

Dealers Wanted for Exclusive Territories —
Information Available on Request

FLAGPOLE SIGN FOR BETTER GREENS

BY Educating and Reminding
The New and Careless Golfer
Repeatedly to Repair Their Golfball Indentations
On Every Green

Reduces Maintenance Costs

Improves Putting Conditions
Improves Greens Appearance

SPEEDS UP PLAY

BY

Serving As A Marker
To Help The Golfers
Locate The Cup
Position From Down
The Fairway

Shape: Cylindrical

Size: 5" x 8 3/4"

Color: Red With White Letters Or
Yellow With Black Letters

Permanent Coloring

Material: Rigid, Crushproof, Extra
Strong Polystyrene

LIFETIME GUARANTEE

Message Printed On Two Sides
Attaches To Any Size Flagpole
Of One Inch Diameter Or Less

Price: \$ 5.00 each
\$42.00 set of nine

F.O.B. Carleton, Mich.

Freight Prepaid If Order Is
Accompanied By Check.
All Other Orders Sent C.O.D.



CARLETON GLEN GOLF PRODUCTS
13470 Grafton Road
Carleton, Mich.

Please Send _____ Flag Pole Signs.

The diameter of the flag poles we use
is: _____ (Show dia. in fraction of inch)

NAME: _____

CLUB: _____

ADDRESS: _____

CITY & STATE: _____

Temperament Plays Important Part in Fitting Golf Clubs

BY GUY PAULSEN

Professional, Old Elm CC, Ft. Sheridan, Ill.

Both the player and the golf manufacturer are fortunate that people generally are built in the same mold. If clubs had to be built to precisely individual specifications for everyone, we'd have about 50,000 persons playing golf rather than the six or seven million that are claimed for the game. That would mean that no more than 200 pros would have employment and probably not more than two or three equipment manufacturers would be in business.

Even though the so-called stock models take care of 99 per cent of the players, that doesn't mean club fitting isn't pretty much of an art. As far as I am concerned it is almost as difficult to learn as the art of golf instruction. Thorough knowledge of fitting doesn't come quickly or simply. The young professional is going to make a few mistakes before he masters it. Quite often he is going to be accused of having bungled a fitting job when he isn't completely at fault. In too many instances, for example, the player can't be properly fitted from the stock on hand, but insists on making an on-the-spot purchase without waiting for his size clubs to be ordered.

He'll Go Elsewhere

Some people contend that it isn't ethical to sell clubs under such conditions, that the pro should stand firm and insist on ordering the proper clubs. In theory, this is fine, but what isn't considered is that the impatient customer probably will go elsewhere and, in all likelihood, end up with poorly fitted clubs.

Maybe I am overemphasizing the rather isolated case, but in learning to fit clubs, impatience on the part of the customer is something we all have to learn to cope with. The lesson sometimes comes hard. Not being a psychologist, I can't advise you to do anything more than try to slow down people like this by showing them

how it is to their advantage to wait until you can properly fill their orders. But I can give you some tips on actual club fitting that I think will be helpful.

Take, for instance, cases where there is a difference in height between two people of approximately one foot. Say you are dealing with a fellow who is five feet, six inches and another who towers to six-six. Stand them side by side and have them close their hands. You'll find, in most cases, that the difference in distance between their hands and the floor is very small, certainly much less than the 12-inch difference in their heights.

Narrow Spread

It is this matter of reach or relative distance between the floor and the hands that plays such an important part in fitting. When the hands are brought to the gripping position, it is the distance between them and the ball that has to be accommodated by the club length. The reach of the short vs. the tall person accounts for the narrow spread of club lengths used by short and tall persons.

The next point to be considered is the club "lie". If the ball is to be played at some distance from the feet, the space between has to be "bridged" with a longer club than if this distance were only normal. Considering both the distance of hands to ground and the distance from the feet to the ball, the professional has to size up the build of the person being fitted. He has to decide whether the player has to be fitted for an upright, medium or flat type of swing. The length of the shaft for the upright swinger should be relatively short, and for the flat swinger, comparatively long. The medium, of course, falls in between these two.

