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Pro Also Must Look For Sales Outside His Shop

By JOE GRAFFIS

A salesman who has been in golf for years said to me recently: "The new pro shops are a great improvement for the players and the pros but they're far from the whole answer to making pro business better."

I asked, "what's the reason for that remark?"

He replied, "Some pros with new shops are depending too much on the shops and neglecting lesson tee and locker-room selling."

"Some of the top businessmen in golf do their best selling away from their shops. And they know how to run first-class shops, too."

The veteran salesman remarked that Spencer Murphy, George Sayers, Craig Wood, Al Watrous and Paul Scott were among the older pros he'd noticed doing fine selling jobs outside the shop as well as in it. The list was quickly extended as we discussed pro selling, and Harry Bassler, Chuck Tanis, Jerry Glynn, Pat Markovich, George Howard, Graham Ross, Al Ciuci, Claude Harmon and others were cited as pros who are always awake to a chance for a sale that meant service to the golfer.

Two Sales "Secrets"

As we analysed the work of these men, and other pros of their type, two points stood out:

(1) Every one of these pros really knows golf club design, construction and fitting.

(2) Every one of them is a low-pressure salesman. They sell by being primarily interested in seeing that the customer learns about and gets what he or she needs, rather than being hungry for a profit.

The salesman and I had seen the pros previously mentioned—and other successful professionals—operate, and had talked to golfers who'd bought from them. Not in one case had a purchaser thought of the pro making money on the sale. The buyers all had the idea that the pros were only interested in supplying them with exactly what the buyers needed.

And that's the strongest foundation for a pro job. You've never heard of a club or a public course getting a pro because the club or course officials wanted the pro to make money; they wanted him to take good care of the players.

This salesman friend pointed out that the fine new shops have been built for the buyers, not the selling pros. "They're more convenient for the golfers and they've got the 'class' look of the rest of a high grade club. They are especially necessary because of the increase in women golfers. Women are accustomed to trading at high-class shops," the salesman said. Then he added, emphatically:

Job for the Pro Only

"But no shop can go out and get close to the customers and see just what they need. That is the essential personal work the pro and his assistants have to do. That's where lesson tee, playing lesson, and the locker-room selling come in strong."

Along that line we got talking about a tendency to specialize and separate assistants' services in the teaching and shop departments at the larger clubs and pay-play establishments.

"It can be overdone," the salesman said. "The shop manager or shop salesman who doesn't have a fair close-up on the players' games or the teaching assistant who doesn't know about the shop merchandise to help his pupils, haven't been properly trained. There's got to be some spread in their duties and education if they are going to do good jobs for their pros and their players and learn how to handle jobs of their own, eventually."

Expert Study of Golfers' Needs

It all adds up to getting close to the player and expertly studying what the player needs. This can be done at a golf club or course but it can't be done at a store selling golf equipment, regardless of where the store is or how attractive it is.

Right there is the key to professional merchandising success and superior service to the golfers. The pro has the oppor-



TEMPORARY PRO SHOP IN BUS AT FIRST TEE

Parked on the first tee, a temporary pro shop has been set up in a passenger bus at the Dubuque (Ia.) G&CC.

Clubhouse alterations include an elaborate new pro shop. However, it will not be completed before June. Therefore pro Howie Atten hit upon the unique idea to set up shop in a bus, bearing a sign: "Business going on as usual during building program."

A pro shop "annex" consists of a 20x20-ft. awning extending from the roof of the bus. The "annex" is a good lounging place for members—and affords display space for the ready sale of merchandise to members outside the bus when golf traffic is heavy.

Members also register in the bus before starting play. A sign mounted above the steering wheel reads: "Your operator is Howie Atten—Safe, Reliable, Courteous."

tunity to observe the golfers at play and to discuss with them just what problems may be answered by golfing equipment.

Then the pro had better know the right answer based on his thorough knowledge of equipment. This matter presents one of the important fields for education that has developed since bench clubmaking went out and younger men in the game haven't received the training in club design, construction, repair and fitting to the user that was routine in the old days. Modern golf clubs are scientific productions and the teaching and shop assistants should know every detail of them.

