



The wraps are off the new '64 PGA line

New irons, new woods, new bags, new accessories, new apparel. Every item was designed and developed in close cooperation with your own Emblem Specifications Committee of The Professional Golfers' Association. No other line can carry the PGA initials. Need we say more to assure you this line is the finest? Don't sign any orders until you see the NEW 1964 PGA line . . . to be sold *only* through golf professionals.

PGA GOLF EQUIPMENT CO.





Chuck Pedersen (r) explains feature of golf shoes to woman member while husband samples egg-nog.

By CHUCK PEDERSEN

as told to Ben Chlevin

For *GOLFDOM's* ninth annual round-up of Xmas selling ideas for pro shop merchants we talked to 28-year-old Chuck Pedersen, in his third year as golf professional at Rolling Green CC, Arlington Heights, Ill. Chuck's 450 square foot shop is located 150 yards from the clubhouse, well screened by shrubbery. Here's how Chuck brings his customers in to buy for Christmas . . .

As far as I'm concerned there are two 'musts' in developing Christmas business: (1) Keep reminding your golfers that your shop is open and stocked for gift buying; (2) do everything to bring golfers into your shop as often as possible during the last two months of the year.

During the first of my three years as head pro at Rolling Green I bought *Golfdom's* "Christmas Shopping" catalog and sent it to my members. I did nothing else. And, I still pulled \$1,000 in Xmas sales!

Xmas Sales Formula: Big Shop Traffic- Big Pro Profits

The second year I sent the catalog out and followed it up with letters, telephone calls to my customers, bulletin board signs in the clubhouse, holiday decorations in the shop, Christmas cards to my members and, during the two weeks just before Christmas, free cocktails to shop visitors. My business tripled over the year before!

Last year I had the pattern pretty well under way when, on Dec. 8, my shop was robbed. It was a wild scramble to get more stock to replace what I had lost (fortunately the thieves didn't find my golf ball stocks) but I was back in business by Dec. 15. I sent a letter to all my customers notifying them that I was again open for business. In the ten days remaining before Christmas, I sold enough to bring my volume even with the year before! This year I expect to show a large gain over last year.

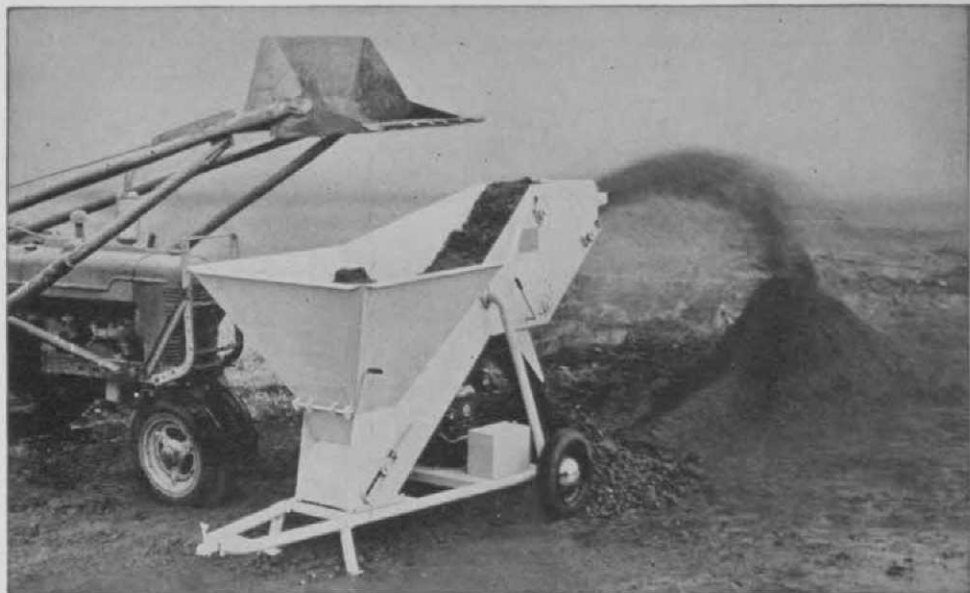
\$35 for Cocktails

The cocktail gimmick costs me about \$35.00 for liquor, cheese and crackers, which I buy through the club. I pre-mix the cocktails. They include martinis, manhattans and egg nog. I have scotch and bourbon on hand for the straight drinkers, and soft drinks for non-drinkers and members' children. The expense is deductible of course and it pays off because every visitor to the shop feels some obligation to buy before leaving.

