

MARCH, 1964  
VOL. 17, NO 9



# The Bull Sheet

*Official Bulletin*

*Midwest Association of Golf Course Superintendents*



**ANDY VOYKIN**  
Host

**MARCH MEETING**

**FLYING CARPET**

**MONDAY, MARCH 16, 1964**

**EDUCATIONAL PROGRAM**

**DIFFERENT FAIRWAY FERTILIZER**

**PROGRAMS**

THE BULL SHEET, official publication of THE MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS.

TED WOHRLE, Editor,  
8700 So. Western Avenue  
Chicago 20, Illinois

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### PRESIDENT'S MESSAGE

#### West of The Pecos—A Vacation

If we ask ten working or supervisory people to define their vacation we can expect at least ten different answers. This is natural. In a broad sense, it is a period of time for which we are responsible to no one in the business world that we know and live in today. Some save a bundle to try their luck at the track. Others visit relatives while still others are content to stay at home and paint the house. There are many examples. Your own is just another variation on how best to spend your vacation.

John Ebel summarized his vacation in this column last November in two words—Gone Hunting. We know Big John had lived through many 'green-keeping' headaches last summer, looking forward to the moment when he would take to the field, there to anticipate the first flush of the birds from their cornfield or meadow hiding place; to once again check his reflexes and to match wits and skills at night with his hunting companions in the telling of the whopper stories. All of this, of course, after he had let out his belt a couple of times at the dinner table. This, we will agree with John, was living—a real vacation.

As you might suspect, my vacation interests while just as basic, are found in an entirely different medium. As a youngster in school, Geography, History and Geology were my forte. My interest remains strong in these subjects today. About twenty years ago I added to this group of related subjects the hobby of photography. On the 15th of January the slogan of Horace Greeley resounded on my ears for the fourth time and my beloved and I set out for those enchanted areas—West of The Pecos.

Rolling along at 70 mph. a few interesting and sometimes sobering thoughts occur. The first one being that at this rate of speed you travel more miles on four wheels in one hour than your pioneer relatives did in four days. Then you look out above you and note the jet streams and feel that you are standing still while doing seventy. The other very obvious observation is that seldom do you roll through a town of any size without spotting a golf course. This is mute testimony of the game's popularity although some of the golf courses are not of the quality that we would care to call them 'home'.

In one town of about 5000 we stopped to photograph some sand greens on an old established course. Regardless, the game was being played enjoyed on this particular Saturday.

Those of us who are old enough to remember the depression days of the early thirties will also recall the great dust storms that were carried aloft and driven into the midwest by Nature's jet streams, having originated in the 'dust bowl' regions of our western states. I had occasion to experience dust storms in the making in West Central Texas on the 19th of January. They were featured in the headlines on the following morning in the various Texas papers. There will be many more soon unless Nature favors many of our states with abundant rainfall. Everywhere, the cry is "We need moisture." Our own state is no exception.

Had you and I been young European adventurers, disembarking from the first sailing ship to reach Plymouth Rock in 1620, proceeding post-haste overland to the area 'West of The Pecos', we would have missed by 350 years the greatest drouth this area or any other our USA has ever known. This 23 year drouth, of major proportions which ended in AD 1299, is an established fact—the dates having been determined by the Tree Ring method, proved and accepted by leading archaeologists in the country beyond a question of doubt. The Great Drouth had far reaching results on the lives of the First Americans who occupied what we know today as Colorado, Utah, New Mexico and Arizona. It was their ancestors who had migrated, via the Bering Strait, into North America, about the Time of Christ. We know the descendents of these migratory people today as the Navajo, the Hopi, the Apache and others. It was the Anasazi (Navajo for Ancient Ones), the ancestors of this present group, that built the fine 'cliff dwelling' houses we know today as Mesa Verde in Colorado, Montezuma Castle and White House Ruins in Arizona. Their one to five storied apartment houses had progressed to the point of using white plaster which is still in evidence today in the White House Ruins in Canyon de Chelly. Their great hunters had developed a new weapon, the bow and arrow, good for hunting but even greater in battle with their enemies. This bow and arrow soon replaced the ancient atlatl, long the favored weapon when their ancestors hunted the elephant on this continent.

Not all of the energy of these Cliff Dwellers was spent in building, hunting or fighting their enemies. I stopped at the Wupatki Ruins, near Sunset Crater in Arizona. During the excavation of a portion of these ancient apartment houses in the mid 30's and the surrounding area, a rubber ball was found buried deep in the rubble that covered an enclosed court nine feet in depth, 47 by 100 feet in area. The original center stones with square holes were intact. Many similar 'ball courts' have been excavated farther south into Mexico. It is reasoned that this game was a team effort affair and had some religious function in their lives.