Learn from Women Golfers

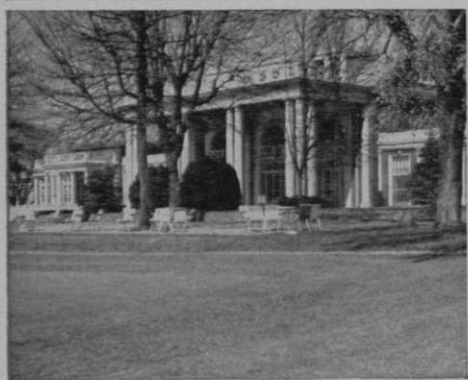
Lou Bola once told me that women golfers were going to make about as much of a revolution in golf merchandising as

the steel shaft did. Lou said that American women instinctively are good shoppers and had educated the storekeepers up to the excellent high standards of merchandise selection, display and competitive selling. The pros, Bola added, have adapted a lot from the stores' merchandising, but the women golfers are teaching the pros still more about how to make the country club or fee course pro shop a good profitable exhibit of specialty shop operation.

That's true as far as the shop itself is concerned, but outside the shop, where the pro and his assistants have numerous opportunities for creating the desire for merchandise and learning exactly what is needed, is a big profit opportunity that must not be neglected.

Every time the pro or his assistants see

The Dawsons, Sr. and Jr.,



The Country Club of Virginia . . . where Tom Dawson, Jr., keeps disease off the club's two courses with "Tersan." Members can play on the Westhampton course, or the James River course, site of the National Amateur this fall.

Father and son at the Country Club of Virginia, where Tom Dawson, Jr. (left), is superintendent. Tom, Sr. (right), was paying visit between winter duties at the Palm Beach (Florida) Country Club and summertime supervision of the Fenway Golf Club, White Plains, N. Y.

use Tersan[®] in Florida, Virginia, New York ... report "all-climate" disease control

The Tom Dawsons combine almost 50 years of turf know-how, gathered in all East-Coast climates. Through long experience, they agree on "Tersan" for the same effective disease control under widely different conditions. Tom, Sr., uses "Tersan" plus the mercurial "Semesan" to stop snow mold, brown patch and dollar spot in New York. In Florida during the winter, he uses "Tersan" alone for brown patch. Results are excellent, North and South.

Tom, Jr., uses "Tersan" as his summer fungicide for dollar spot and brown patch at the Country Club of Virginia. He gets excellent control, in spite of humid, disease-favoring conditions.

For topnotch disease control with a wide margin of safety to greens, nothing does as well as "Tersan"... anywhere! When you spray, you'll find it convenient to add Soluble Plant Food... it's packed in 50-lb. bags, especially for golf courses. Remember, there is only one "Tersan."

On all chemicals always follow directions for application. Where warning or caution statements on use of product are given, read them carefully.



Order **Tersan[®]**
Turf Fungicide

from your golf supply dealer

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

a golfer on the lesson tee, or playing, or in the locker-room, there is a chance to help that golfer with something there is in the shop.

Tommy Armour said in his best-selling golf book that proper equipment is the only part of a good golf game the player can buy. The pro has that improvement of a golf game to sell but he can't depend entirely on the needy golfers coming into his shop eager to buy.

He's got to do a lot of thoughtful and helpful missionary work outside the shop.

My old friend the salesman summed it up correctly when he said "The pro shop is everywhere the wise pro is."

How Research Led to Weed Control with CRAG 1

By A. J. VILTO

THE best known of our weed killers, 2,4-D (2,4-dichlorophenoxyacetic acid), was first described in 1942 by Drs. Zimmerman and Hitchcock of the Boyce Thompson Institute. 2,4-D, it is of interest to note, was not originally described as a herbicide but rather as a chemical which would alter plant growth and development. Later it was found that 2,4-D could be used to control broadleaved weeds in grass crops.

Since 1942 there has been a phenomenal increase in the amount of 2,4-D used in agriculture — an estimated 28 million pounds are used in the United States alone.

The eager acceptance of chemicals to control weeds and other pests has led to intensive programs involving the services of plant pathologists, physiologists and entomologists working in conjunction with chemists to discover new chemicals with broad pesticidal activity. This paper will trace the history and development of a new herbicide which has resulted from the combined efforts of scientists and others interested in agriculture and turf.

About six years ago a compound was submitted to the Carbide and Carbon Chemicals Co. fellowship biological research group at the Boyce Thompson Institute for preliminary evaluation as a pesticide. In initial screening tests the chemical was found to be ineffective as a fungicide or bactericide and was found to have no activity against insects. When it was sprayed on the foliage of plants it was also found to be ineffective as a herbicide.