I save every carton my merchandise comes in during the year to use at Christmas time for gift wrapping. I gift-wrap only for customers who request it and I never refuse a request. We deliver to members' homes, within a 12 mile radius of the club, in answer to phone orders or orders from players going on to their place of business from the club. We group these deliveries to make as many as we can in one trip.

I keep a card index record of every sale I make in the shop during the year, noting the sizes and style and color preferences of each customer. Then, when a

(Continued on page 72)



THE NEW ROYER "SUPERINTENDENT" *takes charge of all your soil processing*

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You owe it to yourself to check this revolutionary Royer that completely eliminates time consuming and costly manual labor. Do it today. Send for Bulletin S-120 for all of the specs. You'll find the SUPERINTENDENT is budget-priced.

- Building a golf course? Send for the Paul Bunyan story.



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"LEADERS IN THE SCIENCE OF SOIL CONDITIONING"

GRAU'S ANSWERS TO TURF QUESTIONS

BY FRED V. GRAU



Lime's Role in Turf Sanitation Is Poorly Understood

The supt. is deeply involved with sanitation. His concern is to maintain sturdy, healthy turf as free as possible from fungus diseases and troublesome insects. Several now common practices contribute significantly to sanitation in turf.

Aeration (aerifying, coring, slitting) stands at the top of the list. Several excellent machines pierce crusted soil to free poisoned air and admit fresh air charged with oxygen. Abundant oxygen in the soil pores is of primary importance to turf sanitation. Beneficial bacteria must have oxygen so that they may reduce organic wastes, render nutrients available to the plants, and consume disease producing fungi, slimes and algae. Reduction of organic wastes (excess clippings, lignin and protein residues from organic amendments, dead roots) is essential to the production of healthy turf.

Thatch Removal (verticutting, aeration, renovating) at intervals reduces the accumulation of excess grass growth which, in the absence of bacterial decay, creates a severe problem.

Thatch in turf acts just like thatch on a roof — it keeps out water.

Furthermore, diseases and insects are snugly harbored in thatch awaiting only the proper environment (moisture, temperature, pH) to wipe out or severely damage the turf.

Bacteria Need Food

Fertilization (N-P-K in proper balance) is an integral part of sanitation. Bacteria needed for organic breakdown require carbon for energy and nitrogen for food. Many fertilizers furnish little or no carbon, forcing bacteria to draw from sources in the soil. When carbon is inadequate nitrogen can not be utilized effectively.

Some of the newer, synthetic fertilizers are excellent sources of C and N for bacteria. Other things being equal, stimulation of bacteria favors turfgrass sanitation.

Lime (ground agricultural limestone, burned lime, oyster shell lime, hydrated lime) plays a remarkable, but poorly understood, role in turf sanitation. Active calcium and magnesium as nutrients are essential for the maximum activity of bacteria. Lime adjusts pH toward the neutral or alkaline range where other essential nutrients become more available to plants. Most fungi grow best under acid conditions which develop in the soil and in the microclimate (the space between tips of grass blades and the soil). Many cases of fungus control with lime have been recorded. This includes dollarspot on fairways, brownpatch on greens and leafspot complexes (notably *Helminthosporium* and *Curvularia* acting alone or in combination).