If you ever have the occasion to visit one of these great ruins, do so. In these regions of desolation where total silence is often possible, linger a while. Let your mind roll backward into space of time for a thousand years. After all, this is but a fleeting moment. It's a great experience. The wilting grass of August and golf carts parked on the apron of your 9th green become quite insignificant.

Had our Big John Ebel been a great hunter in the year AD 1290 and resided in Apartment 1-13 on the first floor of Betatakin (Navajo for hillside house) at the head of Tsegi Canyon which I visited a day later, he would probably have hung a sign on the ladder which gave access through the roof into his 6x10 room meaning the same thing as last November—Gone Hunting. But this time the conditions would have been for different reasons. As the streams dried up and the rains did not come to fill even the desert pot holes, the game had migrated elsewhere or died. The seed of his corn, beans and squash hadn't germinated last spring. Times were indeed desperate. Long ago the domesticated turkeys and dogs had been killed for food. Yes, John had gone hunting—never to return to apartment 1-13 for he and the few remaining cliff dwellers were abandoning their homes because of the Great Drouth.

Warren Bidwell, President

Next Month: **A Look Behind The Turquoise Curtain**



**GENE CONWAY**

### **NEW COURSES IN THE CHICAGO AREA**

This is a continuation of a series of articles started last year about new courses that have recently been built in the Chicago area. This month we are describing the new and beautiful Signal Point Club in Niles, Michigan.

Signal Point is unique in its design and construction. It is a regulation 18 hole course with only nine greens. The architect was Robert Bruce Harris of Chicago. There are 18 tees of enormous size; two per green. The object is to play the first nine holes from one set of tees and then play the same nine holes from a different set of tees. This allows you to vary the length of the hole as well as varying the approach angle to many of the holes. As an example the second hole which is also the eleventh hole is 535 yards the first time you play it and the second time the yardage is 475 yards. The fifth hole and 14th hole is 420 yards the first time you play it but it becomes 335 yards the second time around. Total yardage for the 18 holes is 6295, Par 72.

The course is just south of Niles along the St. Joseph River. The terrain is rolling and the landscape is wooded. While visiting the course I had the honor of playing with Gene Conway, the General Manager. He was originally at the Elks Country Club in Ft. Wayne; Indiana before coming to Michigan. He is a member of our Profession and Association.

The Club has a very small limited membership. The Clubhouse is very rustic and beautiful. The operation is somewhat of a family affair. Mrs. Conway and her two sons also work at the Club. They work in all areas of the operation.

If you want to see a course where all the greens have been built to strict USGA specifications then you should visit Signal Point. The turf selected for the putting greens was C 15. The fairways are a mixture of several Bluegrasses and some fescues.

Gene is appearing on the USGA Program in Detroit, Michigan, on March 25, 1964 to discuss the construction and maintenance of these greens. This should be a must for any Superintendent contemplating the construction of such greens.

### **WOODRIDGE GOLF CLUB**

We at Woodridge felt the need of a change of location for our No. 6 Green on the Woodland Course. It was to the right of No. 7 Fairway about 30 feet and 100 yards from the No. 7 tee, and all too often a slice off the tee would put the ball on, over or near the No. 6 Green.

It was decided to place the new green up near the seventh tee. We drew up the plan for a six thousand square foot green with two sand traps. The length of the hole had to be sacrificed nine yards from 184 yards to 175 yards, but it was from a down hill shot to an up hill one now. We had to move a nursery of red and white pines 4½ to 5 feet in height, of which we made plantings in various places on the course.

We moved all Kentucky Blue Grass sod worth moving off the green site and later used it on the fairway. A D-7 Caterpillar was employed one day to push off and pile all top soil and then moved about 30 inches of the fairway hill to the green sites for rough grade. We then rented a ¾ yard bucket John Deere crawler to move back the top soil and shape traps and banks. The rest of the grading and leveling was done with our 800 Ford Tractor equipped with a half-yard bucket. We had to haul in 190 yards of top soil to get a 4 inch finish grade on the banks. Soil mixture for the green was made up of two parts top soil, one part humus and one part sand. Approximately 180 yards were mixed off-site and hauled in for the green area. Then 20 more yards were hauled in for the collar area, and 6250 lbs. of calcined clay was disked in the top six inches. A good fertilizer mixture, 200 lbs., including some urea-form nitrogen was rototilled in to a depth of four to five inches.

