposed to wasting money. But where does that money go that he has saved? To the Club House for draperies? Or for the ladies powder room again? Or maybe to replace last year's new rugs? Actually, what you save on low bids is a very small part of your budget.

A manager does not ask for low bids on steaks, or on roasts, or on liquor. A pro does not seek low bids on sets of clubs. A member does not request the lowest bid for membership dues. I feel that you are deceiving the golfer if you give him the poorest return for his money. Low bidding degrades the Super and eventually he strangles himself by continually lowering his and the club's standards.

Another cause for concern is that the supplier who gives service - and that is an intangible that no price can set - will no longer be able to finance that service, and he is the one who has regularly supported the National, State, and local turf grass programs. Also, you can write off any donation for the local association's summer picnics and Christmas parties. He has always been the mainstay of educational meetings. It becomes a two way street. The supplier must survive to help you, the Super, and the Country Club to survive.

If the unreasonable low bidding continues, one competitor will drive out all the rest, and then a monopoly will be created. This is a big worry to interested people. If you think supplies, equipment, etc. are high now, wait until you deal with a monopoly with no healthy competition. The Arab oil monopoly will be a mickey mouse operations compared to this!

Why am I interested? I'm afraid that you, the Super, will get burned - and badly. The service you have been accustomed to will falter. The part you wanted at 5:00 a.m. Monday may take 3 days in the mail. The warm friendship of the supplier, who you need every bit as much as he needs you, will become very cold and businesslike. Sometime take time out to ponder what you, the turf man, owes the green industry. The tremendous strides we have made in turf grass management has been a cooperative effort of education, industry, and you. In our golf operations, we need all the help we can get. Don't sell yourself cheaply - or your Club. (If your committee or members complain, then how come they play, eat, and drink at the Club and pay dues for the privilege, when they could do the same elsewhere and save the dues?) Far-fetched? I don't know!

Let me quote John Ruskin: "The common law of business balance prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for the something better!"

I feel that self respect in this wonderful world of golf is important. Please don't take it away from yourself, your club, or your reputable supplier.

**Credit - Patch of Green, 10/83  
Andrew Bertoni**

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