

profits

THIS CHRISTMAS?



Once again Acushnet offers you an unbeatable deal for the Christmas gift market.

Titleists, in dozens, personalized, in beautiful gift boxes of rich, simulated gold embossed leather—boxes of a thousand and one uses after the balls are gone. (Also in boxes of $\frac{1}{2}$ dozens — but, sorry, no personalizing on half dozens.)

Price and profit set up same as it has always been. *No extra charge* for personalizing, *no extra charge* for the gift boxes — that's one reason why golf players and their friends go for these wonderful gifts in ever increasing numbers each year.

As always with Acushnet this is a “pro-only” arrangement. No “downtown” competition of any kind. All profits are pro shop profits—even those resulting from sales made by us directly due to our advertising in national magazines during October and November.

Samples are on the way to you now or will be shortly. See your Acushnet salesman as soon as possible and get your orders in *early*. The demand grows each year and we don't want to disappoint anyone. Acushnet Process Sales Company, New Bedford, Massachusetts.

Sold Through Golf Course Pro Shops Only

ACUSHNET



TRADEMARK

GOLF BALLS

More superintendents continue to report . . .

Du Pont **TERSAN**[®] 75 is TURF FUNGICIDE fungicide for controlling



OKLAHOMA

"I've been using 'Tersan' 75 for ten years and wouldn't try to run a golf course without it. The built-in safety factor of 'Tersan' 75 and its effectiveness for disease prevention rate it tops on my list of fine turf fungicides,"

*says R. C. BOWMAN, Superintendent
Oklahoma City Golf and Country Club
Oklahoma City, Oklahoma*

Experienced golf-course superintendents in all sections of the country report that Du Pont "Tersan" 75 thiram fungicide gives effective, economical protection of fine turf by preventing large brown patch, dollar spot, snow mold and other important fungus diseases. And they know that "Tersan" 75 is safe—even when applied at excessive rates during the hot weather

which favors disease, it won't shock or discolor grass or retard growth.

"Tersan" 75 is packaged in handy 3-lb. bags for easy measuring and handling. For extra disease protection with maximum safety, combine "Tersan" 75 with Du Pont "Semesan" Turf Fungicide. Give greens the finest maintenance team there is—"Tersan" and "Semesan" Turf Fungicide.

TERSAN[®] 75 Turf Fungicide • **SEMESAN**[®] Turf Fungicide • **PARZ**

the safest, most effective g diseases of fine turf

MASSACHUSETTS

"I have kept my greens free of all disease with a straight 'Tersan' 75 program. My schedule has been to spray once a week with a pound of 'Tersan' 75 per 5000 sq. ft.,"

reports **JOHN KEALTY**, Supt.
*The Country Club
Brookline, Massachusetts*



MINNESOTA

"I've been getting 100% control on brown patch with 'Tersan' 75 and feel it's a general preventative for all major fungus problems during the summer months. I spray 'Tersan' 75 once a week throughout the season, and diseases are not a problem,"

reports **PAT JOHNSON**, Superintendent
*Interlachen Country Club
Minneapolis, Minnesota*

On all chemicals, always follow label instructions and warnings carefully.

ZATE® Zineb Fungicide • **VPM** Soil Fumigant



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Common Sense of Pro Shop Selling

Second of Two Articles

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

Always make a customer lead: make him do the talking. Keep asking him questions. Soon you will learn all his likes and dislikes. Then you can place before him exactly what he likes. Again, it is a difficult thing for him not to buy when you are showing him what he likes.

Again, remember it is always the choice between something and something that makes the increased sale. When Mr. Jones says: "Pro give me a couple of balls," always reply, "Three or six sir?" Since he may only have wanted two, naturally he is going to reply to the smaller amount mentioned, which is more than he intended to buy in the first place. If anyone important is listening, a member may want to make an impression by saying, "Give me six." At any rate, your question has made a larger volume sale.

There are a few tested selling words that are guaranteed to sell. A few years ago the soda fountain at Woolworth's in New York increased its soft drink business 70 per cent by this method: When a customer asked for a coke, the clerk was instructed to say "a large one, sir?" Of course he wanted a large one, he was thirsty, that is why he was there. So his natural answer was "yes" and a 10 cent sale was made instead of the usual 5 cent sale. This method will work in your shop. Every time a player buys some balls, always ask the question "tees?" He doesn't know whether he needs tees or not, but six out of ten will say yes just to be sure. This simple question will increase your tee sales.

