

Course uses Du Pont Turf Products playing conditions and profits



Top playing conditions demand effective disease control and adequate fertilization; but *profit-making* on a privately-owned course demands maintenance efficiency. Don Shannon beats this dilemma and meets *both* requirements...with Du Pont Turf Products.

Don is superintendent at Shaker Farms Country Club in West Springfield, Mass. He and course owner Ray C. Papanti see turf management as a program in which regular use of a turf fungicide plays a big part. "We use Du Pont 'Tersan' OM weekly at a rate of 3 oz. per thousand sq. feet through the summer months. If the weather conditions really favor fungus attack, we step up the rate to 5 oz. We prevent snow mold with a rate of 6 oz. per thousand," says Don.

Another part of Mr. Shannon's program is the maintenance of sturdy, steady-growing turf through an adequate supply of nitrogen. "We use a complete fertilizer in mid-September and early spring. Then we take care of our basic nitrogen requirements for the entire playing season with just one application of Du Pont "Uramite" in mid-May, at a rate of 15 lbs. per 1000 sq. ft. The result is uniform growth and good color throughout the season. And this uniform growth reduces our disease problem to a minimum.

"Use of Du Pont Turf Products has given us very satisfactory results and excellent turf throughout the season every year."

Don Shannon's remarks typify the credit accorded Du Pont Turf Products by superintendents all over the country. For full information on how to use these time-tested products to maintain outstanding playing conditions all season on your course, consult your golf course supplier—your service agency.

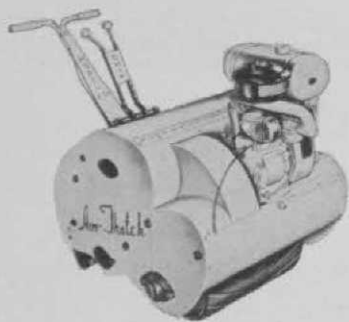
With all chemicals, follow labeling instructions and warnings carefully.

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Get Ready For Winter

in bentgrass . . . in bermudagrass

AERO-THATCH will help you

maintain and improve your

Fine Turf Areas . . .

find out about it now!

Now is the time to get your turf-grass areas ready to face the buffeting and battering winter can give them. No better way exists than with the **UNIQUE** and **UNEQUALLED AERO-THATCH**. Unlike any other machine, rugged **AERO-THATCH** does five important turf care jobs at one time; it **AERATES**, displaces thatch, relieves compaction and cultivates a fine seed bed for introduction of new seed where desired and needed. It may also serve as a power spiker. Don't wait . . . get all the details now . . . and protect valued Turf this year!

Contact your dealer or write to:

Aero-Thatch

New Brunswick Ave.,

Rahway, N. J.



Nobody is out of earshot, either out on the course or back in the shop, with a KG-400 walkie-talkie. Tucson National supt., E. C. Currelin, is at left.

Inside or Out— They Keep in Touch At Tucson National

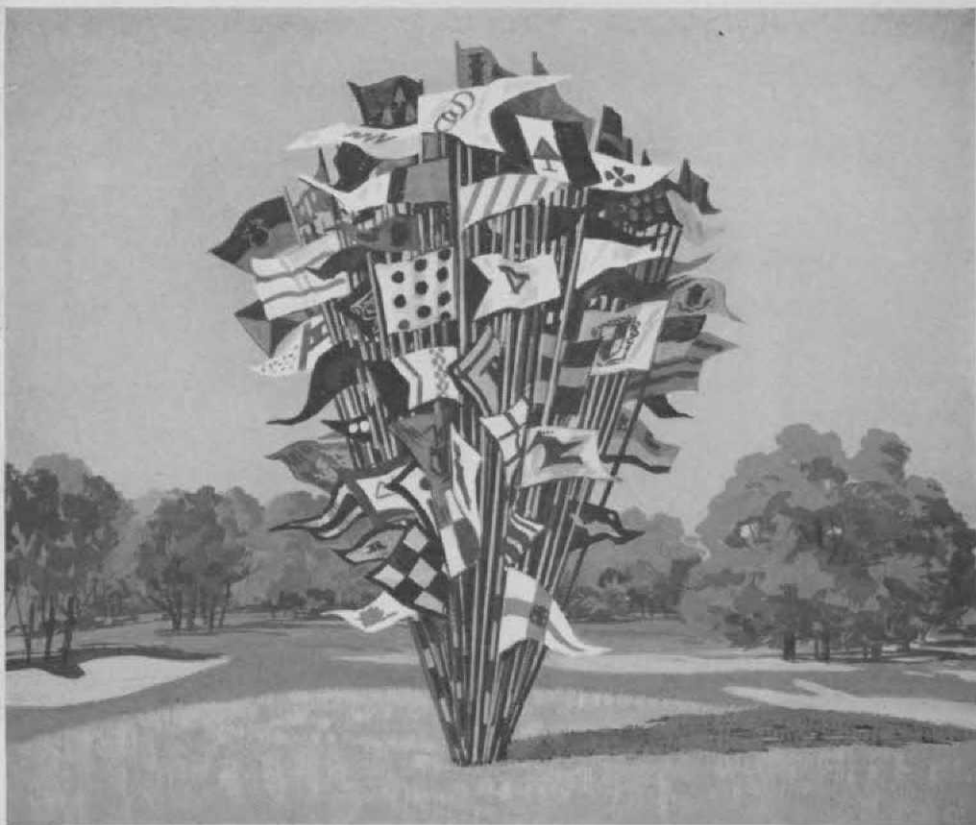
With large areas to cover with a small crew and the necessity of working at dusk or dark, a supt. has enough normal maintenance problems to plague him. When he's trying to keep the desert green, his trials increase. That's the job that E. C. Currelin has been getting done at the Tucson National GC, now in its first year of operation. Currelin's work is eased through the use of portable electronic communications, especially useful when and where unaided voice signals cannot be heard, nor hand signals seen.