However it was observed by Dr. L. J. King, who was conducting the herbicidal evaluations, that if seed were in contact with soil and the chemical added to this soil that the germinating seeds were rapidly destroyed. However if soil was not present and the chemical was applied directly to the seed, the seed germinated normally and produced normal seedlings and plants. In other words, here was a chemical that had no effect on fungi, bacteria, insects, or plant foliage but was active in inhibiting the growth of germinating seed only if soil were present.

Of what practical value is a chemical possessing these characteristics?

One of the major disadvantages of hormonal type herbicides such as 2,4-D is the hazard of drift especially where the chemical is applied close to susceptible crops such as cotton. But here was a compound which had no effect on foliage of plants. Thus the drift hazard encountered with 2,4-D could be eliminated.

Incidentally, by this time our compound was called Experimental Herbicide 1.

The chemical was found to destroy any germinating seed when in contact with soil and was found to have little or no adverse effect on established plants. Therefore it could be used to control germinating weed seed in many diverse crops such as corn, strawberries, asparagus, peanuts, in nursery stock and flower gardens. More recently it has been found to control germinating seed of crabgrass in established lawn and turf. The chemical is now marketed under the trade name CRAG Herbicide 1.

Crag Herbicide 1 possesses the following unique features which make it ideal for use in turf:

1. It destroys germinating crabgrass seed when applied at the rate of 6 lbs./A. (or 2.2 oz./1000 sq. ft.) in 100-200 gals. water beginning applications anywhere from April 1 to May 15 depending upon the local date of crabgrass germination. Control of weeds is effective for 3 to 4 weeks, therefore one application each month throughout the summer gives excellent control of all germinating weeds.

2. Crag Herbicide 1 is water soluble and is easily applied with conventional sprayers.

3. There is no ill effect on established turf since Crag Herbicide 1 is only toxic to germinating seed.

It should not be applied to newly seeded greens or turf, since it is toxic to all germinating seed.

Another Dunlop First



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Golf Champion*

PETER THOMSON

*1954 British Open
Golf Champion*

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WHOSE ADVISORY STAFF HAS INCLUDED
AT THE SAME TIME THE HOLDERS OF BOTH
THE UNITED STATES AND BRITISH
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Turfgrass Questions Answered

By FRED V. GRAU

Dr. Grau will welcome questions on course maintenance subjects from superintendents, green chairmen, club and public course officials. There is no charge or obligation attached to this service. Address Queries—Grau, Golfdom, 407 S. Dearborn St., Chicago 5, Ill.

EVERYWHERE we see new golf courses being built to meet the increased demand for playing facilities. The stimulus provided by the knowledge that the men at high levels in our country seek relaxation playing golf has meant a great deal to the game and to the building of additional facilities.

We are pleased to see that gradually the superintendents' associations are being given the opportunity to be on the architect-builder team in order to help write the specifications for the building and planting of new courses. No one is in a better position than the members of the superintendents' groups, with their practical knowledge and years of experience, to say what is the best way to construct a Bermuda or bent green for satisfactory maintenance, to plant tees, fairways, greens and roughs.

Somewhere along the way there is room for more cooperation and coordination between the architect and the superintendent. Then, the best information from the superintendent can be put into practice on the new golf course, avoiding mistakes that have been made. The ways in which construction can make subsequent maintenance more efficient and economical is one of the subjects on which the superintendent is an able adviser.

It is encouraging to see some leading architects at important turfgrass conferences. They are willing to learn about the superintendent's viewpoint of the course. It is only sensible that when a new golf course is to be built, it should be a part of the basic plan to hire the best-trained superintendent available to be aware of what goes into the construction, in order that he will have the background for future maintenance.

The National Golf Foundation reports that last year another record in golf

course construction during the post-war period was broken. Eighty new courses and 12 additions to existing courses were opened for play from January 1 to October 1, 1954. An even greater number is in the planning or construction stage at present. So it seems pertinent to devote this column to answering some of the questions that come up about the matter of construction.

Q—Our club has to move and we have purchased some property outside of the city where we want to build the golf course. What do we do now? (Md.)

A—Back up and start over. The selection of the site should be made in cooperation with your golf course architect who can help select the site which will best lend itself to the kind of golf course your members want. The assistance of the soils man from the experiment station should be sought because his knowledge of these soils can save you many future headaches.

Don't fail to have your superintendent check with the Park and Planning Commission concerning highway developments. Above all, avoid a "blind purchase" just because you saw a "bargain" in land—and give the superintendent the chance to help you build a course that is also designed for easy efficient machine maintenance.