Ask for Business

You can't get business if you don't ask for it. Try this one: "Mr. Jones, this is one of those hot humid days when it is going to be difficult to keep your club from slipping. Better check your glove before you begin, to be sure it is in good gripping condition." This suggestion will sell more gloves.

You can sell many sets of spikes by simply calling them to the players atten-

tion. Check with your locker room porter and put a tag on every pair of shoes with worn spikes. That will take in most of them. The tag may read: "Worn spikes frequently cause slicing due to the lack of firm footing. Let the pro shop replace your worn spikes." This method will certainly sell spikes because no player wants to slice.

Any pro who loses a large percentage of his business to store competition is falling down on his job of selling the members on the value of doing business through the pro shop.

Pro Has Advantages

Take a look at the following check chart and note how many advantages you have over the competition.

Salesman

Store — Inexperienced clerk

Pro Shop — Expert professional advice

Purchase Place

Store — Some distance from member's office

Pro Shop — Conveniently located at club

Price

Store — Cut price

Pro Shop — Standard price

Quality

Store — Questionable

Pro Shop — Guaranteed top quality

Demonstration

Store — None

Pro Shop — Hitting balls on course

Adjustments and Repairs

Store — Return to factory

Pro Shop — Repair in shop without delay.

From this check chart you can easily see that the score is 5 to 1 in favor of doing business with the pro shop. The only advantage a store may claim is price.

When a member is interested in buying any item, he wants to know about its quality and how it is going to help him. For example, you can offer a very convincing sales talk on golf shoes:

While Mr. Jones is looking around the shop, waiting for his foursome, I frequently say: "Mr. Jones, let me show you our new shoe. This is the shoe that is worn by all the leading tournament players, both amateurs and professionals. They feel this shoe gives them a better balance and a safe footing for hard hitting. The money players can't afford to take a chance on anything but the very best when one stroke frequently means the difference of a thousand dollars.

(Continued on page 66)

Prof. L. S. Dickinson, Turf School Founder, Retires

By ELIOT ROBERTS

Prof. Lawrence S. Dickinson retired on Aug. 31 after 47 years of service to the University of Massachusetts and the turf industry. A resident of Amherst and a graduate of the University, Prof. Dickinson is noted for his keen understanding of problems related to turfgrass management. He has devoted much time to field studies with supts, and has been an energetic supporter of a business approach to course maintenance.



L. S. Dickinson

Started Stockbridge School

Prof. Dickinson was the founder of the 10-week short course for turf mgrs., the first such course in the U.S. The winter school was started in 1927 and has been offered regularly ever since. Many of the

475 graduates hold responsible positions at some of the country's finest courses.

The course, started as a service for New England supts., has attracted men from 29 states, all provinces of Canada, Bermuda and the Canal Zone. Much of the early teaching in this course was handled by Dickinson. Today, nine University specialists conduct classes in their specific fields as it is applied to turf management. Organization and successful development of this course is a tribute to the beliefs of Prof. Dickinson who long contended that the supt. should be considered a professional man.

Professor Dickinson also is credited with the founding of the turf major in the Stockbridge School of Agriculture. This two-year study course was designed for those with little practical experience and for those who could devote some time to the study of production of turfgrass and other ornamental plants. This course is now in its 11th year.

Teaching has not been the sole activity of Dickinson. Through the years he has been active in various research projects. His ideas on aerification with the spade fork and some of his early work related to this subject have contributed much to

(Continued on page 80)

Professionals—

Take it from Santa Claus, —

if you want to give your golfers a timely service that they'll welcome and use to bring you a big share of their lively Xmas gift business . . . make certain they receive your personalized copies of this year's outstanding —

CHRISTMAS SHOPPING At Your PRO SHOP

Use form below for details. Mail it — today!



GOLFDOM 407 S. Dearborn St., Chicago 5, Ill.

I want to ask my golfers for their Christmas Golf Gift business and to show them how well prepared we are to see they make selections that are exactly right. Send me the folder describing "Christmas Shopping At Your Pro Shop."

PROFESSIONAL'S NAME

CLUB

ADDRESS

CITY.....

