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Other Achievements in Turf Management

The National Coordinated Turf Program, headed by the United States Golf Association Green Section, is an achievement of which we can be justly proud. It was developed primarily on a research basis, but several schools have established courses of study in turf management with the result that undergraduate students in 4-year colleges have an opportunity to specialize in this important field. Extension services have recognized their duties and responsibilities with regard to turf problems in a few colleges. Penn State was the first (1935) to employ a full-time extension agronomist for extension work in turf. This phase of turf management on a national scale is still by far the weakest point in the entire program, when it should be the strongest.

Cool-Season and Warm-Season Grasses Combined

One of the great advances made in the first against weeds and for more perfect turf was reported by Grau and Ferguson in, *What's new in Crops and Soils*, for June-July, 1949 under the title, "Bad News for Crabgrass." The article described the trails at the Beltsville Turf Gardens where *Zoysia japonica* and various cool-season grasses were developed into a blend or combination turf which is remarkably resistant to weeds. Since that time we have discovered that the combination of Meyer Zoysia and Merion bluegrass developed as turf superior in every way for most lawn and fairway uses where it is adapted. The limits of the regions of adaption for this combination are not known but they appear to be very broad. This principle of developing a permanent turf of a warm-season and a cool-season grass is sound and deserves intensive study in all the regions where turf work is conducted.

Fool-Proof Fertilizers Needed

The development of a more fool-proof fertilizer long has been awaited. Only the professional turf superintendent can use ordinary fertilizers on our common grasses with any degree of success. Indeed, much turf is starved simply because the home gardener is afraid he will burn the grass if he fertilizes adequately. Organic fertilizers most nearly answer the problem. The recently developed ureaform materials act like the organic nitrogen carriers and can supplement the supply of natural organics.

Cultivating the Soil Under Turf

Various forms of spikers have been designed to aid in water absorption. Although used widely, they have failed in the needed purpose of loosening the soil to allow air and water to circulate freely. The development of the tubular tine in 1919 in England was a step forward, but it also failed to loosen and cultivate the soil. Not until 1946, when the half-round curved spoon was designed and built into a machine, was true soil cultivation beneath the turf achieved without destroying the surface. Data was developed to indicate the efficiency of the curved spoon in aiding water infiltration, penetration of fertilizer mate-

rials, and development of roots.

We must not fail to record here our advance in knowledge of selective weed control. The development of 2, 4-D and methods of using it successfully on turf rapidly have advanced the cause of better turf. Sodium arsenite gradually is gaining in popularity among professional men, and potassium cyanate finds more friends daily among the laymen. Mercury preparations have found limited application, and several new compounds appear to be very promising.

In the field of turf fungicides there have been several notable achievements. Mercury preparations, long the standard treatment for dollarspot and brownpatch, have found worthy rivals in the cadmium and in thiuram compounds. There are a number of turf diseases for which there are no specific treatments. In all probability the solution will lie in the development of superior varieties of grasses.

The ultimate development of turf management in all its phases, for the benefit of the millions of civilized peoples who need and want good turf, in a large measure will depend upon our ability to obtain full recognition among the tax-supported institutions of the world. The brunt of the burden has been carried by private funds far too long a time. It is the duty and the privilege of the agricultural colleges to meet the needs of all the taxpayers. It is true that food production is paramount, but as long as there is a gross waste of funds, time, and effort in turf management, the need for research, education, and extension service should be met. ■

