

THIS BATTERY WILL INCREASE YOUR GOLF CAR PROFITS--



AND HERE'S WHY...

The Hester Golfmaster is *designed and engineered* especially for Golf Car service, with larger, heavier plates to assure more holes of golf per charge, more dependable day-in, day-out service, less "out-of-service" time for your Golf Cars.

Compare the Hester Plates—7 1/16 inches high—with the plates of *any* other Golf Car Battery. Compare Hester prices with any other battery. Most important—compare the performance of a Hester, *in actual service*, with any battery, regardless of cost.

The facts will show why so many leading Golf Clubs are standardizing on Hesters.

START and GO with
HESTER
 Dependable Batteries for
 Almost Half-A-Century

MAIL THIS COUPON FOR THE FACTS

**HESTER BATTERY
 MANUFACTURING CO.**
 HESTER PARK • NASHVILLE, TENN.

Send me (without obligation) the facts and prices on HESTER GOLFMASTER BATTERIES.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

GOLF CLUB _____

NO. OF GOLF CARS _____



Ed Likens studies bag display at Dayton CC. He may not realize it, but Dayton pro staff probably has noted that he's at least thinking about buying and will move in to make a sale.



Ed Brown, caddiemaster and assistant pro, re-arranges sports apparel. Walls in interior of shop are a combination of off-white cement block and gray barnwood. Heavy rug is green with a golf design, and spot is a flexicor square drop.

sales year in and year out, and profits to match.

"I've never labored under that illusion," says Butler. "I have to scratch for sales the same as the next fellow. There is no reason why I shouldn't"

Scratching for sales, in Norm's estimation, adds up to nothing more than being alert and enterprising.

Alertness, as the Dayton pro defines it, means that the pro has an eye open,



Leo Weber was Norm Butler's assistant for about five years, but left early in 1963 to take a job with a trading stamp company.

and an ear cocked, for every possibility. In a shop that is patronized by something like 350 men and 250 women (although the number has been reduced this year at Dayton CC) there may be as many as 100 sales possibilities offered each day. That doesn't mean that the pro and his assistants are going to cash in on all, but if they are horse players, so to speak, percentage will take care of them. "Percentage," Butler observes, "is a wonderful thing if you try to make a big volume operation out of it. Even if your average is relatively low, you can still come out well ahead of the game."

How to Play Percentage

How does a fellow go about being alert enough to play percentage? Basically, it's quite simple. Every time a golfer gives a single item in the shop more than a passing glance, that's a tipoff that he may be interested in buying it. "You don't have to rush up and try to overwhelm him with an on-the-spot sales pitch," says Norm Butler, "but you can ask him if he's interested. Many times he is.

TURF DISEASE

KILLER WANTED



KILLED Dollar Spot

In May with two applications of 2 oz. per 1000 sq. ft. three days apart.

KILLED Copper Spot

In June with two applications of 2 oz. per 1000 sq. ft. three days apart.

KILLED Brown Patch

In July with two applications of 2 oz. per 1000 sq. ft. three days apart.

KILLED Leaf Blights

In August with three applications of 2 oz. per 1000 sq. ft. three days apart.

WANTED BY EVERY SUPERINTENDENT: **kromad**[®]

KROMAD is a killer, a lone killer...of five major turf disease organisms. And, as is said of most killers, it kills by pattern. When turf diseases get out of control, golf course superintendents depend on the killing pattern of KROMAD—2 oz. per 1000 sq. ft. three days apart for two or three applications.

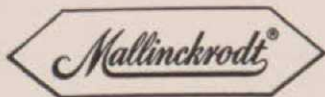
After this broad-spectrum fungicide has completed its curative job, superintendents revert to the preventive pattern—2 to 3 oz. per 1000 sq. ft. every 5 to 7 days. Curative or preventive, KROMAD is exceptionally safe...will not harm the finest turf, even when applied at several times the recommended rate.

KROMAD is economical. Broad-spectrum control of a wide range of diseases eliminates

buying, stocking and applying several different fungicides, saves time because it eliminates the difficult task of positively identifying and individually treating each disease.