By using portable transceivers — walkie-talkies — the supt. can keep in touch with the maintenance shop, with the men out on the greens and fairways and in the main office. He receives reports as well as issues instructions over the two-way system.

Safecrackers, Too

The portable transceivers — transmitters and receivers in a single chassis — are being used in many ways by many people. They are made by Allied Radio of Chicago as part of the Knight-Kit line. Sportsmen, including golfers, boaters, hunters and campers, carry them to keep in touch with home base. They are used by police, civil defense workers and pa-

(Continued on page 66)



What do 847 golf courses have in common?

Golf courses are like fingerprints—no two are alike. But there is one characteristic common to 847 of them...Johns-Manville pipe products.

Why have so many of America's golf courses chosen these products? Two words sum it up...economy, efficiency. Take J-M Transite® Irrigation Pipe, for example. Made of asbestos and cement, it can't rust and resists rot and corrosion. It is easy to install and virtually eliminates maintenance problems. And, its permanently smooth interior keeps pumping costs low...saves power and equipment.

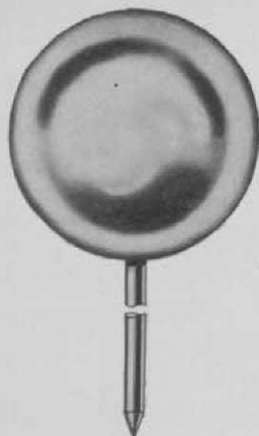
Then there's J-M Plastic Pipe. Used for laterals, this product, too, does its job day in and day out, without fail.

Get the full story on why 847 golf courses in this country use J-M pipe products. Write Johns-Manville, Box 362, GO-9, New York 16, New York. Cable address: Johnmanvil.



*TRANSITE IS JOHNS-MANVILLE'S REGISTERED TRADEMARK FOR ITS BRAND OF ASBESTOS-CEMENT PIPE AND OTHER PRODUCTS.

JOHNS-MANVILLE  **PIPE DIVISION**



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STANDARD MFG. CO.
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It's As Simple As This

Enthusiasm for Members, Products Is Best Sales Standby

By **JOHN CAULKINS**

Sales rep, PGA Golf Equipment Co.

I've seen the pro merchandising picture from both sides of the counter — as an assistant pro for four years and as a sales rep for the last two.

I like to think that I was a fairly competent merchandiser when I was working in a shop. But there is nothing like working as a sales rep and traveling around a little to show you where you may have been deficient when you were working on the inside. You see yourself and your shortcomings reflected in many small ways in many of the pros and assistants you talk to.



Caulkins

Generally, in its members and players, the pro shop staff is dealing with the most congenial group of people there is to be found. When these people come to a course they either have pushed aside their cares for the day, or they are trying to. If they ever are in a buying mood, this is the time for it. Congeniality, a little enthusiasm in the greeting the pro or his assistant gives them, may be all that's necessary to set them off.

