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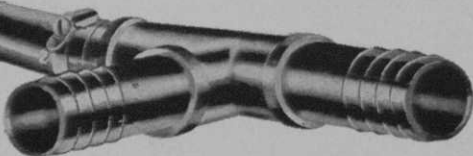
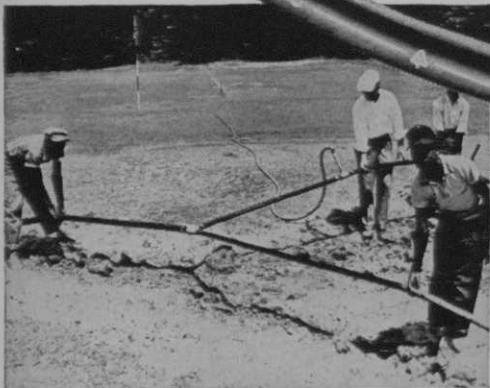
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## GET CLOSE-UP OF MERION AT PENN STATE FIELD DAY



At Penn State College Turf Field Day, Sept. 8 and 9, graduate student J. M. Duich (with mike on truck) tells of some of the problems encountered and the work being done in fine turf development at the college. Duich is in charge of the 16,000 seedling planting of Merion bluegrass being inspected.

### Los Angeles County Turf Survey Model Job

A GIGANTIC JOB of surveying turfgrass in the 4,083 sq. miles of Los Angeles County has been completed by a large board of authorities headed by James Beutel, LA County Farm Advisor; Fred Roewekamp; V. T. Stoutemeyer, UCLA; and the board's chmn., Colin C. Simpson, pres., Southern California PGA.

Simpson has been working for some years to get this job organized and done. The results present a pattern that undoubtedly will be followed in other communities.

Although about 55% of Los Angeles County is mountain or desert the remaining area shows 63,490 acres of turfgrass, costing about \$262,457,700 to install and \$90,428,300 annually to maintain.

Residence lawns have biggest turfgrass area; 52,692 acres. Next are golf courses and ranges with 3,163 acres. Third are parks with 2,994 acres.

Figures on golf course annual maintenance show an average of \$70,100 per 18-hole course; \$30,000 on the 9-hole courses; \$6000 on the par-3 courses and \$1000 per range.

Areas maintained in turfgrass are reported: 18-hole courses, 85 acres each; 9-hole courses, 40 acres each; par-3 courses, 6 acres each; ranges, 1 acre each.

Breakdown of the 18-hole course annual maintenance costs shows:

### TURF CONFERENCE CALENDAR

- Arizona**  
University of Arizona, Tucson . . . Oct. 7, 8
- Central Plains**  
Kansas State College, Manhattan . . . Oct. 20-22
- American Society of Agronomy**  
St. Paul, Minn . . . Nov. 8-12
- Oklahoma**  
Oklahoma A&M, Stillwater . . . Dec. 6-8
- Texas**  
Texas A&M, College Station . . . Dec. 13-15
- University of Mass.**  
Ten Week Course . . . Amherst, Mass.  
Starts Jan. 3, 1955
- Golf Course Supts. Assn. of America**  
Jefferson Hotel, St. Louis, Mo. . . . Jan. 16-21
- Rutgers One Week Course**  
Rutgers University, New Brunswick, N. J.,  
Feb. 7-11
- Minnesota GCSA**  
Curtis hotel, Minn. . . . March 9-11

Labor .....	76.0%
Water and/or power for pump ..	9.7%
Equipment and repairs .....	7.8%
Fertilizer .....	2.0%
Turf repair and misc. ....	4.0%

Among many effects of such a survey is to remind state legislators of the gigantic use of turfgrass research.

# How Credit Managers Help Pros Make Profits

By **STANLEY M. CLARK**

Credit Manager, MacGregor Golf Co.

**C**REDIT has done a thousand times more to enrich mankind, Daniel Webster once observed, than all the gold mines in the world.