KROMAD also offers other plus values. Urea content stimulates growth, but doesn't interfere with regular fertilizer programs. Iron content helps grass develop stamina and a rich green color. Fungicidal dyes in KROMAD assist in disease control, add color to diseased or off-shade turf and provide a check on uniformity of coverage during application.

Get KROMAD...available from over 100 Mallinckrodt distributors throughout the country. Write for the complete list of distributors. You'll be happier, your greens healthier...with KROMAD.



MALLINCKRODT CHEMICAL WORKS

St. Louis • New York • Montreal

"And," continues Butler, "after you've been around a club awhile, you should learn what members can be given that little push that makes buyers out of them without delay, just as you should find out which react to the slow or rather coy approach. I've had to wait as long as two years to sell a few sets of clubs to some of my players.

Try This Line

"One fellow," Norm recalls with a smile, "put off buying a set of irons until finally I told him people around the club were talking about his terrible equipment. That moved him in a hurry. I've used that line on a few others since then, occasionally with some success."

Enterprise, as the Dayton pro sees it, adds up to promoting as much lesson business as possibly can be handled, and in having as many weekly golfing events going as the course has room for. Butler doesn't claim there is anything original or copyrighted, so far as he is concerned, in this formula, but there often is a let-down in both lessons and club tournaments if the pro isn't enterprising enough to keep pushing them.

At Dayton CC which is 67 years old, started as a 6-hole club and has been at its present site for about 62 of these years, the Men's Golf Association is a going concern. Membership in the organization costs \$12 a year, there are, or were, 360 members in 1962, and all fees go toward providing prizes in the tournaments that are held on Wednesdays, Saturdays and Sundays.

\$4,000 Plus Guarantee

This assures pro sales revenue of between \$4,000 and \$5,000 a year, a tidy income that the shop can depend on. But the pro staff has to run the tournaments, maintain the handicaps and keep a record of the prize awards — a fair exchange, in Butler's estimation. The Association tournaments are so well established that interest in them rarely, if ever, wanes, but if it were to drop off, the Dayton pro points out that he would do everything possible to bring it back. You don't throw what amounts to a fat bread and butter account out the window.

If you are looking for thoughts and ideas that may give your sales a boost, Butler suggests that you toy with these:

- Don't be afraid to sell putters on an approval basis; this is an effective way of keeping them moving;

- Every pro should sell more clubs. The reason most don't is that they either

fail to keep abreast of improvements in clubs from year to year, or they don't emphasize these improvements in trying to sell them;

- December volume can be as large as that of May or June. But to get it you have to use Golfdom's Christmas Shopping catalog and keep your shop open in December. The business you don't get in December probably will go to some other merchandiser. In short, you won't get it later.

- If you were to go back and check sales records, you would find that December business can be an excellent guide in ordering for the coming year — perhaps the best that is available.

- Stop worrying about the discount houses. Qualitywise, everything is in your favor in competing against them. This is the point to emphasize. Your customers know this but they have to be reminded of it from time to time.

Relies on Past Figures

Comparative figures play a very important part in the operation of the Dayton CC shop. Norm Butler not only constantly checks his sales and purchases on a month by month basis, but goes back sometimes as far as two or three years to see how these items compare with those that have been recorded in the past. By doing this he gets a pretty fair idea of what kind of a profit he can anticipate for the current season and, in many cases, it may determine his buying for the balance of the year.

Checking against purchases that have been made in past years, he points out, can be quite enlightening. A type of item that sold well in 1960, for example, may have been lost in the shuffle simply because the shop staff didn't realize, or had forgotten, what a good seller it actually was. This applies in particular to apparel. When it is seen that a potentially strong selling item of this kind is being overlooked, an effort is made to bring it back.

Unlike quite a few pros, Butler has no qualms about allowing the club handle his billing and thus seeing what his volume is. He gives several reasons for doing this. One is that it saves him perhaps \$700 or \$800 each year in bookkeeping expense. Another is that the club not only sees what his sales income is, but it finds out what the shop outgo amounts to. Finally, it lays to rest the many rumors that may make the rounds about the pro getting rich "off us poor golfers."