Value of Lime

Dramatic evidence of the value of light treatments with hydrated lime in checking leafspot diseases was recorded in July and August of 1963 in Omaha, Lincoln, Kansas City, Springfield, Mo., and other Midwestern cities. A telephone call described destruction of putting green turf under prolonged 95 plus temperatures with very high humidity. Damage was described as "water soaked," "turf seems to wear out," "grass seems to be melting." Fungicides were powerless to control these things.

Over the phone we recommended: Spray hydrated lime at $\frac{1}{2}$ to 1 lb. per 1,000 sq. ft. with and without 2 lbs. per 1,000 sq. ft. of insoluble powdered nitrogen material and leave a control (check) plot.

Two days later a personal inspection revealed:

Jacobsen



New 3-in-1 Turf Groomer

Removes thatch—picks up leaves and turf debris

Now, Jacobsen introduces the fastest, easiest, lowest-cost way to remove leaves, thatch and turf debris... automatic grooming with the new Jacobsen Turf Groomer!

Depending upon turf conditions, speeds up to 8 mph can be obtained. The Turf Groomer scarifies, sweeps up and removes all types of leaves and debris in one easy operation. For quick disposal, its 5-foot auger-blower system with guided, swivel discharge chute forward-loads a towing vehicle, loads trucks running along at either side, or back-loads trucks or the dump, Turf Trailer accessory shown above.

The Turf Groomer removes thatch more easily and economically, too. It employs a series of free-swinging,

flail knives that slice through roots, runners and dead grass, and aerate the turf. They are located between its nylon brush vanes which immediately pick up and load the thatch and clippings into any type carrier.

The new 3-in-1 Jacobsen Turf Groomer now makes large area turf maintenance a simple, efficient, remote-control one-man operation for golf courses, parks, cemeteries, sod farms, and the grounds of schools, institutions, plants and military establishments. For full details, phone your Jacobsen Turf Equipment Distributor for a demonstration, or write today. Jacobsen Manufacturing Co., Dept. G-9 Racine, Wisconsin.





Growing Turf the Hard Way

Second in a series by TOM MASCARO



When a golfer misses a putt any thing can happen!!!

1. Hydrated lime alone stopped disease and grass had recovered about 50 per cent.
2. Hydrated lime plus 2 lbs. per 1,000 sq. ft. of powdered nitrogen material stopped disease and grass had recovered about 75 per cent.
3. Control (check) plots steadily deteriorated under continued 95+ temperatures.

Start to Collect Clippings

One complaint was that grass wouldn't grow — no clippings. Two days after the lime-plus treatments, mower baskets once more started filling.

Too simple? Perhaps. But let's look at what seemed to take place. The hot-humid microclimate was highly favorable to the fungi that were operating to make the grass "melt" or "wear out." The light spray of hydrated lime, lightly rinsed in, caused a "flash" change in the microclimate to a high of pH 9.5 or thereabouts. (No actual measurements were taken here — this is factual information from previous research.)

Fungi wither at this high pH range and can not survive. Necessary bacteria are encouraged once more and effective turfgrass sanitation is achieved. The small

addition of nitrogen added further stimulus to the bacteria (carbon and nitrogen). Grass started to grow and recover from the disease(s), even with continued unfavorable growing conditions.

Where inorganic mercury materials had been used for diseases, grass growth was checked severely and recovery was slow.

Sanitation in turfgrass may be furthered by several procedures, not the least of which is the timely and judicious use of lime. Let not the reader be confused by soil tests which read "pH 7.0" or "pH 7.4" It is possible for the pH in the microclimate to be in the acid range and thus highly favorable to fungus diseases, even though the soil reaction below is neutral to alkaline (favorable).

This department welcomes letters pro and con on experiences in sanitation with lime and other methods and materials. The concept of turfgrass sanitation deserves thorough study.

A Black Algae Problem

Q. Each fall when the rains come some of our greens are severely affected by black algae. Is there a cure-all that would stop this when the greens get too much water?