Like Old Shoes

If the person who is being fitted has been playing golf, his old clubs should be studied. When you buy new shoes, an alert clerk studies your old pair to determine where the greatest wear occurred and thus is able to tell if they were too short, too wide or too narrow. Golf clubs can be studied in a similar way. The scratch or wear marks on the sole of and old wood club will tell you if the original "lie" was right, or was too upright or too flat. Combining this information with your observation of the customer's build will enable you, many times, to give him just a little better fit.

(Continued on page 128)



PROOF FROM HUNDREDS OF COURSES . . .

CresLINE[®] PLASTIC PIPE

gives you finest sprinkler system at lowest cost

There now are hundreds of courses all over the United States with CRESline Plastic Pipe sprinkler systems. The low cost is a big attraction — 50% less installed than galvanized pipe. But the payoff is the complete dependability. All CRESline Plastic Pipe meets or exceeds *all* industry standards. It is guaranteed *right* in writing. You get low initial cost, low installation cost, and complete dependability. And your entire job is delivered at once, so you waste no time when you're ready to start. We will be glad to send you a list of CRESline installations, so that you can check any of them yourself.

WE WILL MAKE A COMPLETE ENGINEERING LAYOUT FOR A SPRINKLER SYSTEM FOR YOUR COURSE. WRITE FOR DETAILS . . .

CRESCENT PLASTICS, INC.

Dept. G-463

955 Diamond Ave. • Evansville 7, Indiana

A FEW CRESLINE INSTALLATIONS

- George Diamond's Golf Course
Antioch, Ill.
- Crab Orchard Golf Club
Carterville, Ill.
- Homestead Golf Course
Hot Springs, Va.
- Broadwater Beach
Biloxi, Miss.
- Oak Crest Country Club
District Heights, Md.
- Country Club
of Brown County
Brown County, Ind.

PIONEER MEMBER OF



MEMBER OF
NATIONAL GOLF FOUNDATION

10 Questions Most Frequently Asked about Greenmowers (at the GCSA turf show)

By **VERNE C. FISH**

Product Manager, Institutional Equipment
Toro Manufacturing Corp.

The first question most commonly asked about greenmowers at the GCSA show was, "What's new?" It is very evident that the proper care and maintenance of greens is the most difficult and most time consuming portion of a supt's job. As a result, the latest innovation for greens maintenance is of primary interest to a supt. The addition of a new feature or a new principle, or anything which might be developed for either making the greens easier to care for or produce better results, is of primary interest.

The second most commonly asked question was, "What's better about your machine than Brand X?" It is apparent that not only is the introduction of new features important but this question shows a definite, comparative analysis is being made by the supt. between various makes of greenmowers. Generally speaking, a supt. will try to "get all the facts" on a particular unit and then go on to the next manufacturer and again try to learn all of the advantages of his machine. In the end the supt. compares features, the advantages, and performance of each of the machines to make a more intelligent choice.

The third question asked was, "What about thatch control?" Again, proper control of specific green problems is of primary interest. Apparently with the introduction of hybrid and very vigorous grasses being introduced for greens, the problem of controlling thatch is of primary consideration. The whole story of various models of brushes, combs, and "scuffing type" rollers is of great interest in this regard. The mower offering the highest degree of flexibility in this regard has the advantage.

4. "Why skids?" In this particular toro

unit, the Greensmaster utilizes front skids instead of rollers to support the cutting unit. This is relatively new. Merely explaining the existence of skids usually is not enough. The actual mowing results and the results on the green have to be explained. An actual demonstration or a trial period of use is usually suggested in



Verne Fish

... it's not the original price.

order to show the results, in short — prove it!

5. What does "Free Floating" mean? The Greensmaster has the unique feature of a free floating or independent cutting unit. This allows the cutting unit to be completely independent from the influences of engines, operator and weight of the grass clippings and driving mechanism of the machine. The theory and practice of this design has to be explained fully.