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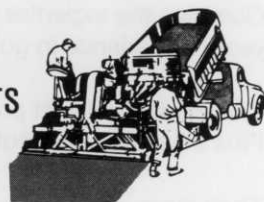
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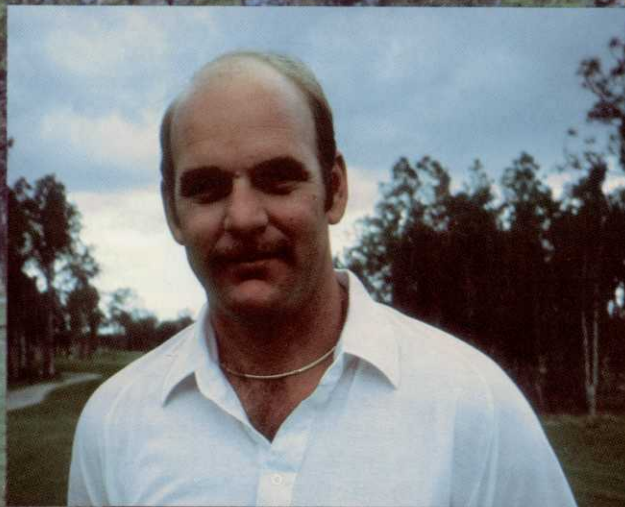


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Larry, what makes Turf Growth Regulator Plus Fertilizer unlike anything on the market today? "Scotts® Turf Growth Regulator Plus Fertilizer is the first product registered to regulate the growth of fine turf. Based on technology developed by Scotts and tested at field stations and golf courses throughout the South since 1982, Turf Growth Regulator Plus Fertilizer not only slows the growth of grass, it reduces the amount of nutrients necessary to maintain dark green turf. The result is prolonged and enhanced greening, well beyond what fertilizer alone can achieve. And mowing requirements during the control period will be reduced by up to 2/3."

How does it help reduce mowings and clippings?
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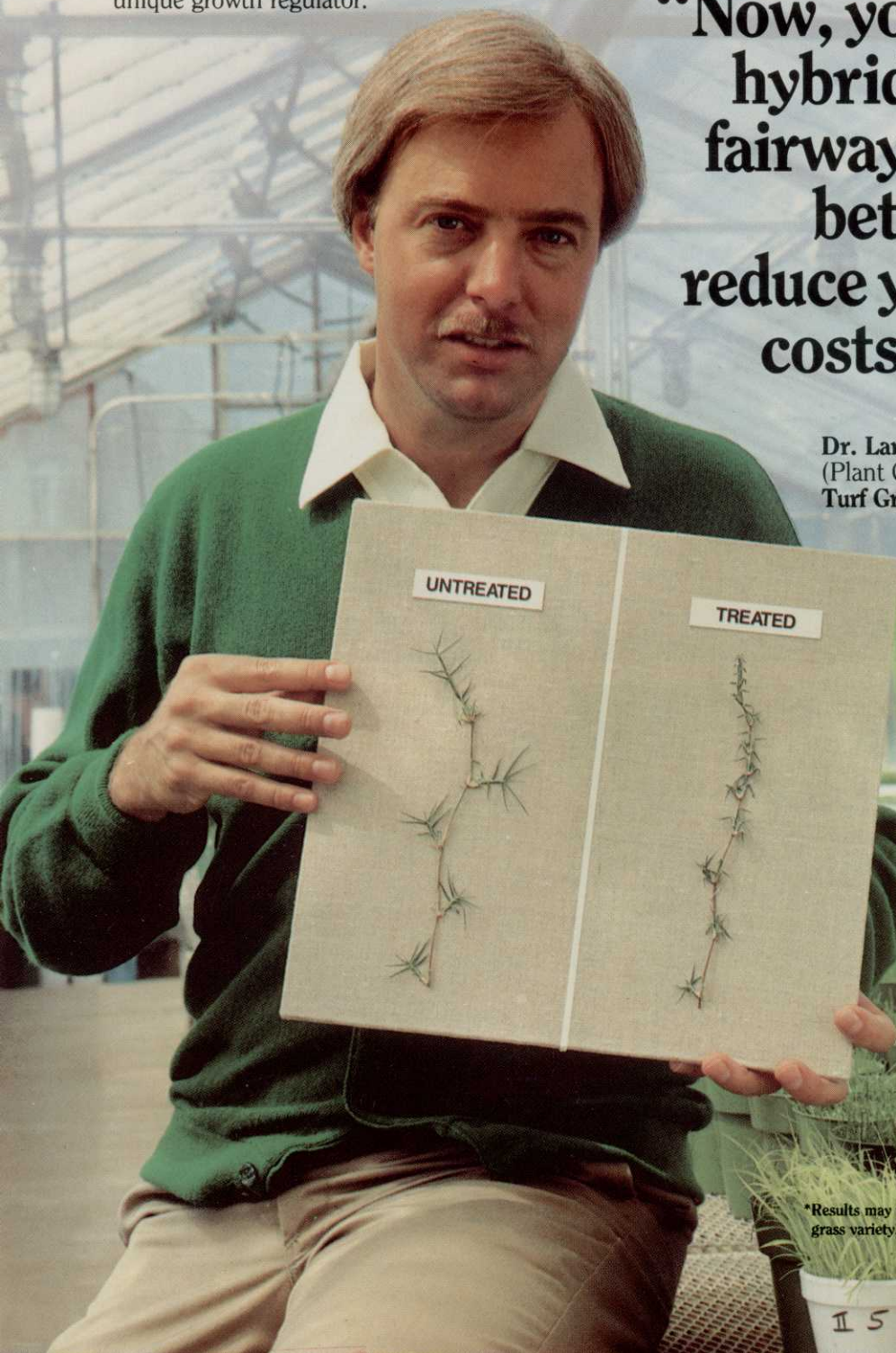
Applied during the height of the growing season, it dramatically slows the growth of hybrid bermudagrass for up to 8 weeks by altering the balance of growth hormones. The grass plants continue to produce shoots and leaves, but they grow much shorter and generally below the level at which mower blades are set."