We have a thatch problem but the turf is
(Continued on page 76)

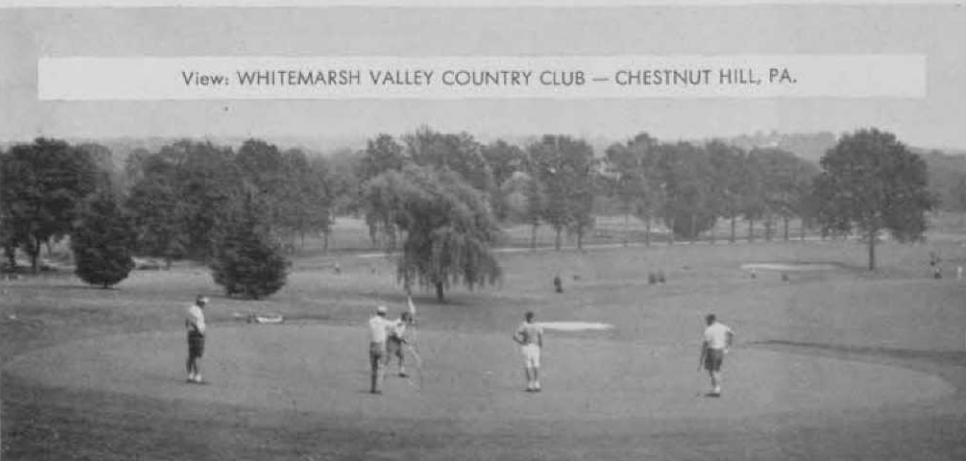
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GOLFDOM'S RICHEST TOURNAMENT!

SEPT. 30 — OCT. 6, 1963

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NOW YOU CAN SPRINKLE ALL THE GREENS AT THE SAME TIME!

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Installation and material costs save as much as 1/3 the expense of comparable metal pipe. Numerous and costly connections with metal pipe are completely eliminated by the ABS Plastic Pipe's ability to conform to the slightest varying contours of the course. Pipe lengths are joined quickly and easily with ABS Solvent Cement resulting in a permanent continuous pipe line.

Acids in some soils are strong enough to eat away either metal or concrete pipe but they HAVE NO EFFECT ON REED ENGINEERED PLASTIC PIPE OR FITTINGS.

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Ladies PGA Basks in New Wave of Tournament Prosperity

The Ladies PGA fall tournament schedule, which gets underway Sept. 20-22 with the Visalia (Calif.) Open, will be the richest on record. From mid-Sept. until early December, the women will compete for more than \$100,000 in prize money, according to Leonard F. Wirtz, LPGA tournament director. They are scheduled to play nine tournaments.

This will bring the prize list total for the season to around \$325,000, an increase of about \$60,000 over 1962 when a new record for prize purses was set. During 1963, the women will have played 35 tournaments, another record. This is the second season in which an extensive fall tour has been arranged for the lady professionals.

Ahead of Schedule

Wirtz figures that the LPGA is a year ahead of schedule in its tournament set-up. The goal for 1964 was pegged at 35 tournaments and \$300,000 in purses, but this will have been surpassed when the present season comes to a close.

Two new tournaments, the Hillside

(Santa Barbara, Calif.) Open and the Mary Mills Mississippi Gulf Invitation, to be played at Ocean Springs, Miss., have been added to the women's card. The purse for the San Antonio Civitan Open has been increased by \$1,000. The lady professionals will conclude their season by teaming up with PGA circuit players in the Haig & Haig Scotch Mixed Foursome at Avon Park and Sebring, Fla., Dec. 5-8. Half of the \$40,000 in prize money will be allotted to the women.

The big event on the fall schedule is the ninth Ladies PGA Championship. It will again be played at Stardust CC, Las Vegas. It offers \$15,000 (minimum) in prize money, but is outranked in this respect by the Mississippi Gulf Invitation, which is posting a minimum of \$15,600.

1964 Canada Cup Matches

The 12th annual International Golf Championship and Canada Cup matches will be held at the Royal Lahaina CC, Kaanapali, Maui, Hawaii, Dec. 3-6, 1964, according to a recent announcement by Sidney L. James, the IGA's executive chairman.