STATE

Horwath Gives Breakdown on Club Operation Costs

Horwath and Horwath, hotel and club accountants, have made their ninth annual study of country club operations. The study covers 52 clubs located near 38 principal cities. It is reported in detail by Joseph H. Nolin of the firm, in Horwath and Horwath's monthly magazine, *The Hotel Accountant*.

The summary of operations, for 1956 and 1957 reports on three classes of clubs: 18 small country clubs having total dues under \$100,000; 20 medium clubs having dues of \$100,000 to \$200,000 and

SMALL CLUBS	1957	1956
Per golf hole	\$1887	\$1807
Ratio to dues	40.5%	39.8%
MEDIUM CLUBS		
Per golf hole	\$2718	\$2583
Ratio to dues	37.1%	36.9%
LARGE CLUBS		
Per golf course hole	\$2765	\$2510
Ratio to dues	26.3%	25.5%

Of the 1957 dues dollar the small clubs spent 34.5 cents on net clubhouse cost and 40.5 cents for course and grounds net annual operating costs. For the medium clubs the percentages were; clubhouse, 41.1 and course, and grounds 37.1. For the large clubs in 1957 the net clubhouse cost was 40.5 cents of the dues dollar and for the course and grounds 26.3 cents.

Of the clubs reporting there was a food department profit of 4.5 in the small

Golf Course and Grounds Expenses

	COST PER HOLE					
	18 Small Country Clubs (Dues under \$100,000)		20 Medium Country Clubs (Dues of \$100,000 to \$200,000)		12 Large Country Clubs (Dues of \$200,000 to \$300,000)	
	1957	1956	1957	1956	1957	1956
Greens and grounds maintenance						
Payroll	\$1319	\$1228	\$1810	\$1691	\$1891	\$1767
Supplies and contracts	339	349	513	553	394	361
Repairs to equipment, course buildings, fences, bridges, etc.	161	159	203	178	302	242
Water, electricity and other expenses	68	71	192	161	178	140
Total maintenance exclusive of fixed charges	1887	1807	2718	2583	2765	2510
Golf shop, caddy and tournament expenses	285	273	314	293	417	407
Total	2172	2080	3032	2876	3182	2917
Deduct green fees	345	344	737	698	532	482
Net golf course and grounds expense exclusive of fixed charges	\$1827	\$1736	\$2295	\$2178	\$2650	\$2435

12 large clubs having dues of \$200,000 to \$300,000.

Three of the 52 clubs have 36 holes of golf, four have 27, one has 9 and the remainder have 18.

Gross maintenance cost of golf course and grounds "does not include greens fee income nor costs for golf shop, caddies fixed assets and fixed charges," the summary notes. There is no division between course and grounds costs.

The gross cost for each of the three types of clubs was higher in 1957 than in 1956.

Gross maintenance cost of course and grounds:

club class. The other two classes about broke even.

Beverages showed a profit of 34.2% for the smaller clubs, 22.9% at the medium clubs and 17.9% at the large clubs.

After deductions for depreciation and rehabilitation the small and medium clubs operated about 7% in the red for 1957 and the larger clubs had 2.1% of the members' dues available for equity.

A copy of the report may be secured by a club president writing to Horwath and Horwath, 41 E. 42nd st., New York 17, or any other of the firm's offices, as long as there are issues of the publication available.



YOUR TURF IS A MICROBE BATTLEGROUND!

With **ACTI-DIONE** you destroy the fungus responsible for Large Brown Patch, Fading-out, Melting-out, Dollar Spot and Pythium. You support microorganisms necessary to healthy soil in their battle against those which harbor disease.

ACTI-DIONE

* GIVES MODERN
ANTIBIOTIC
PROTECTION

ACTI-DIONE Ferrated — Outstandingly effective against Dollar Spot, Melting-out and Fading-out. **ACTI-DIONE Ferrated** also controls Leaf Spot of Kentucky bluegrass, and Rust and Fading-out of Merion bluegrass.

ACTI-DIONE RZ** Especially effective against Large Brown Patch and Pythium . . . also controls Dollar Spot, Melting-out, Fading-out, Leaf Spot of Kentucky bluegrass and Rust and Fading-out of Merion bluegrass.

Studies indicate **ACTI-DIONE** products may control powdery mildew on all fine turf grasses. One package will protect 20,000 square feet when used according to preventive program. Available from golf course maintenance and supply stores.

