

Unless someone fed  
RIP before he went to sleep,  
he's going to feel lousy  
when he wakes up.



Like Rip Van Winkle, your turf enjoys a long nap. Turfgrass goes dormant after a fall surge of growth, needs a deep healthy root system to survive the winter, and to get a vigorous start in the spring.

A fall feeding with Nitroform restores turf damaged during the summer and takes advantage of the peak growing cycle of cool-season grasses, allowing them to spread out and develop roots while most weeds are dormant. Fall feeding with Nitroform strengthens any turf for overwintering and builds re-

sidual nitrogen in the soil for use in the spring. Nitroform<sup>®</sup>, Hercules Powder Company's ureaform turf food, contains a whopping 38% nitrogen but it releases it slowly as the grass needs it. In addition, Nitroform is easy to handle and store, is odorless and nonburning, and is available in two forms: granular Blue Chip<sup>®</sup> for conventional spreading and Powder Blue\* for liquid application.

But let the Hercules representative explain why Nitroform means "pleasant dreams" in grass talk!



**HERCULES**  
**NITROFORM**<sup>®</sup>

\*HERCULES TRADEMARK

SN64-7

## \$3 Million in Extra Pro Sales Income

Almost \$3-million in gift sales were added to the incomes of professionals who last year used "Christmas Shopping at Your Pro Shop." This estimated total plus the following figures and merchandising tips are the result of Golfdom's annual survey of "Christmas Shopping" pro-users. The survey was sent to 600 pros and 228 — almost two-fifths — replied. The analysis of information gives an overall picture of successful Christmas sales operations and provides many suggestions for those pros anxious to add Christmas sales to year-end profits.

### 1. When will you start your 1964 Christmas gift selling campaign?

Prior to October — 15; During October — 60; First half of November — 114; Last half of November — 21; During December — 10.

### 2. In 1963, what percentage of gifts were bought by men? By women?

The 210 pros answering this question reported 47.5 per cent were bought by men while 51.8 per cent of the gifts bought were sold to women.

### 3. Did you decorate your shop for Christmas in 1963?

Of the 218 answering this, 170 decorated, 48 did not.

### 4. Did you furnish gift wrapping service in 1963?

One-hundred seventy-nine did wrap gifts, 44 did not and 192 plan to offer gift-wrapping this year.

### 5. Do you plan this year to use the special, imprinted "self-mailer" order forms available to "Christmas Shopping" professionals?

Of the 171 pros answering, 92 plan to use order blanks.

### 6. Pros were asked to report their estimated Christmas sales for 1963.

Total sales reports average out to \$4,800 per professional. Seventy per cent reported sales from under \$1000 to \$5,000 with an average of \$3,000. Thirty percent reported sales from \$5,000 to over \$25,000 with an average of \$8,300. The estimated gift sales for all "Christmas Shopping" pro-users in 1963 was \$2,917,500.

the pros offered this service in 1963 and that an even greater number intend to gift wrap this season.

Gift wrapping can cause a lot of headaches while accomplishing little if it is done in a haphazard manner. Over the years, Len Kennett has developed a system that permits a good deal of individuality for each package with a minimum of cost and effort. Beginning with a basic, all red box, Kennett adds ribbons in gold, red-and-white candy stripe or all-white. Two different holiday wrapping papers are also available. Distinctive bows are made with a device called the "Bow Tyer", manufactured by Minnesota Mining and Manufacturing Co. Since it costs less than \$50, Kennett considers the "Bow Tyer" an excellent investment. Most of the packages wrapped in Kennett's pro shop cost little more than 15 cents.

### Add Girls to Staff

Two girls are added to Kennett's staff for the holiday season and, generally, one of these will show a knack for gift wrapping. This girl is assigned to do most of the gift wrapping. In addition, Kennett has his full-time woman assistant show the entire staff how to wrap packages so that everyone can lend a hand if necessary.

With this system, Kennett finds that he can sell several items to a customer, yet offer a variety of wrappings.

Most shops do some decorating to promote the Yuletide spirit. Some limit themselves to a wreath on the door and a Christmas tree in the corner. One shop goes so far as to hire a professional window trimming firm to add festive accessories.