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Team the versatile LCG with rotary, reel-type, or with the new Ford flail mower for top performance on any terrain. Whether your course is flat or hilly, the LCG, in two power sizes with gasoline or diesel engine, is ideal power for *all* your mowing

operations. See your Ford tractor dealer soon, or write to Dept. G-1, Industrial Sales Department, Ford Motor Co., 2500 East Maple Road, Birmingham, Michigan for literature.


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Turf Talk

by Bob Miller

In many areas, the spring and summer of 1963 will long be remembered as one of the driest on record. In our Wilmington, Delaware area, we were behind 6 inches of rain in the first six months, and a total of 16 inches since July 1, 1962.

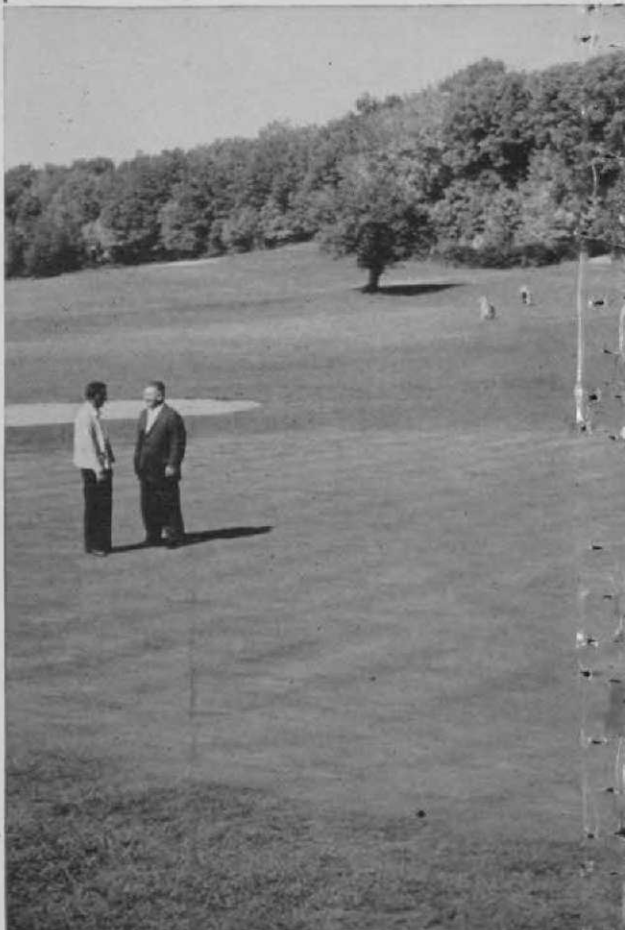
Despite this unusually dry season, the superintendents we've visited have done an excellent job of providing and maintaining fine turf for golf. We were pleased to note that several have been mentioned by name by sports commentators for having done an outstanding job in preparing their courses for national tournaments appearing on television.

In any event, the worst of the season is over, and it's time for renovating, seeding and rebuilding problem areas. First, apply the phosphorus and potash which is needed; then add lime wherever the ph is below 6.5. For the warm-season grasses, use "Uramite" ureaform fertilizer at the rate of 25 lbs. per 1000 sq. ft. about six weeks before over-seeding. On the cool-season grasses, we suggest its use at 10 lbs. per thousand. At these rates of "Uramite", the grasses will receive adequate nitrogen to strengthen them, and will still harden off before the dormant season.

As a final preparation for winter, we suggest the late-fall application of "Tersan" 75 or "Tersan" OM at 8 oz. per 1000 sq. ft. for prevention of snow mold. And plan on an additional application of "Tersan" OM at 4 oz. per thousand during the freezing and thawing period of early spring.

Bob Miller

Privately-owned to build excellence



Donald Shannon (left) chatting with course owner Mr. Ray C. Papanti. The fine late-summer condition of his greens indicates why Shaker Farms depends on Du Pont Turf Products.



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