Had Webster lived in an era when jail cells were the order of the day for debtors, he probably would have been inclined to have added the adjective "good" at the beginning of his observation. For in the years that have intervened between Webster's day and ours, good credit has come to be recognized as basic to profitable sales.

That's because most business in the American way of life is transacted largely on credit. As a golf goods manufacturer and a supplier, we must of necessity be interested in the pro's business integrity and ability because between the time we make a shipment to the pro and our invoice is paid, we are actually making an investment in the pro's business enterprise.

Many definitions have been made for the word credit. Actually, the elements that go into establishment of credit are more important than any attempt to define the word. Character is one of those elements. So are capability and capital. But the biggest "C" in the word is confidence — a knowledge, or conviction, that your word is your bond. Without that factor present, character, capability and capital mean nothing.

Any credit man will tell you that there is only one way to earn and hold the credit confidence of your suppliers — to deal with them honestly, to give close attention to your business affairs and meet payments on your accounts satisfactorily. Because of the very nature of the average golf professional's job, giving business activities the close attention required often is one of the toughest tasks they face.

If the pro could ask the average successful big businessman, he'd probably find that



Stanley M. Clark

behind the man's success lies a very small beginning, often without enough money to open a checking account and certainly not enough to get more than a shudder from a conservative banker. Yet some credit man has believed and extended the credit facilities necessary for the jump into that small start.

If that credit trust has not been violated, the little business has been able to grow and prosper. And the faith that only the credit man held has been responsible for another business enterprise getting a leg up on the road to success.

Similarly, credit men want to help you, if you will but accept their help. Brief thought will make it obvious that a helpful credit policy of the manufacturer paves the way to mutual sales profits. Unless you are able to obtain and sell the golf equipment we manufacture and make a reasonable profit, we can't expect a return on our job of purchasing raw materials, processing them and turning the finished product over to you for sale to the consumer.

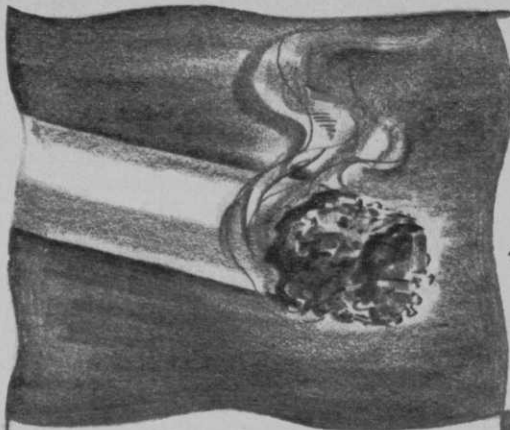
A basic ingredient in any helpful credit policy is a reputation of being generous in times of unavoidable misfortune. It is only when the manufacturer runs into the rare instance of a customer fraudulently attempting to take unfair advantage that the credit men have to shed the preferred attitudes of helpfulness and generosity and don an armor of toughness.

To be careless or lax in meeting your credit obligations quickly impairs your credit rating, with your shortcomings — because of present day credit reporting systems — rapidly becoming an open book to all your business associates to see.

## **Profit in Good Credit**

When you, as a customer, open an account, there is an implied promise to pay the account according to the supplier's terms. Pending receipt of your payment, the credit man is, in effect, trusting you

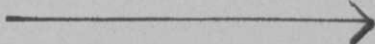




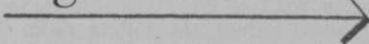
To hold this



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P. S. Christmas is coming — ask us for free Christmas gift certificates.



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with the investment of the stockholders in the company for which he works. Where any deviation from the promise to pay arises or when need for delinquency arises, the deviation or delinquency should be explained to the credit man on your own initiative—not after he has been forced to ask for an explanation.

There's an additional reason for prompt payment—availability of a gilt-edged investment which can bring you a return of up to 24 per cent per year on your money.