What about color response? "In addition to the reduced vertical growth, an application of Turf Growth Regulator Plus Fertilizer yields an enhanced green color for up to 12 weeks. The result is a greener, denser turf with better golf ball playability and less susceptibility to scalping."

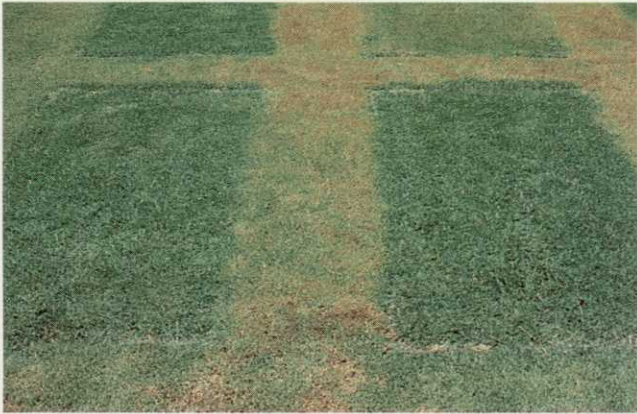
For more information on Scotts new Turf Growth Regulator Plus Fertilizer, call your ProTurf Tech Rep. Or call Scotts direct at 800-543-0006.

“Now, you can grow hybrid bermudagrass fairways a new and better way...and reduce your mowing costs by up to 2/3.”*

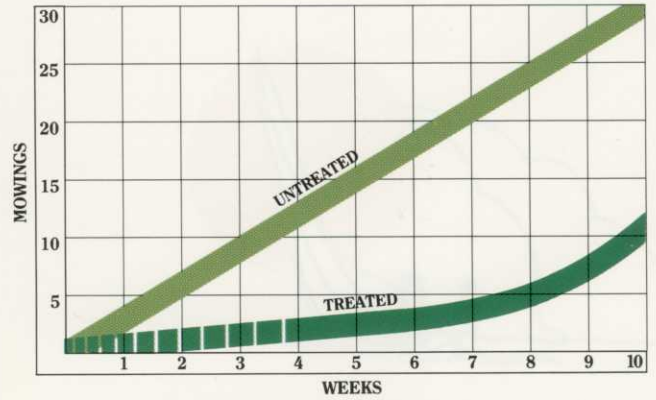
Dr. Larry Widell, Scotts Research project leader (Plant Growth Regulator R&D), talks about new Turf Growth Regulator Plus Fertilizer.



*Results may vary according to weather conditions, soil types, grass variety, and turf management practices.