Decorations add holiday gaiety to the  
(Continued on page 82)



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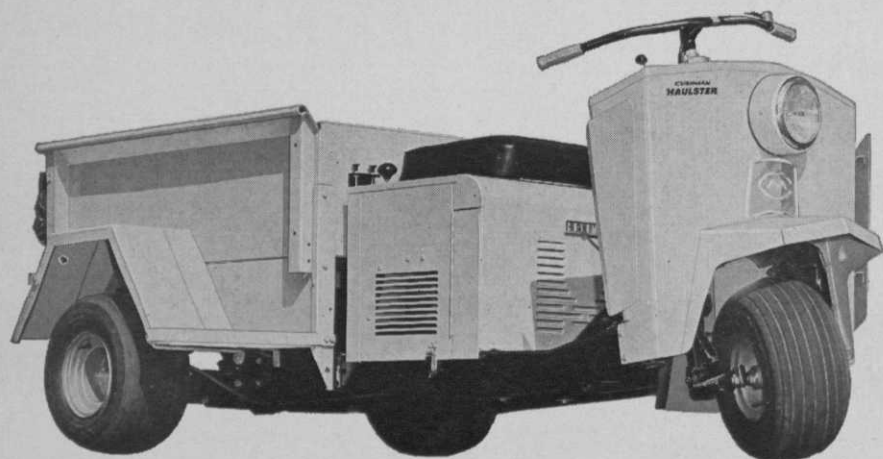
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# ***NEW!* CUSHMAN TURF-TRUCKSTER®**

**the multi-purpose grounds maintenance  
vehicle for golf courses...developed and made by  
Cushman, world leader in golf course transportation!**

This new Turf-Truckster has 18 hp OMC air-cooled engine with 6-speed dual-range drive which gives you the proper speed and power for every job on the turf. Equipped with a variable-speed fast-acting governor this Turf-Truckster responds instantly to any load change. Big 9.50 x 8 Terra Tires on the rear provide great lugging capacity and prevent damage to the turf. Optional power take-off can be used as auxiliary power source for operating accessory equipment such as compressors, generators, sprayers. Stellite valves and rotators insure long engine life.

# CUSHMAN TURF-TRUCKSTER HELPS YOU DO ALL THESE JOBS FASTER AND CHEAPER:



**SPRAYING.** Built especially for spraying greens, this boom sprayer covers 16-foot wide strip thoroughly and evenly, is operated by Truckster engine through power take-off. Boom and spray rig can be removed in minutes.



**PULLING MOWERS.** Turf-Truckster's terrific lugging capacity gives it all the uses of a tractor. Big tires give plenty of traction, will not damage turf. Variable speed governor insures steady even pull with heavy loads.



**NIGHT WATERING.** Load the sprinkler heads into your big Cushman Truckster and start out. Big 9.50 x 8 tires allow Truckster to drive freely, even on wet fairways.



**SPREADING FERTILIZER.** Truckster's power take-off operates this Cyclone spreader as well as many other power-operated tools. Spreads evenly, heavy or light as you wish.



**CARRY GREENS MOWERS.** Greens mowers fit easily into large pickup box. There's no time lost between greens; just roll the mowers up into the Truckster bed and go on to the next green.

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Few pros are as fortunate as Jack Hall (r) in having a member who goes all out for them as does Dal Mutersbaugh (l).

## **"Jack Hall Day" It's Repeated Not Once But Twice at Des Moines' Hyperion Field Club**

**By HERB GRAFFIS**

**H**yperion Field Club, Des Moines, Ia., set a record on August 29. It put on its third "Day" in ten years for its professional. It was a day of golf climaxed with a banquet at which the members lauded their pro and presented gifts to him and his wife.

Many clubs have shown their appreciation of a good pro by staging a "Day" for him. A few clubs have held two gala celebrations for their pros, but Hyperion with three "Jack Hall Days" is in a class by itself.

Hyperion's members include prominent business executives who are well traveled and have observed at their own and other clubs that what is good for a pro is equally good for a fine club. Dal Mutersbaugh, Hyperion president, is one of that valuable class of club members. Mutersbaugh also has served as a Hyperion director and green and grounds chairman for five years. He once was on the board of the Firestone CC, Akron, O., and for several years, while residing in Reading, Pa., belonged to the Reading CC. Wherever Mutersbaugh has been in the past 38 years he has actively participated in the progress of his clubs.

Hall is as much Iowa as the tall corn is. He was a state high school golf champion, Iowa PGA champion four times, Des Moines district champion three times, Iowa-Chinese Open champion three times and, what counts most at Hyperion is that he has been its pro for the past 10 years.

### **First "Hall Day" in 1959**

In August, 1959, the first Jack Hall Day was held with the entire membership playing in the golf events and with 250 attending the dinner dance at which Jack and his wife were given handsome gifts. There were more than 100 of these: A stereophonic consolette, furniture, luggage, apparel, golf clubs and many dozens of balls.


Then, in 1962, the members hearing of the PGA Seniors championship to be played in Florida in February, started planning to send Jack and his wife on a vacation to that event.

The Florida trip was behind the second Jack Hall Day. The prize list (contributed by members) must have been the longest, by a clear cut margin, of any a club ever drew up for its pro. The gifts started with an automobile. There also

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# AQUA-GRO

## AIDS FALL RENOVATION

*"Ten Minute Job—  
Spray on seed,  
keep moist—  
1 week germination—  
even growth."*



### AQUA-GRO Program

"We start in early Spring with 8 oz. Aqua-Gro per 1000 sq. ft. each month. During Summer and Fall we use 4 oz. per month. I'm replacing the bluegrass collars with bent and hold them using Aqua-Gro and aerifying 3 times a year. Our resort crowds average 250-300 people per day in Summer."

