

Convention (Continued)

own right, but helps to give the advertising effort more punch."

Toro, Norton said, tries to win public acceptance by concentrating on five things in its p.r. program: Letting people know that it is primarily service minded; quality conscious; and civic spirited. It plugs attention to its research whenever possible and, finally, the Toro firm tries to impress the customer that it realizes it has an obligation to build the best possible product.

Salesman Best P.R. Man

Practically the entire public relations effort of B. Hayman & Co., said Warren McCleary, the firm's turf equipment director, is channelled through the sales staff. "We think," McCleary stated, "that we're being more realistic that way. The fellow who is out visiting golf courses every day is our eyes and ears and, in many cases, a large part of our brains. He hears all the complaints and, in that rather rare instance, the good things that are said about us.

"The salesman," McCleary continued, "can usually tell us when there is need for improvement in our products and when, perhaps, a new product is either needed or wanted. Finally, and probably most important, he is building goodwill for us. Sooner or later that leads to acceptance of the thing we're selling, and that is what people in business are striving for."

Perseverance Makes the Sale

The second most talked about actor in the GCSA educational drama (right behind the reformed Russian) probably was Joseph E. Burger, the finalist of the public relations program. Mr. Burger, gentleman, is an old podium pro. Like most of them he is touched with brimstone around the edges, but down the middle he burns with a true white flame that quickly gets an audience ignited. He had the greenmasters on the edge of their seats all the way even though, according to the clock, he sneaked in about six extra holes. But nobody seemed to mind.

The gist of Burger's remarks was that every man is a salesman whether or not he wants to be. Definitions of what a salesman is probably are as numerous as salesmen themselves, but Burger tried to restore order to all these speculations in this way: The first requisite of a salesman is character; next is industry; then comes

ability; No. 4 is courage; and, finally, a fellow has to have a taint of personality. Enlarging on these points, Burger said that statistics prove that 46 per cent of all salesmen back out the door without scoring on their first call, and that 60 per cent of all sales are made on the fifth.

Maybe the moral is the grubworms won't get the hell off your property until you give them five passes with the spray boom.

Third session

Uclans Tell of Studies in Turf Technology

John Madison, assistant turf specialist at the U. of California, Davis, introduced a group of UCLA professors who, dwelling on the advances in turf technology, discussed water resources, plant responses and slo-release fertilizers. These speakers were Warren A. Hall of the water resources center, Victor B. Youngner, assistant professor and turf specialist, and O. R. Lunt, associate professor in the agronomy school. At the conclusion of the meeting, the Bell Laboratories' weather film, "The Unchained Goddess," was shown.

The water situation in the West is critical, according to Warren A. Hall, because much of the water now available is too salty for human and agricultural consumption. Historically, federal usurpation of states' rights hasn't done much to alleviate the overall condition. There is no guarantee that things won't get worse before they improve because the supreme court traditionally upholds the right of the federal government to intervene and divert water resources to its own use. California, the UCLA expert said, is presently contemplating spending \$1.7 billions to improve its agricultural and recreational waterways, but it has no guarantee that Washington once again won't step in and exercise total or partial jurisdiction over the improvements.

The federal government isn't the only one that has been guilty of unwise handling of the water problem, Hall continued. Forty or fifty years ago, and even more recently, states, local governments and even individuals staked out reservation rights that were in too many cases inequitable. The result is that a precious resource was grossly wasted. More beneficial use of water is being made today, but the

situation is still confusing and will only be straightened out when the different governmental bodies agree to a common sense compromise.

Temperature Range Important

Victor B. Youngner, who for several years has been studying the factors of light, humidity and temperature in relation to plant growth, emphasized that there is no set pattern for the way in which different species react in their environments. The genetical constitution of any plant has much to do in determining its chances of survival, but sunlight intensity and the daily heat range or differential of the environment in which it grows are important if not equal factors.

Bluegrasses, for example, do not grow well in Southern California. It is not because they don't receive enough sunlight but because the diurnal heat range is too narrow. In addition, the annual temperature range in this part of the U.S. is not wide enough for bluegrass growth and propagation since it is recognized that deep chilling of a plant in the wintertime produces strong flowering in the summer. It is because of this that Kentucky blue thrives in the Mojave desert.

Sunlight Not Enough

In Youngner's opinion perhaps the most neglected or overlooked factor in the growth of many plants is the nighttime duration of their environment. It is erroneous to assume, he said, that long, intense sunlight is the secret of growth. Bermudas need only about half as much light as bluegrasses and zoysias and red fescue about one-quarter as much. The only time this does not hold is when stolons of any grass type are planted. All need approximately 12 hours of strong sunlight when they are taking root. Thus, Youngner recommends that stolons be planted in June.

Speaking of poa annua, the UCLA turf specialist, said that it can survive only when the surrounding grass is cut low. It has a weak genetical background and thus is poorly adapted for any environment. The photosynthesis process has to work overtime to keep it alive, something it can't do when neighboring grass shuts off its sunlight supply.