6. "Operator ease and convenience?" The consideration of the supt. for the ease
(Continued on page 126)

solve your turf care problems with National Chemsearch compatible chemicals



At National Chemsearch, continuous scientific research by experienced chemists provides the easy solution to turf-care problems! A complete line of chemical products includes **iron chelates, fertilizers, fungicides and deep penetrating agents...** all in **compatible liquid form!** This means any combination of turf-care chemicals may be easily mixed and quickly applied simultaneously... saving both time and labor costs! Whatever your need for lawn or turf maintenance, call on your National Chemsearch Representative for the safe, effective, economical solution!



National Chemsearch Corp., P.O. Box 10087, Dallas 7, Tex., Branches in Los Angeles, St. Louis, New York



Dearborn CC was bought from the Ford Foundation in 1951.

Bianco: Give the Members What They Want — GOLF ACTIVITY



Faust Bianco, at Dearborn for 15 years, has developed an extensive intracub tournament program.

"Pros at many clubs don't pay enough attention to at least two details that are as basic to operating a shop as the clubs and balls they sell," says Faust Bianco, the diminutive package of energy who is the professional at Dearborn (Mich.) CC.

"I don't know if some of these fellows get carried away by pursuit of the dollar, whether they become too preoccupied with their own games, or what," Bianco continues, "but they neglect what I consider to be fundamental to the business we're in. For one thing, they don't plan, schedule and run nearly enough intracub competitions. And, second, they don't put themselves out to learn enough about the merchandise they handle. This applies even to golf clubs."



Mrs. Bianco (center) shows women's apparel in pro shop annex located in the ladies' lockerroom.



**Controlled
year 'round
aeration with
Ryan quick
change Tines.**



1. Spring coring



2. Summer slicing



3. Fall renovating

Ryan RENOVAIRE...for 3-way, true contour turf maintenance and improvement

- Two models, hitch to any tractor, work up to 10 mph
- Quick-change blades and tines aerate, slice, renovate
- Individually suspended wheel pairs, optional weighting trays give full penetration over undulating turf

Cover fairways, parks, athletic fields, highway greenbelts, other big turf areas fast, thoroughly, and economically with the dependable 8' Renovaire Monarch or 4 1/2' Renovaire Chief. Exclusive true contour aeration . . . short radius turns without ripping or skidding . . . easy job-to-job transport on permanent pneumatic tire wheels. Call or write for specifications and a demonstration.



LANDSCAPING EQUIPMENT

Division of K & N Machine Works

871 EDGERTON STREET • ST. PAUL 1, MINN.

Company

World Wide Sales Through Leading Turf Equipment Distributors



GREENSAIRE



SPIKAIRE



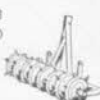
MOTORAIRE



ROLLAIRE



SOD CUTTER



TRACAIRE



RENOVAIRE



MAT-A-WAY



REN-O-THIN



Two views of the main displays at Dearborn. Panel at left runs the width of the shop. Club display behind hat tree (at right) occupies entire wall.



Elaborating on these themes, Faust points out that it is oftentimes forgotten that a club pays a pro from around \$2,400 to \$4,000 a year. This isn't intended to be a mere retainer fee or a gratuity, although some pros seem to consider it as such. Something, reasons Bianco, should be given in return for this salary and, as far as he is concerned, it is an extensive round of golf events for Junior, women and men players.

Running club golf programs shouldn't be looked upon as an obligation so much as an opportunity for making money, says

the Dearborn shopmaster. What happens when play is stepped up through intra-club competitions? The pro gets rid of more merchandise, makes more money. The balls, clubs, apparel and miscellaneous items offered as prizes in each event add up to a real windfall in a season's time — if enough tournaments are played. What may be even more important is that rounds played at a club where there is a great deal of competitive action may run 40 or 50 per cent higher than if play is just casual.

Bianco's First Law

All this may be capsuled in what amounts to Bianco's First Law in the operation of a pro shop — More tournaments mean more play which means more merchandise consumed.