This hybrid bermudagrass was mowed after 7 days of growth. Scalping is obvious in the untreated walkways. Sections treated with Turf Growth Regulator Plus Fertilizer (left and right) were not scalped.



FEWER MOWINGS

Over a 10-week period, you can mow fertilized turf about 30 times. Turf treated with Turf Growth Regulator Plus Fertilizer may require as few as 10 mowings. Treat your fairways twice during the summer growing season and continue to realize similar mowing savings. You save on labor, fuel, and equipment maintenance and replacement costs. And your crews can be working on other priority jobs.



Balls take a better lie, and playability improves on the denser, more tightly knit treated turf (right).



FEWER CLIPPINGS

During the period your turf is under control, you can take off up to 75% less clippings when you mow, compared with a fertilizer-only program. This means fewer clippings left on fairways. More important, you can keep most of that desirable green color in your fairway turf where it belongs.



Turf treated with Turf Growth Regulator Plus Fertilizer (fairway area to the left) continues to show good color response 11 weeks after application in this comparison with fertilizer only.





Suncoast Sails

By Larry Livingston
Gator Creek Golf Club

What Makes A Good Salesman

The turf products salesman is an essential part of the turfgrass industry. This person should do much more than just sell. A good salesman can be worth their weight in gold to a turf manager. But, what is a good salesman?

A good salesman knows his product line. I have had chemical salesmen call on me who had no idea what they were selling. Oh, they knew it was good for turf and that it would make the grass greener but had no idea what the material was. I've seen equipment company sales personnel who were unable to make a simple adjustment on a machine that was being demonstrated. A sales representative should also be able to intelligently discuss his products. He should take the time to gather information from a variety of sources, I.E. their company, published literature, turf managers, etc. this information should be used to gain the confidence of a turf manager not to mislead him.

A good salesman has literature, labels, etc. available for the products he offers. If the information is mailed, it must be done within a reasonable amount of time. It also helps to provide the names of other turf managers in the area who have had experience with the product being sold. Written testimonials are of little value since they can sometimes be deceptive. It's a bad practice for a salesman to call a person whom the customer does not know and ask them for a testimonial. This guy could be some jackleg from who knows where who is in with the salesman trying to make a buck. The customer should be given some names of turf managers who he knows so he can call them at his leisure.

A good salesman should not use high pressure tactics to make a sale. This turns many customers off fast. A customer who buys something because of a pushy salesman, may end up not being satisfied with the product. When this happens, repeat business is not very likely. Customers should not be pestered by a salesman. Making routine calls is ok but the welcome mat can get worn out if the salesman visits too often and/or takes up too much of the customers time. A salesman has no grounds to get out of shape if a customer does not have time to see him. Calling ahead for an appointment can avoid any problems here. If the appointment cannot be made, a phone call is appropriate.

A good salesman will go an extra step to help a customer. When I need a product it is very comforting to know that my salesman will stay on top of it until it is in my hot little hands. If it's an emergency he will do everything in his power to expedite delivery. I've had salesmen who have taken a badly needed part off a new machine in their warehouse and delivered it to my shop. Their help in a crisis is almost always remembered when machine ordering time comes rolling around.

A good salesman does not hold a grudge when he has lost a sale to a competitor. Instead, he should work harder to make the next sale. This is very important because it can affect future dealings. A salesman who criticizes a customer for not seeing his way is just asking for trouble when the time comes for future negotiations.

A good salesman will not try to buy your business. A person who opens their trunk full of merchandise and says that if you buy a 30 gallon drum you get a radio or watch and for a 50 gal. purchase you get a television or microwave oven is not very ethical. I've heard superintendents at new jobs talk about seeing drums of worthless chemicals in storage knowing that kickbacks were taken. This is a degradation to our industry's reputation. Superintendents who participate in these shady deals usually don't keep their jobs very long.

A good salesman will back his products. After the machine is sold the salesman's work has only just begun. He should review the operating procedures with the superintendents and/or operator when the machine is used for the first time. The machine should be thoroughly checked for proper adjustments, the operator should be checked for proper operation, and any very important or unusual maintenance requirements should be reviewed with the mechanic. This way many minor but potentially major problems can be nipped in the bud. After the machine has been in use for a short period of time, the salesman should return to make sure everything is kosher. The correction of any problem with the machine should be monitored.