What you may think is a gimmick actually stares you in the face every day on practically every invoice you receive. It's the customary notation "Terms 2%." Suppose your average accounts payable each month total \$2,000, or a capital investment turnover every 30 days. If you take that 2% discount, you have earned \$480 at the end of the year—or 24 per cent.

Maybe you're in the position of many of our customers who, because of necessarily seasonal buying, have heavy maturities during certain months of the year. On the face of it, the size of those maturities makes discounting absolutely impossible. But a bank loan—available if your credit is good—will give you money at an interest rate, say of 6% a year which will pay you a return of 24% a year. You are still 18% ahead. So the next time you are inclined to pass up that extra 2% profit on a shipment, discussing a short term loan with your local banker may pave the way for substantial dividends.

Undoubtedly you may wonder how a manufacturer can offer you 24% a year for prompt payment of your account whereas your own savings at a bank will only bring a return of around 3%. The explanation is simple. A bank's stock in trade is dollars, on which it has an annual one-time turnover and on which it earns possibly 6, 7 or 8%. The money has to come from depositors. A supplier of merchandise, on the other hand, operates his business on a greater number of turnovers on his inventory during the course of a year. The supplier can thus afford a higher rate of return in order to turn the customer's money into additional finished products and gain more new merchandise and sales.

### **Saving That Cuts Costs**

That 2% savings, while it may seem small, can be used another way in cutting your costs and increasing your profits.

It's no secret that in recent years transportation costs on shipments have climbed steadily. Those costs have risen to the point where they have actually become a sizeable expense factor in the operation of a business.

If you pay your bills promptly and take advantage of the 2%, you'll find that the amount of that earning will get your shipments "home free" by offsetting the transportation charges. Thus the customer who fails to discount is bound to pay a second premium, in transportation costs, for obtaining this merchandise—another premium the customer who pays promptly escapes. And every such premium has to come out of your margin of profit.

Paying up promptly has another advantage that can pay you big dividends. It affects your relationship with a supplier when it comes to decisions on attractive selling offers, such as close-out merchandise. If you have a good credit rating you are considered as a preferred customer when it comes to making available first class merchandise at a price designed to attract new customers but still allow you a normal or better than average profit.

The manufacturer's price on such merchandise is usually placed at rock bottom, to clear an inventory, and in many cases the price amounts almost to a trade of dollars. The emphasis is on almost immediate conversion to cash, and the A-1 credit rating will channel the merchandise to the customers who pay promptly simply because the manufacturer cannot afford to put on his books the kind of a sale in which it is a foregone conclusion that a wait of 60, 90 or 120 days can be expected before the bill is paid.

So a record of slow payments may enable another pro shop to reap a harvest of profits while you sit back and wonder why the "lightning" couldn't have headed toward your shop instead!

What, then, are the facts the credit man takes into consideration in weighing your credit rating on his credit scale?

You balance on the favorable side if you pay promptly and take the discounts to which you are entitled, if you answer letters promptly, if you explain deductions when payments are made, if you show evidence of being an efficient manager, if you have sufficient capital, if you collect money owed you promptly, if you make the proper markup, if you have a planned busi-

ness operation, if you keep a proper set of books, if you are aggressive but conservative, if you buy intelligently and if you carry adequate insurance coverage.

You may wonder why we are concerned with your bookkeeping and your insurance coverage. They go to the very heart of your credit standing. Suppose a fire, a burglary or a dishonest employee left you practically closed out of business tomorrow morning. What could you do to rehabilitate your business immediately? Proper insurance coverage—and by that I mean not as things stood one or two or three years ago but as they stand as of this moment—is the only answer. An up-to-date appraisal and full coverage is protection you owe not only to the people to whom you owe money but basically to yourself.

#### **Bookkeeping Tells the Score**

Similarly, in the case of inadequate bookkeeping. What way do you have, in the absence of an accurate set of records, for charting the operation of your business, for watching its pulse for signs of illness, for controlling income and outgo and of preventing complete confusion in the event of your sudden illness or death? If you can't find the time to supervise the bookkeeping work first-hand and can't assign the responsibility to someone in your organization, hire it done! The cost will be very small in return for the value you will receive in knowing every month just how you are doing and what minor weaknesses in your business must be corrected before they become serious.