If you think Faust Bianco — all 123 pounds of him — is merely talking and not playing a good game, consider these figures: Between mid-June and early September, 18 Junior events were staged at his club in 1962; 30 tournaments of various types were played by the Women's 9-hole club last summer; the Women's 18-hole club held 35 competitions between late April and mid-September; as for the Men's schedule, it looked like something drawn up for the pro circuit. There were 40 dates listed for the five-month period.



Assistants Bob Hay and Gregg Grezlik are encouraged to develop a merchandising sense along with other things they have to learn about shop operation.



NEWS OF THE TURF WORLD

SYNTHETICS DEPARTMENT • HERCULES POWDER COMPANY • WILMINGTON 99, DELAWARE

*Trademark of Hercules Powder Company



THE ECONOMY OF NITROFORM®...

3: Nitroform Has High Efficiency

The *efficiency* of a fertilizer is a measure of its ability to furnish nutrients to the plant. Nitroform has a very high efficiency rating—over 95%—compared to values of 33 to 50% for some organic nitrogen carriers.

The rate at which a nitrogen fertilizer releases nitrogen to plants is a further measure of its economy. Under favorable conditions for making plant food nitrogen available to grass (nitrification), Nitroform will release approximately 15% of its nitrogen in the first three (3) weeks. From then on there is a gradual steady release to plants. This explains, first, why Nitroform is initially applied at heavier rates and, second, why Nitroform lasts so much longer and needs to be applied so infrequently.

The high efficiency and the slow, controlled conversion enhance the economy of Nitroform. Because nitrification of Nitroform is controlled by bacteria, there is no chance for a rapid, uncon-

trolled release. Instead of the sudden release when temperatures rise in summer, which is typical of conventional fertilizers, Nitroform's rate of release *slows down*. This safety factor is just another built-in economy.

Powder Blue Nitroform, a fine, wettable powder, represents the ultimate in economy, efficiency and performance on bent grass and bermuda grass putting greens. It is designed to be applied in water suspension by sprayer or proportioner (siphon), then rinsed into the dense, closely mowed turf with clear water. This does two things: (1) the fertilizer is carried into intimate contact with soil bacteria, and (2) there is a minimum of "mower pickup." Powder Blue's rate of release is equivalent to that of the granular Blue Chip® Nitroform.

For specific rates and frequencies of application, see your Nitroform dealer or write to Hercules.

HERCULES POWDER COMPANY

INCORPORATED

Hercules Tower, 910 Market Street, Wilmington 99, Delaware

HERCULES PRODUCES "POWDER BLUE" AND BLUE CHIP NITROFORM FOR PROFESSIONAL USE



Turf Talk by Bob Miller

The golf course superintendent of today is not only an agronomist, pathologist, mechanic, purchasing agent, personnel director, etc., but he is also a budget director and planner for future course improvements. With all of these responsibilities to shoulder, it is surprising that some superintendents do not keep adequate records to help guide them in their daily work and in both long- and short-range planning.

We believe that well-kept records aid the superintendent in preparing cost-estimates for future course improvements and are essential in preparing the annual normal maintenance budget. Everett Queen, Superintendent of Wichita Country Club, Wichita, Kansas has given several excellent talks about his method of keeping records and he has told me he has been able to increase the efficiency of his manpower (the big cost in maintenance) through a study of past records. The article by Morgan Boggs of Lindsey Golf Course, Ft. Knox, Kentucky, in the January issue of "Golf Course Reporter," entitled "Are Your Available Man Hours up to Par?" gives a detailed description of his studies of the labor requirements for his course, and I seriously doubt that anyone could question his needs under his planned maintenance program.

No business can be successful without a record of performance—i.e. "where we have been," "where we are going," and "how we plan to get there."

Many superintendents have told us that the Du Pont Planning and Record Guide is an excellent aid in setting up their record system. See your Du Pont Turf Products distributor for your copy.

Bob Miller

"I like the information from Du Pont represe



Superintendent Mel Warneke, standing on the sixth green, is confident that his entire course at the East Lake Country Club, Atlanta, Ga. will be in top shape for the Ryder Cup Matches this season.



TERSAN® 75
turf fungicide

SEME
turf fung

Better Things for Better Living
...through Chemistry