Yes, a good salesman is a very important part of the turfgrass industry. The service he provides is another tool the turf manager uses to produce the end product... fine turf. We must remember that this service does not come cheap. When making a purchase the turf manager should consider service from the salesman as well as the company. Good service is worth a little extra money, don't overlook it!

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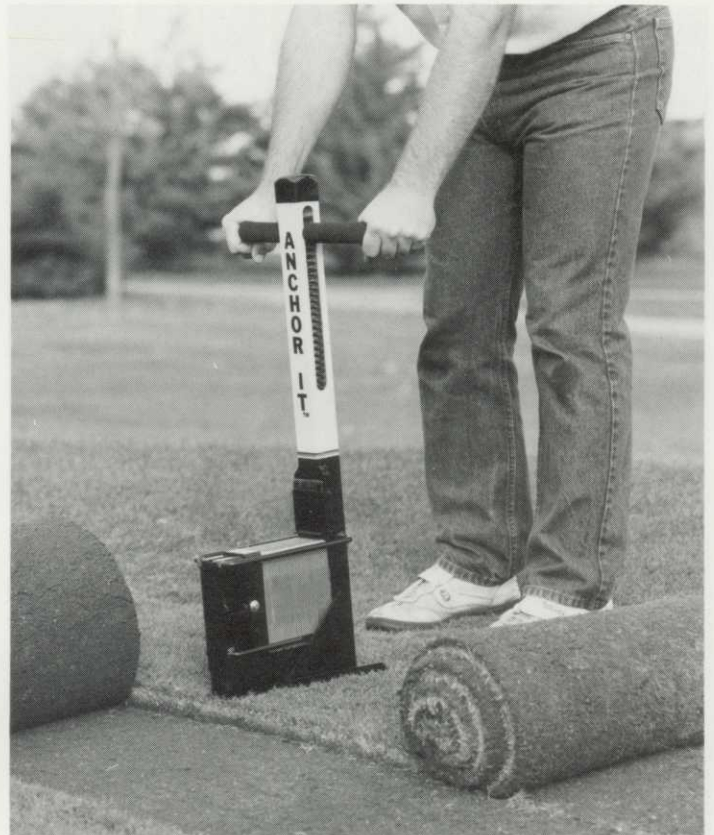
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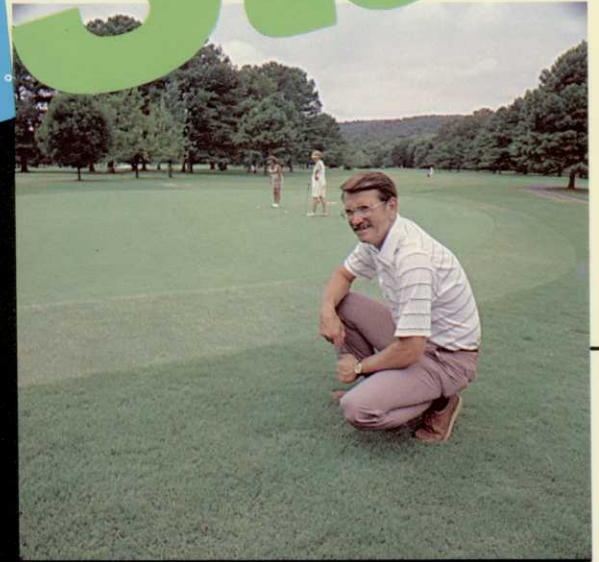
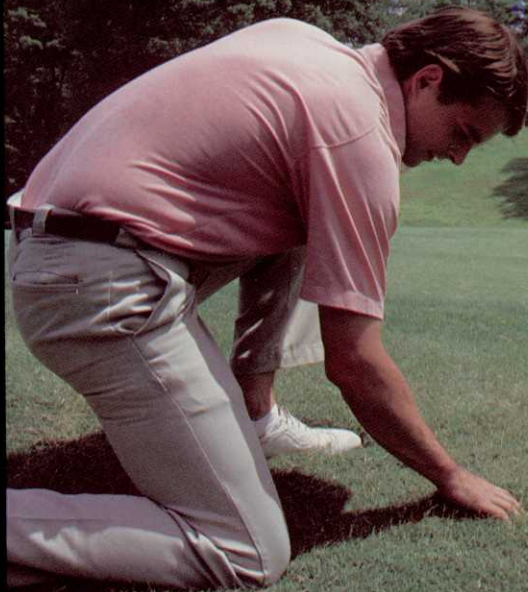