This is a MONEY-MAKING MACHINE FOR GOLF COURSES



How much money will Wide-Lite* money-making machines make for *your* course? To a certain extent it depends on your greens fees, electricity costs in your area, etc. But one operator of a nine-hole course figures it this way:

| | |
|--|----------|
| Cost of installing "Wide-Lite" system | \$25,000 |
| Cash | 5,000 |
| Amount financed with bank | 20,000 |
| Cost of employee per night to keep course open | 10 |

With these costs, and including interest on the loan and his power expense, the operator figures he will pay for the system in just five years if *only six foursomes* a night play the course during the 120 nights of play that are practical in his northern climate!

Operators of another course figure a \$27,000 lighting system will pay for itself *in two years* because increased night play creates increased bar and dining room profits.

How about *your* course?

We'll be glad to get down to facts and figures with you—plan a lighting system for your course . . . work with a contractor in your area to figure your installation and operating costs . . . and let you see for yourself how much money you can make with "Wide-Lite" floodlighting.

You'll be under no obligation, of course. And you'll see why so many golf operators have had "Wide-Lite" floodlighting installed! Just send the coupon.



**FLOODLIGHTS • BALLASTS
• INDOOR LUMINAIRES**

In Canada: Wakefield Lighting
Limited, London, Canada

*Trademark of Wide-Lite Corporation

WIDE-LITE CORPORATION
A Division of Esquire, Inc.
4114 Gulf Freeway • Houston, Texas

Dept. AD 1

Send more information on how "Wide-Lite" lighting can make money on my golf course.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Turf Talk by Bob Miller

Now that summer is here, spraying takes up a larger per cent of the maintenance effort. So whenever I get the chance, I ask superintendents what they do to make this job easier and save time and labor.

Oscar Bowman at the Old Warson Country Club outside of St. Louis recently told me that he had found a method which requires only one man to spray a green or tee. Instead of using the common heavy rubber hose, he uses a light rubber $\frac{3}{8}$ " hose (which takes up to 450 lbs. pressure) and a trigger gun nozzle. With this setup one man can spray a green, and the man who usually pulls the hose is freed for other necessary jobs.

For spraying fairways, Orval Decker, Superintendent at the Bryn Mawr Country Club in the Chicago area has come up with a new wrinkle. He uses a disk nozzle on the back of his sprayer which sprays a radius of 25'. This reduces his fairway spraying time from 16 hours to 4 hours, saving more than a full day for other maintenance activity.

Remember, for summer spraying, a general preventive program of 3 ozs. of "Tersan" OM per 1,000 sq. ft. every 7 to 10 days is very effective for control of large brown patch, dollar spot, copper spot and certain other diseases. When conditions are unusually favorable for the development of disease, reduce the time between treatments and/or use at the rate of 5 ozs. of "Tersan" OM per 1,000 square feet.

Bob Miller

"Heaviest play
"Clippings and
"Excellent broa



Here's the team that keeps the three Cincinnati public courses in top playing condition with the help of Dupont turf products. Kneeling is Mack Tatlock with superintendent (left to right) Robert E. Clark, Charles F. Zellner, Pat Hawk



TERSAN® 75
turf fungicide

Better Things for Better Living
...through Chemistry

n years..."
 color remained uniform"
 d spectrum disease control"



-MACK TATLOCK

*Supervising Superintendent of Golf Courses
 Cincinnati (Ohio) Recreation Dept.*

The above are a few comments about the results Mr. Tatlock has obtained in past seasons with Du Pont Turf Products. His complete statement follows:

"Since 1958, we have used Du Pont 'Uramite' ureaform fertilizer as the major source of nitrogen on greens on our public courses (Reeves, California and Avon Fields). We normally make two applications per year in early spring and early summer. Clippings and color have remained uniform throughout the season, in spite of the heaviest play in years.

"Since 1959, we have used Du Pont 'Tersan' OM turf fungicide for turf disease control weekly at 3 oz. per 1000 sq. ft. on a preventive program. When weather conditions require curative action, we use 5 oz. per 1000 sq. ft. We seldom have need for curative measures in spite of the heavy play occurring on all courses. Du Pont 'Tersan' OM turf fungicide has given excellent broad spectrum control of diseases on all three courses."

You, too, can get the same fine results from Du Pont turf products. Uniform quality and dependable performance make them outstanding for disease control and turf feeding.

For more information on these time-tested Du Pont turf products that can help you maintain outstanding playing conditions, consult your golf course supplier... your service agency.