Upjohn

For additional information write to:
THE UPJOHN COMPANY, Chemical Sales Division
301 Henrietta St., Kalamazoo, Michigan

*TRADEMARK, REG. U. S. PAT. OFF., THE UPJOHN BRAND OF THE ANTIBIOTIC, CYCLOHEXIMIDE.

**TRADEMARK

Grau's Answers to Turf Questions



If you've got a question you want Dr. Fred V. Grau to answer, please address it to Grau Q&A, Golfdom, 407 S. Dearborn, Chicago 5, Ill.

Test Nurseries — Test Plots Trial Gardens

Call them what you will . . . "A rose by any other name would smell as sweet." The name need not limit the usefulness of the area set aside for testing products designed to improve turf quality. Every course needs a generous area of turf where the supt. can make mistakes — calculated mistakes. On the course mistakes can be costly, even disastrous. Nature being what she is, we can always expect the unexpected which may cause loss of turf in greater or lesser degree. A well planned and well conducted nursery can minimize troubles on the areas under play by deliberately creating and correcting difficulties.

Probably the first comparison most clubs will want to make is that of the grass they now have on the greens with a new kind that has been represented as being superior. Such a test should be conducted so that each grass is managed according to its own needs. We have seen superior grasses fail miserably in test plots where they were being managed according to the needs (real or fancied) of some other grass. Some of the contrasting treatments that should be studied are:

- Overwatering vs. minimum watering
- Heavy vs. light nitrogen feeding
- Disease treatments only when needed vs. regular preventive disease treatments

Others may be studied as space, time, money and desire dictate or permit. It is not how much is done that counts but how much is well done. Whatever study is started, it needs to be given time and attention to develop maximum information before the area is discarded, replanted or converted to another test. A case in point has to do with Old Orchard creeping bent. We have observed, and have been told by others, that Old Orchard tends to thin out in mid-summer and let poa annua invade. This seems to be its only weakness. In all other respects it has high quality. Recently we inspected Old Orchard bent under a set of treatments where it retained excellent density throughout the summer with not the slightest sign of thinning and without a trace of poa. Its needs were being met. We were so impressed that we called Ralph Bond and told him about it so he could pass the information along to Old Orchard users.

We have seen a number of tests on course nurseries which compared Seaside to Penncross, both seeded. In most cases Penncross outperformed Seaside at every turn. The contrast is most striking at high fertility (N) levels with minimum irriga-



Grau Photo

Plugs for patching at Portage, CC, Akron, O.

tion and with minimum disease treatments. Paul Addressi at Tamarisk CC, Palm Springs has an excellent test nursery in which Penncross is outstanding compared to Seaside. As a result of testing Paul has conducted, he now is successfully seeding Penncross into Seaside greens. The tests gave him confidence to choose and proceed with the program that is improving the already excellent turf.

What started out to be a small test

Use the best **GOLF COURSE EQUIPMENT**
Ask for **PAR AIDE** Products



For detailed information write to: **PAR AIDE PRODUCTS CO., Dept. G, 1457 Marshall Ave., St. Paul 4, Minn.**

nursery of U-3 bermuda at Five Farms, Baltimore, Md., under Bob Scott (retired) now has become the production nursery from which planting material will be taken by Frank Dunlap to plant all the tees on the new 9 and all fairways on the course. Before such a program could be launched there had to be the knowledge that it worked and worked at Five Farms!

Alex Repin's nursery at Tulsa CC told him that Cohansey (C-7) bent was worth trying on a regular green. No. 7 green was planted and managed to suit Cohansey! The results can be seen on many courses in the Southwest, very few of which had test plots of their own. They drew strength from Alex Repin's success and suggestions on maintenance.

Pine Valley's nurseries are the most extensive in the world, so far as we know. Eberhardt Steiniger spends a great deal of time and effort on them and derives from his studies valuable information that can be obtained nowhere else. No experiment station has sand such as Pine Valley has. Therefore, to know whether a grass, a fertilizer, or a tool will work at Pine Valley it must be tried at Pine Valley.

The best place to find out how anything works on your course is to test it

on your course under your management and with your labor force.

Changing Bents

Q. We are interested in your article in July **GOLFDOM** concerning the change from one bent to another. We have our original Seaside in the first 9 built some 20 years ago, to which we have added about ten lbs. each year (after spiking the greens) of Seaside bent seed. The second nine also is seeded with Seaside.