Q—We have two years on our new property before we start construction of our new golf course. What can we do to get ready for the time of planting? (Okla.)

A—First of all, get all possible information from every source on the best choice of the grasses to use on tees, fairways, greens, roughs, lawns.

Then make the decision as to which grasses are to be used at each location and start preparing nursery bed areas and



**THE
BIG 3**

**for the
PREVENTION
and CONTROL of
CRABGRASS and
TURF DISEASES**

PMAS

Apply early for pre-emergence control of Crabgrass—kill the seedlings before they have a chance to get started. Remember, PMAS gives you **DOUBLE ACTION . . . ALSO CONTROLS** bluegrass "going out" as well as Pink Patch, Dollar Spot and Copper Spot.

spotrete

For those who prefer a dry THIRAM material for prevention and control of Large Brown Patch, Dollar Spot and Snow Mold. Many Superintendents will mix and apply SPOTRETE with PMAS to prevent and control turf disease during hot humid weather when disease is most prevalent.

Caddy

The easy-to-use LIQUID Cadmium for prevention and control of Dollar Spot, Copper Spot and Pink Patch. Saves mixing time . . . stays in suspension till last drop is used. Results of "Caddy" in Turf Fungicide (1954) Trials forwarded on request.

BENZAR . . . Disodium Monobenzylationate . . . the new Organic Arsenical for ridding fairways of Crabgrass, now available for test purposes. We'll gladly send a free sample on request.

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TURF**

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MASSACHUSETTS GRADUATES 25TH WINTER SCHOOL

A feature of the University of Massachusetts Fine Turf Conference at Amherst was the graduation of its 25th class in the Winter School for Greenkeepers.

The graduating class of 22, one of the largest in the school's 27 year history, included representatives from 10 states and Canada.

As has been common in past years the average age of students was in the low 30's with the youngest 18 and the oldest 62. The alumni of the school now rank over 400 in number and are active in most all phases of the golf business from golf course superintendent to club manager and golf professional.

Prof. Lawrence S. Dickinson, founder of the University Winter School for Greenkeepers, has been, through the years, one of the strongest advocates of an educational program to train men in the practice and science of turf management.

This year's course schedule included lectures and exercises by Prof. Dickinson on practical problems in turf and club management, and lectures and demonstrations by Professor Eliot C. Roberts on the physiology and anatomy of the grass plant in relation to problems in turf maintenance.

Other courses taught by the university staff in the 10 weeks of intensive training included agronomy (soils and fertilizers), equipment (use, care and repair), engineering (water systems and drainage), entomology (insect pests) and Horticulture.

The Graduating Class and Faculty (left to right), Row 1—D. Figurella, B. Krueger, L. Ryall, J. Mileski, R. Tarr, L. Callaghan, E. Wolfgang, J. Schaefer, G. Artis; Row 2—D. Street, R. St. Thomas, R. Montanye, A. Perkins, H. Romanki, T. McAleer, W. Dest, J. Murphy; Row 3—Prof. Hendrickson, D. Mitchell, J. Driscoll, F. Grube, J. Abdolla, R. Moquin, Mr. Allen; Top row—Professors King, Blundell, Dickinson, Roberts, Colby and Kucinski.

locating planting material of the chosen grasses.

Develop the nurseries so planting material will be available at a predetermined planting date. This assures you of plenty of fresh planting stock on the site as it is needed.

Q—There is a difference of opinion as to how the soil on our greens should be prepared. Some say to mix the materials in place on the greens. Others say it is best to complete the mix off the site and haul it to the prepared base. What is your answer to this problem? (Conn.)

A—Recognizing the effectiveness of several machines for mixing materials in place we are still forced to adhere to our statement that the most thorough mixing will be accomplished off the site. The chances are great for the development of pockets of sand or humus when the soil is prepared in place, in spite of the most careful operation of the equipment.

If the soil is agitated in place too vigorously it sometimes happens that the fines are floated to the surface and good structure is destroyed. The green then becomes very hard and compact soon after it is put into play.

Mixing off the site has been done successfully with a motor patrol grader rolling windrows of material over and over until mixed. It has been done also with a drag line or clamshell by repiling materials until mixed. Well-mixed material hauled to the site of the green and dumped and spread on the prepared base offers the best possibility for maximum uniformity and ultimate satisfaction.

Q—Please explain the different kinds of drainage that should be considered in building a golf course? (Ind.)

A—The first is surface drainage. The greatest sin in design and construction is to create, or to permit to remain, pockets which hold water which quickly scalds