On all chemicals, follow labeling instructions and warnings carefully.

EMESAN®
 turf fungicide

TERSAN® OM
 turf fungicide

URAMITE®
 ureaform fertilizer

NU GREEN®
 urea fertilizer

Calibration Requires Close Calculation But Gives Uniform Application

Minnesota supt. suggests keeping thorough records on equipment ... They save time in the long run, help to avoid needless mistakes

By John L. Kolb

Supt., Minikahda Club, Minneapolis

Each piece of equipment should be purchased for a specific purpose or job and, if properly selected and used, will contribute materially to effective operation of the maintenance program. Selection and procurement of equipment are basic to equipment use. Both deserve a great deal of thought and planning. For the purposes of this discussion it will be assumed that the supt. has the necessary equipment to operate adequately.

The size of the operation, the degree of maintenance demanded by the club membership, terrain and landscaping dictate the amount, size, kind and sometimes quality of equipment found on a course. The condition of the equipment is a reflection of the club and the supt. Imagine, your reaction to an orderly shop with sparkling clean, well-conditioned equipment set up for easy access, in contrast to dirty, battered equipment left sitting wherever the last operator could find a place to park it.

Knowledge of Machine

A supt. must know how a machine performs, its limitations, degree of maneuverability, service requirements and most important, its effect on the turf. Further, the supt. must thoroughly acquaint each potential operator with the machine and its routine service requirements. The operator must be trained to observe the results of operation and to report immediately any malfunction of a piece of equipment.

Knowing equipment goes beyond just

This article is condensed from a speech made by Kolb at the 1963 GCSA turf conference in San Diego.

being acquainted with its mechanical aspects. Equally important is complete knowledge of the operation of the equipment and the effect it has on the turf-grass. Two examples will serve to illustrate this point: tire pressure and calibration of sprayers and spreaders.

Direct, Indirect Effect

Tire pressure is important because of its direct and indirect effect upon grass. The direct effect is the visible damage observed when tires run over grass when it is at or near the wilting point or when it is covered with frost. Direct damage also may be observed when vehicles spin and slide on wet, poorly drained areas. Indirect damage occurs from soil compaction which is directly related to tire imprint and weight.

When buying equipment, be sure to specify the type of tire desired. Avoid narrow high pressure tires with sharp or drastic tread. Fertilizer spreaders and sprayers can be fitted with 8.10 x 15-inch or larger tires to run at an internal pressure of 10 p.s.i. Some supts. use aircraft tires on their industrial type tractors and special turf-type tires on their trucksters. Most golf car manufacturers have recognized the desirability of a broader tire. The type of tire desired varies, but is a function of weight of the machine over the number of square inches of tire actually supporting the machine. A reading of less than 10 lb. per sq. inch is somewhere near optimum.

A check with tire manufacturers indicates that tractor tires that are normally recommended to carry 28-32 p.s.i. air pressure can be run for years on as little as 8-10 lbs. in a typical course operation.

All applications of materials are a function of material per unit of area. Uniform application of chemicals is essential to the

Jacobsen



All-New Commercial 20 Rotary

Made to out-work, out-last and handle easier than any other mower in its class!

- ① Large fuel tank—4 to 5-hour mowing capacity.
- ② New snag-free, adjustable, stand-up handle.
- ③ Safe, convenient, finger-tip controls.
- ④ Easier starting, automatic rewind starter.
- ⑤ New 3 hp Jacobsen 321 Engine—Longer plug life, self cleaning, uses 20% less fuel!
- ⑥ High impact strength magnesium-aluminum deck.
- ⑦ Discharge chute safety protected with heavy-duty deflector bar.
- ⑧ Larger ball-bearing wheels for maneuverability.
- ⑨ Rubber covered steel bumper—protects chassis, provides front lift handle for loading mower.
- ⑩ 20-inch cut, heat-treated alloy steel cutter bar—extra strength coupling, ball bearing support.

The new Jacobsen Commercial 20 Rotary Mower is heavy-duty engineered . . . assures extra years of peak performance with absolute minimum maintenance. Job-test and compare the new Jacobsen Commercial 20 now! Phone your Jacobsen Turf Equipment Distributor, or write today. Jacobsen Manufacturing Co., Dept. G-6, Racine, Wisconsin.



control of fungi or weeds. A small variation in the rate of application may fail to give desired results or may injure the turf.