### Fall Seeding-Overseeding

"On a nearby course they got 30% take on a late Fall seeding of new greens. We sent our proportioner over the following Spring and overseeded with 1/2 lb. Penn Cross per 1000 sq. ft. and Aqua-Gro. I have never seen an overseeding job that was so perfect in such a short time.

"On number 15 green we put in tile drainage in late September after 4 weeks of no rain. We used Aqua-Gro to firm up the soil, and have never gotten any settlement since."

### Sod Nursery

**Program for seeding 2000 sq. ft.:**

Mix 20 gal. water with 1 lb. 21-21-21 fertilizer in a 55 gal. drum proportioner. Premix several hours ahead 2 lbs. Penn Cross and 8 oz. Aqua-Gro in a 5 gal. can of water. Blend and spray on soil in two directions. Use a clear plastic hose to check mix or for kink in hose. We've eliminated raking and germination is quicker with growth more uniform.

**AQUATROLS CORPORATION of AMERICA**  
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was luggage, golf clubs, clothing, jewelry, golf shoes, typewriters, sets of tires, at least 30 dozen golf balls, gift certificates amounting to several thousand dollars and electric shavers.

The prize list for the third Jack Hall Day, incidentally, was larger than the vast array at the previous two parties.

This spring Hyperion enlarged, rearranged and redecorated Jack's pro shop. In the club president's words, "We feel that the shop now surpasses anything in this part of the country. With a larger shop, Jack has been able to carry a larger inventory as a convenience to the members."

### Shop Rebuilt Twice

Hall's shop has been rebuilt twice during his ten years at Hyperion. The present display room is 30 ft. by 50 ft. Club storage is 50 by 50 feet. The display room is paneled in mahogany and has mandarin orange nylon carpeting. A 5-ton air conditioner keeps the shop comfortable in the summer and three gas heaters warm the place in spring and fall. Most of the display equipment was bought from Display Creation Co. and it has worked out well in attractively showing merchandise. Jack has everything in the open, except golf balls. His policy is to encourage members to come in and browse around and he and his staff leave them alone until they indicate that they want attention.

Jack gets around, too, studying shop operations, teaching and other phases of pro department management. He maintains that a pro must be constantly vigilant to keep his members happy so that they will get extra dividends on their investment in the club.

Hall says Hyperion officials and members are unusually energetic in participating in every promotion to improve the club. Committees are headed by people who work with great enthusiasm. "The character of the membership is a blessing to a pro and inspires a fellow to do a little better than his best," observes Hall. He adds: "I wish all clubs could be as lucky as we are at Hyperion to have as



## a couple of grass lovers



The one in the back is a greenskeeper. He makes golf courses beautiful. The one in the front is a Harley-Davidson golf car. It keeps golf courses beautiful because it doesn't tear up the turf. Our gasoline car has a torque-sensitive automatic transmission, which means no matter how hard you tromp down on the accelerator you can't spin the wheels. Try it. Our electric car accomplishes the same thing with a special torque-limiting device. Wheels can't spin. Try them both on your own golf course.

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president such a man as Dal Mutersbaugh. He is an executive who develops and works with the staff. As chairman of our green and grounds committee, he and our supt., Jess Foshe, have closely followed the recommendations of Jim Holmes of the green section, and the condition of our course has improved remarkably."

### Rich in "Educated" Members

Des Moines seems to be especially fortunate in having the type of golf club members who, because of innate qualifications, selection or development (maybe all three), attract or produce outstanding men in the golf business. Norman E. Westfall of Wakonda, for example, probably has trained more talented young course supts. than any other man in golf. There also is Bert McGrane, recently retired as Iowa's senior golf writer and now in a lively explosion of second boyhood as editor of the "Iowa Golfer".

So, perhaps Iowa is the foremost state in the education of golf club members, which is a field of education that pros, supts. and managers pray will develop to

the degree that all members realize their obligations, as well as privileges, as members of superior clubs.

Perhaps Dal Mutersbaugh has the right idea, not only of an executive who wisely balances the pressure with golf, but who applies to golf business the judgment of a successful business man.

Dal remarks: "Golf has meant a lot to me — not only from a health standpoint but in enabling me to meet many wonderful people.

### Should be Well Paid

"I have always maintained that at the heart of a country club are the course and the professional. Take these two things away and a club doesn't exist. So, when you get down to essentials, you become aware that the club members and officials should do more to enhance the position of the professional. A good professional should be well paid. When officials and members realize that most of a pro's income comes from what he earns himself, patronage of the shop become's a logical necessity."