To acquire a poor credit rating in record time, on the other hand, you need only establish the practice of taking unearned discounts, ignoring letters and assuming a "they should know why" attitude, of paying slowly, of running a sloppy place of business, of lacking capital, of taking too little interest in collecting money due you, of cutting prices, or keeping inadequate records and carrying too little insurance, of gambling and drinking excessively, and of being willing to give an order to anyone who will extend credit.

Accept the idea that your credit manager friend is a quarterback who passes the ball to you to carry, and who will let you run with the ball—even providing a few key blocks along the way—as long as you give evidence that you are running toward the goal of success in business. Then you'll do much to retain good credit—which in the last analysis is man's confidence in man.

## **Three Ideas that Made Maintenance Better**

BY JAMES W. BRANDT

*Supt., Danville (Ill.) Country Club*

**S**OME IDEAS I've got at golfturf meetings I know will help others as much as they have helped me in solving problems at our own club.

I believe that the rinsing off of greens during the past two exceedingly hot summers has been most beneficial.

We were given concrete evidence that this greatly reduces the temperature of the soil and grass at the recent Field Day at Purdue University. By using recording thermographs and thermocouples buried in the soil it was shown that this practice has reduced the temperature as much as 12 degrees at the soil surface. As we well know, the soil temperature is often much greater than the air temperature.

Last year I saw the Verti-Cut demonstrated the first time in our area at a superintendents' meeting. Our greens had not been topdressed in quite a few years and a thatch problem was present. By Verti-cutting two ways at right angles, using a leaf sweeper, then mowing, as much as a pick-up truck load of grass was removed from some of the larger greens that run a little over 6,000 sq. ft. in area.

Subsequent Verti-cutting and aerification greatly reduced this thatch build-up. This has minimized complaints about greens being hard even though greens were not kept as wet as they were prior to the thatch removal. Although I had used a preventive spray program the year prior to the thatch removal some brown patch occurred, but after the thatch was removed, no brown patch has occurred.

I have also used the practice of "foliant feeding"; light rates of water soluble fertilizers were sprayed on the greens at weekly intervals without watering in. This was not combined with the preventive spray program. Though very light fertilization was used in the spring the greens maintained a good color and grew exceedingly well throughout the summer months.

Our greens are Washington bent and are slow starting in the spring. I feel as though a heavy spring fertilization would push the growth of poa annua rather than the bent.

# Turfgrass Questions Answered

By FRED D. GRAU

**T**HE RESPONSE to the Turfgrass Q and A has been gratifying. Many questions have been received and each one has been answered by mail. Many questions that came as a result of the August GOLFDOM have been selected for this month's column. In some cases there has been slight editorial revision of the question to increase the clarity but without changing the meaning.

It is a real pleasure to be able to answer the questions of those seeking factual information. In some cases we would be able to answer more exactly if we knew the kind of grass, the type of soil, the intensity of use and other specific information. Please include pertinent details with your questions.

Recent publicity on Merion bluegrass has brought many questions on this improved turfgrass. Even though you may not have questions to ask, your experiences with Merion will be welcome.

The tremendous development of new and improved warm-season grasses has created a new series of problems for many who previously have worked only with the cool-season grasses. The shift from cool-season feeding to fertilizing in the heat of summer has been a major change in recent years. The trend to close mowing has received added emphasis as we grow more of those grasses which virtually demand tight mowing.

New cool-season grasses are being developed and released for public use. Each grass will demand careful study so that its management requirements most nearly can be met. If, through this column, we can assist in minimizing mistakes in establishment and maintenance, our efforts shall have been worthwhile.