Tells of Fertilizer Studies

Conclusions reached from the study of the characteristics of five new slow-release fertilizer material types were reviewed by O. R. Lunt, third of the UCLA faculty representatives to appear on the



The Brinkworths of Canada descended on the GCSA conference in force. They are from l to r: W. H. (Babe), Hubert Cooke, W. H. (Bill) and Gordon. Cooke isn't an outlander, being related to the family. Bill, who has been at Jasper for 27 years and 55 years all told in the turf field, was given a Gold Bull by Toro Manufacturing Corp. at the show. It's the first time the award has gone to anyone other than a Toro employee.

program. The fertilizers were classified under these headings: Coated, low solubility, organic, synthetic organic and ion exchange.

Coated (plastic covered) fertilizer was described by Lunt as being promising. In moist soil, this material dissolves at a quite steady rate, with the thickness of the coating and the moisture content of the soil largely governing the speed of release. Sulfur coated fertilizers show some promise, Lunt said, and may possibly be developed at reasonable cost.

Occasional But Not Steady

Low solubility types, the UCLA agronomist remarked, supply N on demand but a type such as metal ammonium eventually reach the point of no return. It reacts favorably in a moist environment but slows down appreciably as an extreme dry condition is approached. The conclusion is that metal ammonium is a fine compound for occasional but not steady feeding, and probably is best suited for shrubs, etc.

Organic sludge, Lunt said, depends largely on microorganisms to break it down and the same can be generally said for synthetic ureaform. The latter, however, is about 25 to 30 per cent soluble in water and this portion of the compound is quickly nitrified. Thereafter, it releases N at a fairly uniform rate. Not too much is known at present about ion exchange resins. These are water activated and react best in a near saturated situation.

The third session was concluded with

a showing of the "Unchained Goddess", a film thriller made by Bell Laboratories (Pacific Telephone Co.) to show the workings of the weather. Several cartoon characters, born of superstition and named Meteora, Cirrius, Boreas, Thor, etc., sit on a low slung cloud in this drama and are given a scientific explanation of what really generates hurricanes, tornadoes etc. An old U.S. weather bureau type rather smugly tosses such terms as synoptic, adiabatic, etc. at the confused mythological creatures and it isn't long before your sympathies are with them. The thing that saves the show and gives it at least three stars is the Coriolis Carnival, a clever sequence that shows how the earth's rotation puts a curve in the wind.

Fourth Session

Yankee Greenmasters Describe Their Methods

Northern and Eastern supts. presented this program under the direction of James R. Watson, Jr., Toro Manufacturing Corp. agronomist. L. R. (Bob) Shields of Woodmont CC in Rockville, Md., spoke on off-season operations and Ted W. Woehrle of Beverly CC, Chicago, described the damage done in the Midwest by the now famous ice sheet of 1961-62. A panel composed of Ernest Schneider, Big Springs, Louisville, Joe Butler, United Shoe CC, Beverly, Mass., and Ray Gerber, Glen Oak, Glen Ellyn, Ill. discussed some of the operational highlights at their clubs. The final speaker, John T. Singleton, irrigation specialist of Manchester-by-the-Sea, Mass., explained the installation of sprinkling systems.

Boosts Employees' Attitude

In order to keep the maintenance crew busy in the wintertime, said Bob Shields, a supt. has to do some pretty extensive summertime planning. When he resorts to spur-of-the moment decisions to keep his men either looking busy or out of sight during the cold months, very little is usually done that is constructive. Shields ticked off a long list of jobs that ordinarily need to be done, and suggested that they be worked in around a major project such as landscaping or machinery overhaul.

At Woodmont, Bob said, he has a program that has given a big boost to em-



So many manufacturers showed their products at the GCSA convention that it was necessary to put them in an annex to the exhibit hall.

ployee morale. Members of his crew meet regularly to discuss maintenance problems and review routine. Their education is furthered by studying diagrams and charts and viewing slides. Every so often the Rockville menage makes a trip to a neighboring course to get ideas on practices it can fit in with its own.

Describes 1961-62 Glacier

Ted Woehrle, one of the GCSA's own, and suspected of doing some moonlighting in recent months in public speaking classes, gave an excellent description of the damage caused throughout the Midwest in 1961-62 by what almost amounted to glacier conditions. Many courses were locked under an ice sheet for about 100 days in that trying winter and when the thaw finally came, the majority of their greens were found to be in pitiful shape. It was agreed that the ice cover had so compacted the turf that oxygen was shut off and such a heavy concentration of carbon dioxide was built up that roots and blades simply didn't have a chance.

It took a crash program to bring the greens back, Woehrle said. This consisted of multiple aerification, verticutting of dead areas, extensive re-seeding, fungicidal treatment and light but regular fertilizing. Some supts. used polyethelyn covering to speed up germination. At courses where it was possible to remove or break up the ice cover during the warm weather breaks, damage was not severe, Woehrle concluded.

Converts to Bermuda

The Yankee panelists, Ernest Schneider, Joe Butler and Ray Gerber, it was noted