We cut C-15 bent from our nursery and bought 240 yards Merion Bluegrass for a six foot border around the green. The banks and fairway were sodded with Kentucky Bluegrass, from our grounds. We just finished hauling in and leveling twenty-one yards of No. 1 & 2 Torpedo sand and expect to top it with another 21 yards of No. 1 Torpedo for the upper two to three inches.

We also built a new 77 ft. by 40 ft. tee for the No. 6 hole. We rebuilt and in some cases enlarged the teeing area on four other tees. Merion Bluegrass sod was used exclusively on the teeing areas and Kentucky on the banks.

We began work on the tees the first part of October, 1963 and the middle of the month started the new green and finished all work by the end of November, 1963.

I hope everyone will get a chance to play at Woodridge this summer, as one of the meetings will be held there.

Anthony Meyer,  
Grounds Superintendent



WARREN BIDWELL

**WARREN BIDWELL ELECTED TO BOARD OF DIRECTORS OF THE MIDWEST REGIONAL TURF FOUNDATION**

During the elections held on Tuesday night, March 3, 1964 at Purdue University Warren Bidwell was nominated and elected to the Board of Directors of the Midwest Regional Turf Foundation. He will be our representative on the Board for three years. Others elected were Norm Kramer, formerly of this area and still a member of the Midwest Association of Golf Course Superintendents, and Clem Wulfrum of the Detroit area.

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## HOW TO SELL YOUR IDEAS

(Continued from last month)

Mr. Eckstein emphasizes the need for utmost clarity in the presentation. "Remember, if you have an idea, it is a thing you have worked with for some time. It's clearer in your mind but may not be clear to anyone else. It embarrasses a 'buyer' to be told of an idea that he just can't make heads or tails out of; he is resentful."

Don't get overly anxious in anticipating rejection. This can spoil your presentation. On the other hand, you should be prepared to explain the reasoning you used to arrive at it.

The presentation should be made as concise as possible. People get impatient with long-winded preliminaries.

You should be sure, however, that you cover all the pertinent facts.

Mr. Von Fange cautions: "When speaking to a manager, remember that if there is one bother in his life, it is the man who rambles for half an hour on something that could be said in 20 words." He further notes that there is "a curious and widespread tendency to surround proposals or requests with so many commentaries that the request itself can hardly be discerned."

In situations where the audience includes one or several professional people, you'll need to include counterarguments to your idea and discuss these

also. This two-sided approach will help you convince the more sophisticated persons of your thoroughness.

The two-sided approach has additional advantages, especially in taking the wind out of objections and arguments that might arise later.

"This approach is superior with those who initially disagree with you because it disarms the objections which they are mentally rehearsing while receiving your message. It is dangerous to assume that arguments favoring the other side will do no harm if left unvoiced. If your audience has these arguments in mind, it is better to bring them out where they can be dealt with," says Prof. James N. Mosel of The George Washington University.

### Don't go too fast

The presentation of the new material should be delivered no faster than it can be understood and absorbed. Clear and lucid language is absolutely necessary. Take special care to eliminate trade jargon unless the people who are listening are equally at home with such language.

E. J. DeWitt, president of Wallace Supplies Manufacturing Company, feels that most failures are attributable to the tendency to use specialized language.

"We have had tape recordings of engineers trying to tell management what would be management's gain if engineers' recommendations were to be followed. Reruns of these tapes have been most instructive. Time after time verbal impasses developed.

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Time after time restudy showed a bogging down over a technical phrase in a layman's discussion. . . . Most people—engineers included—tend to talk with their everyday vocabularies. Unfortunately, the vocabulary of the specializing engineer is not one with which most laymen will be comfortable."

Arguments answering objections or criticisms should be well prepared, but it's a good idea not to offer them before they are actually needed. An argumentative approach creates the impression of unnecessary defensiveness. It may change the entire feeling or attitudes of the people who are listening.

Says Dr. Paul R. Lawrence of Harvard University, "A man who goes into his job with the conviction that people are going to resist any idea he presents with blind stubbornness is likely to find them responding just the way he thinks they will. The process is clear: Whenever he treats the people who are supposed to buy his ideas as if they were bull-headed, he changes the way they are used to being treated and they will be bullheaded."

Special attention has to be paid to the practical details of the idea, how it can be carried out. Mr. Von Fange advises, "We should avoid any rash tendency to attempt to sell our idea before we have a definite plan and program to support it. For management very generally, and very properly, will refuse to approve any proposed undertaking that is not well planned with regard to its execution." The advantages, as well as the costs and difficulties involved, should also be pointed out. Nothing kills the survival of chances of a new idea faster than a purely technical or abstract way of presenting it.

