

do an effective selling job. We all expect salesmen in a haberdashery shop to be informed and there is no sound reason why an assistant cannot be equally qualified. One of the basic rules in selling is "know your product."

Third: Price the merchandise fairly. It quite naturally follows that different clubs have a demand for different qualities and lines of merchandise, but whatever the line and quality, if the price is not maintained by the manufacturer, we've found we've got to hold to a very modest profit to build good-will and speed up turnover. It creates confidence on the part of the club member and makes him a booster

and salesman for the shop. Nothing is more important in our opinion than the good-will and respect of our members.

Many of us believe the sales policies of some of our important suppliers are something less than perfect. By the same token, we professionals can do a better merchandising job than we have done in the past and it is up to us to make the most of the opportunity that seems to lie ahead.

If we, as a group, more nearly conform with the modern concept of distribution, we'll get closer cooperation from the manufacturers. As businessmen they cannot afford to ignore our influence on this important market.

## Outlines a Season Program for Maintenance

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★ THE LABOR PROBLEM has taught greenkeepers to cut corners wherever possible. On the greens and fairways, regular mowings are of course an essential part of the program. Many greenkeepers, probably most of them, have mowed greens three times per week instead of every day.

Greens maintenance cannot be neglected beyond a certain point. A minimum program for the maintenance of good greens is: 1. Fertilize.—2. Top dress.—3. Control insects and disease—and 4. Water systematically all parts of the green.

1. Commercial specialty fertilizers are several in number and should be applied as recommended by the manufacturer. A program followed by many greenkeepers is this:

a. April—Milorganite, 20 to 25 lbs. plus 0-12-12, 20 to 25 lbs. per 1000 square feet. Mix the two and apply at one operation.

b. Early June—Milorganite, 10 to 20 lbs. per 1000 square feet. Repeat at intervals of 3 to 4 weeks at the rate of 10 lbs. per 1000 square feet.

c. September—same as No. 1.

There are several commercial mixed specialty fertilizers on the market which run about 4-12-4, or 5-12-5. If these are used follow directions of manufacturer.

Bent grass greens cannot be maintained on most soils without enough fertilizer to supply the needs of the grass. Where plant food materials, nitrogen, phosphorous and potassium are not properly applied or if none is applied the grass gradually or sometimes quickly "thins" out. Bare spots develop and then weeds take cover.

2. Three to six or more applications

of topdressing under Iowa conditions appear to be very essential. Topdressing does more to keep the green in good physical condition than any other one thing. If fertilizers are not available, topdressing is all the more essential because the bent grass can and does utilize the fertility carried by the topdressing.

3. Disease Control. Mercury fungicides are available this year. Follow instructions of manufacturer. Apply fungicides as a preventive measure. We don't cure plant diseases; we take measures to prevent their development. Once brownpatch and dollar spot become well established, control is doubly difficult. These diseases are much more easily controlled on properly fertilized, strong turf greens than on impoverished greens. Disease control is a No. 1 problem every year in Iowa.

4. Watering. Uniform applications of water to all parts of the green and over the apron is essential. Early morning watering helps control disease and does not interfere with the work or the players later in the day.

The above remarks are suggestive. Arrange a program before the season opens. If your previous fertilizer, disease control and watering program produced satisfactory results, then go ahead, but if the greens under your care were a disappointment, change your program and where possible correct the errors of the past season. An adequate fertilizer program, the right disease control program, wise watering and topdressing will produce good greens.

Impoverished and poor greens can be rejuvenated successfully in a single season by a wise use of fertilizers, disease control and liberal topdressings.

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★ Rush in all balls you can get for reconditioning. The critical labor situation is another reason why you can't ease up in ball collecting.

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