**Q—What mixture of soil, sand and peat would you recommend for topdressing of creeping bent greens? (Ohio)**

A—Extensive surveys have indicated that the 1-1-1 mixture of loam soil, coarse sand and peat is used more widely than any other. Where soils are heavy there is a definite trend toward a 1-2-1 mixture.

The sand should be as coarse as possible, even including fine gravel, just so that the largest particles do not interfere with the putting surface of the green. Well-rotted sawdust might be used in place of peat where this material is available. The clay content of the mixture should not exceed 8%-10% and the silt content should be less than 5% if possible. Topdressing high in silt invariably results in excessive compaction.

**Q—How often should greens be mowed to maintain a good putting surface? (Illinois)**

A—Every day.

**Q—How often should cups be changed? (New York)**

A—Where play is heavy cups should be changed every day. Where play is light the interval might be 2-3 days. Leaving a cup too long results in excessive compaction, puddling and weakening of the grass, encouraging invasion of poa and clover.

**Q—At our club we have been discussing the question of how often to aerify. We have creeping bent greens, Bermuda tees and mixed bent-bluegrass fairways. (Michigan)**

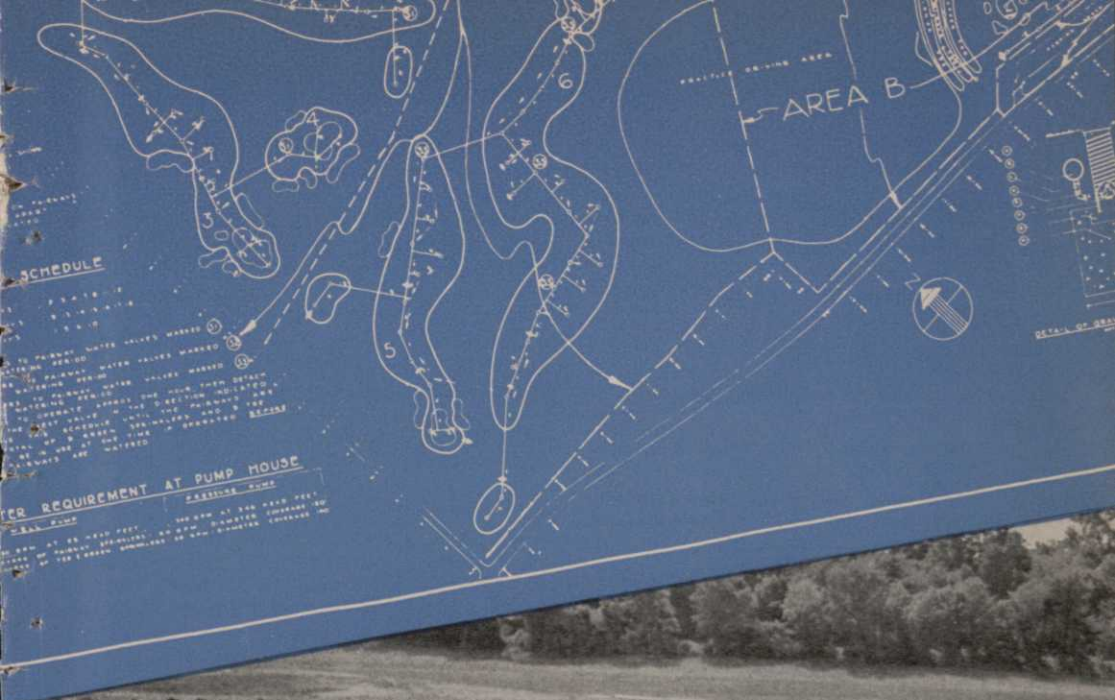
A—Creeping bent greens can be aerified once every 4-6 weeks as a regular practice. However, this activity should be confined to the season when the bent is growing actively so that the holes will heal rapidly.

Bermuda tees should be aerified once a month and again only during the active growing season. This schedule on both greens and tees can be followed because moisture control is possible.