You Start with An Advantage

As for merchandise, the pro staff should work up real enthusiasm for it? If it isn't the best money can buy, it's awfully close to it. The competition doesn't have anything to equal it from quality and price standpoints, but it's up to the pro and his assistants to sell and keep selling these points. It takes enthusiasm, among other things, to do this.

I have stood off to the side many times in making my rounds and watched the people in the shops greet golfers as they come in. At the more successful places, members are treated as if the shop employees are genuinely glad to see them.



NEWS OF THE TURF WORLD

SYNTHETICS DEPARTMENT • HERCULES POWDER COMPANY • WILMINGTON 99, DELAWARE



THE ECONOMY OF NITROFORM®...

8. Nitroform Lowers Seasonal Operating Costs

When Nitroform® fertilizers were introduced to the professional market, the first question used to be, "How much is it a ton?" A direct reply brought forth the invariable exclamation, "We can't afford that!"

Progressive turfgrass managers today are coming to grips with the problem of "How can I produce playable turf and still hold operating costs down?" And they know *cost per season*, or *cost per year*, is the only basis for calculating the fertilizer bill.

Let us figure a seasonal supply of nitrogen in terms of Nitroform and compare this to the equivalent from other sources of slow-release nitrogen. Also, let's assume the average 18-hole golf course, with bent greens and bluegrass fescue fairways, requires about 10,000 lbs. of nitrogen to keep a good level of fertility throughout the playing season.

One ton of Nitroform contains 760 lbs. of nitrogen. And, it takes 7.6 tons of 5% sewage sludge, or 5.4 tons of 7% tankage, or 3.8 tons of 10-x-x 75% organic fertilizer to equal 1 ton of Nitroform.

About 13 tons of Nitroform will provide the 10,000 lbs. of nitrogen required for the average course each season. But, it would take approximately 98 tons of sludge, or 70

tons of tankage, or 50 tons of 10-x-x high organics to achieve comparable results.

Another important question is, "How many applications of each material are required for best results?" Under normal conditions one to two applications of Nitroform will provide continuous nitrogen throughout the season; whereas from three to six applications would be required with these other materials for comparable results.

In addition to the lower cost per unit of nitrogen, the economy of Nitroform shows up throughout the season in other ways. For instance, labor is freed for other jobs because of the fewer applications; less storage space and handling are required; Nitroform can be applied at three times the recommended rate without danger of burning or leaching; residual amounts remain in the soil during dormant periods, ready to start nourishing new turf; and efficiency and top results are achieved for the season.

Thus, it's easy to see *cost per ton* is not the way to figure the value of fertilizer materials. The only true basis is *total operating costs for the year*, which include cost of fertilizer, applications, and maintenance measured against the kind of results desired.

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INCORPORATED

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Brevard, North Carolina

At other spots, where business perhaps is just fair, the greetings usually are no more than perfunctory. How can anyone succeed in business when his attitude is cold or indifferent?

Old Fashioned Handshake

What's wrong with the old fashioned handshake in greeting golfers you haven't seen for a week or so. Or, warm and cordial treatment of the women players? Every sale you make starts the moment that golfer comes in the door of the shop. Whether you sell more than the customer actually intends to buy may depend on the way you greet him. Have you ever stopped to speculate on the sales you may have missed because you may have been indifferent to members when they came into your shop?

There are a few other things that come under the heading of "welcoming the member" that I think the pro and his employees should keep in mind. Every time a member brings a guest to the club to play, there is nothing wrong in assuming that the guest may be the member's boss. So, why not go out of your way in being just a little more cordial than ordinarily to both of these people? What it

amounts to is "putting it on" a little for the benefit of the member. It doesn't cost you anything to do it and, if you have to look upon these gracious acts with a mercenary motive in the back of your mind, remember it may eventually do you some good.

Degree of Familiarity

I think that every pro and his assistants should determine as quickly as possible the degree of familiarity that should be used in greeting members. Some men don't want to be called Mr.; others practically insist on it. It's up to you to separate the rather austere people from those who are a little more down to earth. As for women players, I feel that you are wise to avoid first-name calling if they are married; and most single girls certainly resent being referred to as "Miss".