A simple method for determining the amount of liquid a sprayer applies per acre is as follows:

1. Start with a full tank of clean water and have the pressure adjusted as you will use it in the field (usually 30 to 40 pounds).

2. Drive exactly $\frac{1}{8}$ of a mile (40 rods or 660 feet) in a field at the speed you will use when spraying — usually 4 to 5 miles per hour. Note the RPM and gear used; then keep it at this speed when spraying.

3. Refill the tank, carefully measuring the amount of liquid required.

4. Calculate the application rate as follows:

$$\frac{\text{No. of gals. used} \times 66}{\text{Width of boom (feet)}} = \text{gals. per acre.}$$

Example: If 12 gallons were used in $\frac{1}{8}$ mile and the width covered by the boom is 24 feet, multiply 12 by 66 and divide by 24. The result is 33.0 gallons per acre.

Amount of Chemical

Here is how you determine the amount of chemical to be put in the tank.

1. Divide the number of gallons the tank will hold by the number of gallons your sprayer applies per acre. This gives the number of acres one filling will spray.

2. Multiply the number of acres the tank will spray by the amount of chemical to be used per acre. This gives the amount of chemical to be used per tank.

Example: If the tank holds 250 gallons and the sprayer applies 33.0 gallons per acre, one tank will spray 7.6 acres (250 divided by 33.0 equals 7.6). If 1 quart of spray material is required per acre, 7.6 quarts is required for each tankful.

For those who are mystified by the magic figure 66, the formula is based on chain measurement. 40 rods = 10 chains = 660 linear feet = 10 square chains = 1 acre, thus, $660 \times 66 = 43,580$ sq. ft.

All data should be carefully recorded and filed for future reference. It is essential that pressures and ground speeds be maintained constant for accuracy.

Calibration of "The Man"

The most difficult type of calibration is of the human element where "The Man" must be calibrated. Many courses use the batch method where the number of square feet of the area to be treated is known and "so many ounces" of material are

weighed out for that particular area.

A large operation has to be more accurate, however, and calls for a quick, economical application. The reference is to application of fungicides by the use of a "hand gun". In this operation the amount of liquid a sprayer applies per unit of area is as follows:

1. Start with a full tank of water and have the pressure adjusted as you desire (make a note of pressure).

2. Have the employee treat an area where the number of thousand sq. ft. is known (the area should be quite large — 15 to 20 thousand sq. ft.).

3. Refill the tank carefully and accurately, measuring the amount of liquid required.

4. Calculate the application rate as follows:

$$\frac{\text{No. of gals. used}}{1,000 \text{ sq. ft. covered}} = \text{gals. per 1,000 sq. ft.}$$

Example: If 108 gallons were used on an area of 18,000 sq. ft., divide 108 by 18. The result is 6.0 gallons per thousand sq. ft.

Fungicide Dosage

Here is how you determine the amount of fungicide to be put in the tank.

1. Divide the number of gallons the tank will hold by the number of gallons your sprayer applies per 1000 sq. ft. This indicates the number of thousand sq. ft. one filling will spray.

2. Multiply the number of thousand sq. ft. the tank will cover by the amount of fungicide desired per 1000 sq. ft. This shows the amount of fungicide to be used for each full tank.

Record and File

Example: If the tank holds 250 gallons and the employee applies 6.0 gallons per 1000 sq. ft., one tank will treat 41,600 sq. ft. (250 divided by 6.0 equals 41.6). If 3 oz. of material is desired for each 1000 sq. ft., 124.8 oz. (7.7 lbs.) would be required for each tankful. That is 3 oz./1000 sq. ft. \times 41.6 thousand sq. ft. = 124.8 oz. (7.7 lbs.) per tankful.

Of importance in this type of calibration is that all factors remain constant. All figures such as pressure, nozzle size, name of employee, etc. should be carefully recorded and filed. If for any reason a different man is used on a job a new calibration should be performed. If for any reason you believe the employee may be slowing down because of age or fatigue, an equalizing adjustment or re-calibration should be made.