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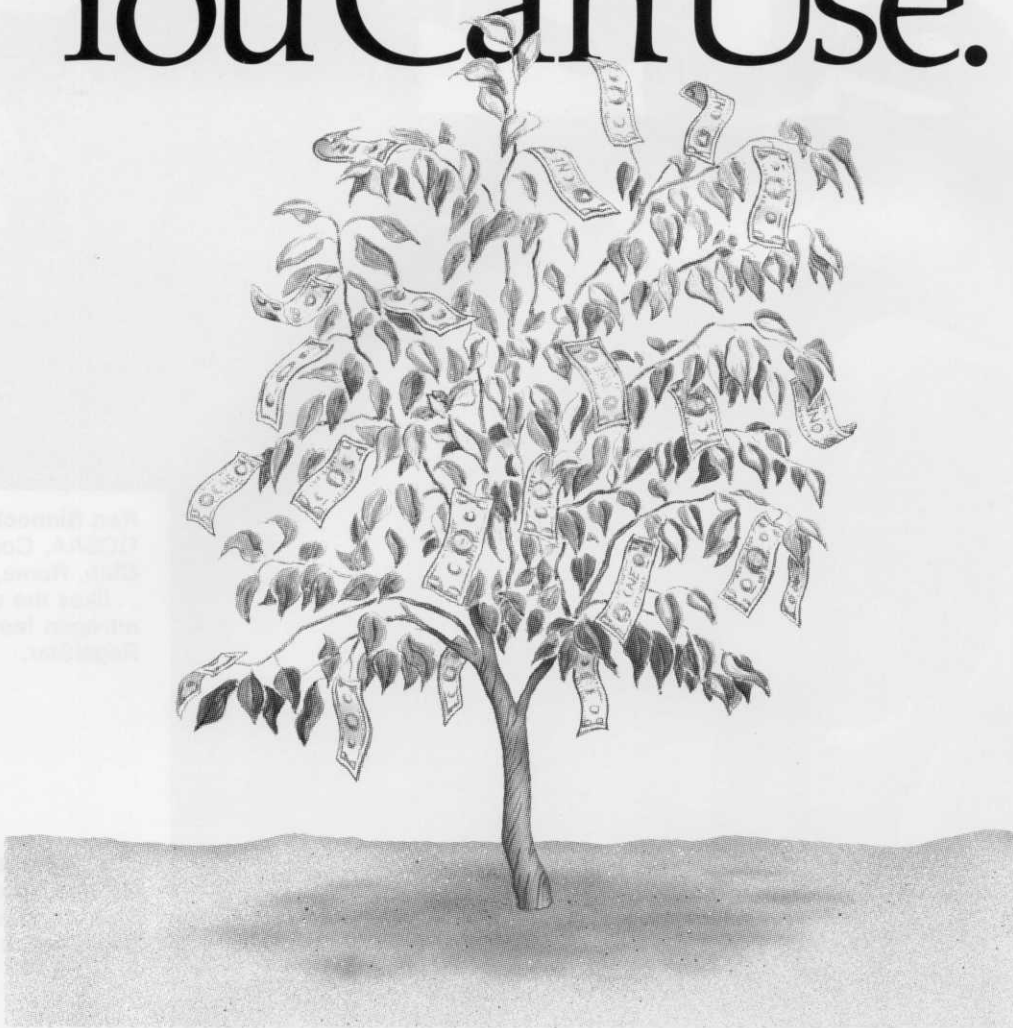
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