On unwatered bent-bluegrass fairways the time of aerifying must coincide with proper moisture content to achieve maximum penetration and benefits. Aerifying twice in spring and twice in fall, the aerifications about a month apart, is considered sound practice on many courses. In some instances fairways are aerified every 4-6 weeks.

**Q—We have been told that early morning hand-watering will help us reduce**





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disease on bent greens. How do you feel about this? (Kentucky)

A—Careful research conducted over 20 years ago answered that question and told us that greens hand-watered in the early morning had much less disease, everything else being equal. Watering in the evening keeps the grass wet and favors the growth of fungi that cause disease. This is especially true when nights are humid.

**Q—If we are continually removing grain and thatch from greens can we expect to find better results from our fungicides? (Pa.)**

A—Leading pathologists say definitely that by removing the older portions of grass blades and stems the development of disease is retarded. By removing thatch and grain, far better coverage and penetration of fungicides is achieved. Therefore, regardless of the method by which you reduce grain or thatch you can anticipate better results from fungicides, which is the first step in sanitation.

**Q—We have been aerifying our Tiffine bermuda greens regularly and we have been throwing away the grass that we sweep up afterwards. Somebody told us we could plant this material and it will grow. Have you had any experience with this? (Louisiana)**

A—Superintendents at many courses are carefully preserving material from all improved greens following aerifying. They spread it out on a prepared nursery bed or on a cultivated patch of approach, tee or fairway that needs attention. The usual practice is to roll, topdress, roll again and water. Invariably this material quickly heals and thin places are established to a new turf of improved grass, at a minimum of cost and attention.

**Q—What is your opinion of chemical soil conditioners? (Virginia)**

A—Manufacturers of soil conditioners agree that a particular soil condition can only be stabilized by the use of a conditioner. This means then that its use on a soil in poor physical condition will only perpetuate that condition. Tests are still being conducted to determine the usefulness of conditioners applied on the surface of established turf areas. In general, this use is not being recommended. Mixing soil conditioners with prepared topdressing in excellent physical condition seems to be increasing in popularity. It would appear that the use of chemical soil conditioners further emphasizes the need for close attention to all of the devices, chem-

ical, physical, and mechanical, which help to create desirable physical soil conditions.

**Q—Can you say anything good about Johnsongrass? (Ohio)**

A—It depends on where the Johnsongrass is growing. In a field of corn or in the roughs on a golf course or in the nursery, it can be a terrible nuisance. In a pasture under proper management you can find many good things to say about it. We have noticed that where it is closely mowed and at frequent intervals it cannot survive, particularly when it receives heavy competition from dense, well-fertilized adapted turgresses.

**Q—What is the best way to establish Bermuda into established fairways by seed? (Miss.)**

A—If the fairways must be seeded with common Bermuda seed, the best way to get it established would be to aerify several times, each time in a different direction. Do this in the spring when the soil is warm so that Bermuda seed will germinate promptly. Usually this is soon after corn or cotton planting time.

Dragging the fairway after aerifying will partially fill the holes so that the seed will find favorable germinating places in the crevices but will not be buried too deeply.

I would suggest, however, that before spending money on a Bermuda seeding program you investigate the availability and cost of planting an adapted, improved strain of Bermuda by vegetative methods. The end results might be much more to your liking. All of the improved Bermudas must be planted vegetatively as there is no seed available.

**Q—I've been developing zoysia in my nursery for several years and now that I have some zoysia sod I would like to have suggestions as to how to use it. (Ga.)**

A—One of the best uses for your zoysia sod will be on your Bermuda tees where the shade is too heavy for best growth of Bermuda. Zoysia is considerably more shade tolerant than Bermuda. I would recommend solid sodding.

**Q—What is the best strain of bent for greens in Cincinnati?**

A—Several strains of creeping bentgrass are performing well in the Cincinnati area. They include Washington, Arlington and Congressional bents, Old Orchard, Cohansey, Penncross and Pennlu. There also are some unknown and unnamed strains that are performing well once their management requirements have been understood and met. I doubt if any-