It's rather surprising that some pros avoid playing with the poor golfers at their clubs. This attitude even extends to the giving of lessons. There are few in the fraternity who feel that because they can belt the ball 250 yards and score in the low '70s they shouldn't have to be burdened with teaching or playing with a member who shoots above 90. This attitude doesn't make sense. Most mem-



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bers want to play with their pro. The high handicap player surely is the one who needs help, and usually the big lesson revenue source is among the members who don't play very well. In addition, many persons who play poorly are partly victimized by ill-fitted clubs that usually weren't bought in a pro shop. The pro has a potentially big new club market among these people if he has enough patience and vision to develop it. I'm certainly not uttering any words of wisdom when I say that if you put enough enthusiasm and dedication into your teaching of the not-so-gifted golfer and enable him to cut three or four strokes off his score, you've not only made a friend but you've won a customer.

The last year I was working as an assistant, a threesome invited me to play nine holes with them one dead afternoon. None of these people was a very good golfer, but I think we all got a good deal of enjoyment out of the round. I know I did because I sold one of the players a set of top grade irons, and another signed up for a series of lessons.

Selling clubs, incidentally, isn't exactly a patented thing. When I was working

in a pro shop, I used to specialize in this department. I became resigned to the fact that it is sometimes difficult to make a club sale stick. "Returns" have to be expected because new clubs very often don't feel quite right to the buyer because he has been using his old clubs so long. I learned that you can't allow yourself to become discouraged by the "returns". If a person goes so far as to take a set of clubs out, you can be sure he is definitely in the market. From then on it takes persistence, as well as patience, to make the sale final. And, you're no better than an average salesman if, after selling a member a set of irons, you don't try to get him to invest in a set of woods.

In fact, you should never be content to sell just one item, regardless of what it is. There is always something that matches or accompanies it. Just look around your pro shop and make a list of the things that can or should be sold in pairs. It's amazing the combinations that can be worked out.

As for enthusiasm for the merchandise that is sold in the pro shop, it all stems from how well the pro and his staff know the goods which they are handling, and how adequately it is stocked.



This pro struggles to break 100

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Add Orangeburg's 70-year history of satisfying performance, and you see this pro has plenty going for him. Let him tee off on your problem. Write Dept. G-52.

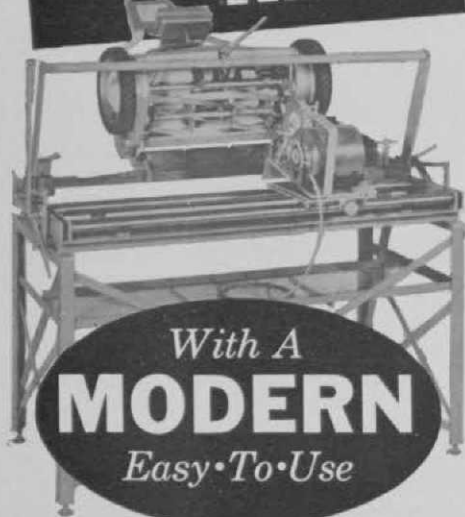
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The MODERN lawn mower sharpener precision grinds to tolerances of .001 or better, so there's no need for "finish filing".

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MODERN lawn mower sharpeners are available in two sizes. One handles mowers up to 36 inches; the other is capable of sharpening blades up to 53 inches wide. With the optional Rotary Blade Holder, either model will sharpen and balance rotary blades, too.

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Fred Corcoran (r) supervises polishing and packaging of trophies that will be awarded in International Golf Championship and Canada Cup matches to be played over the Saint Nom-la-Breteche course, near Paris, Oct. 24-27. Arnold Palmer and Jack Nicklaus have been named to represent U.S. in 11th annual competition. Two-man teams from 33 other countries also will take part in the matches. Corcoran is the tournament director.

The latter point is an important one. I've seen numerous places where the stock didn't move because too many small sizes and not enough medium and large ones were on hand. The same thing applies to color. In the spring, dark trousers and sport shirts may sell well, but as warmer weather approaches, people subconsciously start thinking about light colored sportswear. Do enough pros take this into account?

To go back to what was said before about combinations, there is not nearly enough emphasis on these in selling sportswear. Every time a pro or one of his employees sells a pair of slacks, he should suggest two or three shirts that harmonize with them. Invariably, a suggestion such as this leads to the buyer creating his own combinations in his own mind. The result may be that several shirts may be sold where none would have been if the combinations weren't mentioned. The same thing, of course, applies with the woman customer when she buys skirts or shorts.

Ohio Turf Meeting

The lawn and ornamental days of the Ohio agricultural experiment station in Wooster are scheduled for Sept. 17-18, according to R. R. Davis, tour chairman.