When selling an idea to top management, remember that a strong dollars and cents case must be made. The possible savings potentials or profit potentials and primary selling features should be demonstrated and the presentation should include plenty of "business benefits to us" and not solely "how it works."

People are notoriously poor visualizers, especially when it concerns something unfamiliar. Therefore, whenever possible, it's a good idea to augment your verbal presentation with sketches and charts. Verbal descriptions sometimes are boring and, especially with new ideas, often aren't clear.

When you present an idea your reputation and good judgment are tested. If the idea or presentation is inadequate, it will affect your future in the company and make any future selling of ideas even more difficult. The image your boss has of you is highly important in getting your idea accepted. If you have a reputation for trustworthiness and expertness, it will be easier to sell your idea.

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## ADOLPH BERTUCCI and BILL STUPPLE ARE TABLE TENNIS CHAMPS OF THE GOLF COURSE SUPERINTENDENTS

In a tightly contested tournament held in Lafayette, Indiana recently, the Superintendents crowned new champs, Adolph Bertucci and William Stupple, they are the new Doubles Champs. They challenge all comers. I guess they are really good.

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### Use the soft sell

Overselling should be avoided. While enthusiasm can be contagious, a superabundance, especially at the beginning of the presentation, will put people on the defensive.

"It is easy to get too enthusiastic about an idea, especially if it is your own," Mr. Mason points out, "and when you begin to overestimate rewards and overstate your opinion of them, it may create doubts among people who would otherwise want to give your idea serious consideration. Actually, the idea itself may be perfectly good in a more modest sort of way, but obvious overselling can frighten people out of wanting to take a chance on it."

Be particularly cautious when the new idea involves radical change. Your bosses may resent or resist the new idea merely because they were so intimately involved in the past. Talk about the good times ahead, rather than the bad times past.

If the idea is too radical or too big, it should be presented piecemeal, in logical sequence. This prepares the group to accept it gradually.

James A. Houle of Rubber and Asbestos Corporation, Bloomfield, N. J., says that ideas which entail major changes or expenditures are best broken up into three or four parts, each of which can then be installed or introduced separately.

"This progressive step-by-step method," he notes, "is often acceptable to management when the overall 'big idea' involves sweeping changes."

Be careful to avoid an air of superiority or pride when presenting an idea. This may make your listener feel small or inferior and build resistance.

It will help a great deal if you know as much as possible about the people to whom you must present your idea—their temperaments, aptitudes, idiosyncrasies and preferences.

By putting yourself in the boss's shoes all the way through, by trying to imagine how you would react, were the positions reversed, you will be able to do a much better job of interpreting and selling your ideas.

### Important to test

One way to help make a sale is to offer to test the idea, if this can be done.

Mr. Houle says, "Any idea that can be subjected to a road test should certainly get one. When ideas are debated instead of tested, a poor idea, supported by a good debater, makes a better showing than a good idea, supported by a poor debater. When ideas are tested, good ideas stand out."

Waldemar Ayres, director of research for Singer Sewing Machine Company, suggests: "Think through

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every problem likely to arise in carrying out your proposal. Then provide an acceptable answer to show you've anticipated and planned for every such circumstance. A busy executive has all sorts of worries of his own. If, in order to approve your proposal, he has to stop and solve a problem relating to your baby, the easiest and quickest thing for him to do is to say no."

At the end of the presentation, you should sum up the more salient points, the anticipated advantages of the idea, the need that exists or can be created for the idea, and why you think the idea should be adopted.

Leaving copies of a clear, well written report with your listeners will give them a chance to study it later, and perhaps to arrive at your conclusions.

—Eugene Raudsepp  
Research psychologist

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Persons who wear these symbols are, in a sense, "advertising" relationships and associations they have established over the years, and of which they are proud. We of the Midwest Association of Golf Course Superintendents have an official coat and crest which many of us wear. We are proud of the Association and for its purpose.

By wearing this coat it is felt that it can build "esprit de corps" and, indirectly, membership.

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The 35th International Turf-Grass Conference and Show held recently in Philadelphia has gone down in history as being the most successful in the 35 years of our National. Over 2750 people attended, hearing some of the best speakers in the Country talking about subjects that are pertinent to all of us. They also viewed the biggest collection of equipment and products connected with the maintenance of our golf courses in the world.

The women attending the conference were kept busy taking tours of some historical nature during the entire week in Philadelphia. This was without a doubt the most interesting and educational Conference in our history. A great deal of thanks must go out to the Philadelphia Chapter for the tremendous job that they did in preparing the activities for such a large crowd.

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