I think that the bent has been satisfactory except that it seems very low in resistance to snowmold. When the bent goes out in the spring, poa annua comes into the spots. Some of our greens are getting to be almost solid poa annua. We are told that our feeding program is okay but we have this fight every spring to get the greens back into play.

Would you advise seeding into the greens some new type of bent, probably Penncross? Would this new seed eventually supersede the Seaside to an extent that Penncross would eventually take over? We have a very good spiker with 250 lb. weights, (pulled by our old three-gang power mower). We count on seeding the Penncross, then compost with the compo:t that you saw at Magna, Utah. This is three-quarters sheepmanure with one-quarter part very sharp sand. This compo:t has in the past acted as a very good seed bed when we put Seaside seed into the greens. We don't like to waste expensive seed, but would like to get the Penncross seeding program started.

"My, the time, labor, money, sweat and tired muscles this machine saves!"

says **CARL O. WEIS**, Sup't. of Parks, Canton, Ohio



"Called LO-BLO the AIR BROOM, and in my opinion one of the most versatile machines ever developed. The rotor fan sends a blast of air scooting low across the ground at more than hurricane velocity. You walk it along "wind-row" fashion to clean an area . . . faster and better than 6 men.

We, (the Canton Park System) tried the small 3 hp size, liked it, kept it, and since have bought two more of the 7 hp size.

So much easier and faster than raking leaves, we also use our Lo-Blo machines for such chores as cleaning the barns, zoo walks, shelter areas, picnic litter, before blacktop dressing or patching roads. They save money and release manpower for the more exacting duties."

LO-BLOS ARE MADE IN 3 SIZES, STARTING AT \$139.50. THEY BLOW LEFT AS PICTURED, HAVE ATTACHMENT FOR FORWARD BLAST WITH SPECIAL DEFLECTOR AVAILABLE FOR CLEANING HIGHWAY EXPANSION JOINTS. SEND FOR COMPLETE INFORMATION OR DEMONSTRATION.

ATWATER - STRONG CO.

ATWATER, OHIO

Phone 7-2344

We are still using the vertical mower. There is a tendency for the know-it-all golfer to insist that we go deeper with the machine but we like to use it often — once each week and not so severely. (Idaho)

A. You have evaluated your Seaside bent correctly. Continuing to sow Seaside bent into the greens does nothing to bring about permanent relief from snowmold and poa. You will do well to begin a program of seeding Penncross creeping bent seed into greens, particularly if you prepare greens properly before doing so. This consists of removing a great deal of the surface matted material and using a spiker very thoroughly to prepare as good a seedbed as possible for the Penncross. Even if you damage the Seaside and set it back, it will be all to the good if you prepare your members for what you are doing.

I think you can look for Penncross to take over the Seaside in time. I have seen excellent results from a program of this kind in different parts of U.S. Do not expect miraculous results in one or two years. You should change the compost to about three parts sand and one part sheep manure. This sounds like a drastic change, but actually it will be for the better. If this seems too drastic, you can start by making it 50/50 by volume.

I would like to review your fertilizer program with you. In some cases I detected evidence where the program actually contributed to poa annua invasion. You are wise to use your vertical mower lightly and frequently. It is possible to do considerable damage with machines

of this type by going too deeply at any one time. The rate of sowing Penncross will be not more than one lb. to 1,000 sq. ft.

Invasion of Greens

Q. On our 9-hole course we have two greens that were rebuilt about 10 years ago. Grass on these greens is very fine and dark green and does not grow very fast. It does not develop runners and makes a fine putting surface. The last few years spots of grass similar to that on five of our other greens have shown up in them. This grass is coarser, lighter green, grows faster and develops runners badly. The spots have almost doubled in size the last year. Is there anything I can do to prevent this other grass from taking over? I have not been able to find out what kind of bents are in.

Last year we rebuilt two greens and seeded them with Seaside. I understand Seaside is not the best kind of bent for this part of the country. If I would over-seed with Penncross would it eventually take over?

I understand greens should be mowed with mowers set at about 1/4 in. Every time I begin to move my mower below 5/16 inches it seems to remove all the upright growth and they turn brown. The two greens with finer grass I described above will stand to be cut much closer. Our greens have not been topdressed this spring as we were out of material. Will topdressing improve them by firming around the stem that grows above the ground and prevent the mower rollers from going so deep? (Iowa)

A. It is almost impossible to advise from