

The Other Side of the Hill

by Art Davenport
Boylan Sales (Yamaha)

In the recent January issue of the **Bull Sheet** I read a statement from Fred Opperman urging MAGCS members to take pen in hand and help supply articles for the monthly newsletter. I reread Fred's plea a second time and could not find any mention that these articles had to be submitted by a real live superintendent, so I decided to put a few thoughts together regarding a view from a salesman's standpoint, or from "the other side of the hill".

First of all, there is already a certain amount of pleasure involved for a sales rep who personally calls on a golf course or country club, for we usually find ourselves out of doors on a warm, sunny day surrounded by acres of well kept grass, many healthy trees and a wide variety of other foliage. We realize how fortunate we are not to be cooped up in a dull, boring office from 8:30 to 5:00 each day. Why, we have it made, don't we? We drive around all day enjoying the sun and fresh air, looking for the opportunity to show off our product knowledge by telling you of our latest innovations, who's using what and who and of course trying to explain the latest price increase.

How could this possibly be any better!! From the salesman's point of view, or our "side of the hill", company presidents, purchasing agents and golf course superintendents all have one thing in common — they have vendors coming to them. They are in a position to judge the products, weigh the facts and compare the prices in order to either make the final decision or lend input to those who will.

Buyers and input people are the ones who give us the incentive to get up in the morning with the feeling "This is going to be a great day. I can't wait to get started." You are the ones who make it a pleasure to stop by time after time, even for just a visit. The superintendent, in many instances, is the vital link between the course and the golfers, and their opinions reflect directly back to you. From April and December, you are in the spotlight at your facility, so it's no surprise to us you were selected as the best man for the job.

We, as hard working sales reps, definitely appreciate the dedication and time you put into your job, and we are most thankful for your support, your interest, your thoroughness and your fairness. Thanks is such a very small word, but ... thanks.

Nitrogen Fertilizer Use by Lawngresses

At any given time, lawngresses can use only about one pound of actual available nitrogen per 1000 square feet. This is not very much. For **quickly** available sources of nitrogen, an application of 10 pounds of fertilizer containing 10 percent nitrogen, will supply this amount. For **slowly** available sources of nitrogen, an application of 10 pounds of fertilizer containing 30 percent nitrogen will supply 3 pounds of nitrogen. The larger amount of nitrogen, only part of which is immediately available, will last longer without over-stimulation of lawngresses.

COUNTRY CLUB

PROFESSIONAL
TURF PRODUCTS



Balanced Feeding
Homogenous Granulation
High Methylene Ureas (W.I.N.)

**THE RIGHT INGREDIENTS
FOR GREAT LOOKING TURF.**

JIM WALSH
DIVISION MANAGER
Blue Island, IL 60406
(312) 371-0917

Lebanon
TOTAL TURF CARE

BETTER TURF CARE FROM THE GROUND UP.

ROSEMAN

2620 CRAWFORD AVE. 864-1842
EVANSTON, ILLINOIS

TURF EQUIPMENT HEADQUARTERS

ROSEMAN GANG MOWERS	FORD TRACTORS
TILLER RAKES	DEDOES AERIFIER
LELY SPREADERS	LOADERS
SEEDERS	LEAF MULCHERS
ROTO TILLERS	ROTARY MOWERS
HOMELITE CHAIN SAWS	HOMELITE PUMPS

SALES ● SERVICE ● PARTS ● RENTALS

CENTURY CONTRACTORS, INC.

6401 W. 75 St., Bedford Park, IL (312) 496-0450

GOLF COURSE EXCAVATING
GREEN CONSTRUCTION

Will tailor any project to include your
personnel to keep your costs down.