

WHAT TO GUARD AGAINST—Equally as important as what is wanted, is what is not. Here is a "rogue's gallery," of the grasses and weeds most pestiferous in turf, as determined by the Velsicol Chemical Co. survey and this writer's "The Lawn Book," Macmillan, 1961 (See Chart). Obviously, they vary widely with the climate and location and many others could be added to the list.

Of these turf rogues, any golf course superintendent realizes that many—almost all of the broadleaf sort—are controllable these days with herbicides. It's a different matter with many grass-type weeds, which should be guarded against more carefully as inclusion in purchased seed.

HOW TO IDENTIFY QUALITY—A germination percentage is required by law on the seed label or tag; it is checked by official policing. The higher the germination, naturally the greater the value (by the same proportion). But it makes not a great deal of difference in getting a stand, whether the bluegrass you sow germinates say 80% or 90% (though the

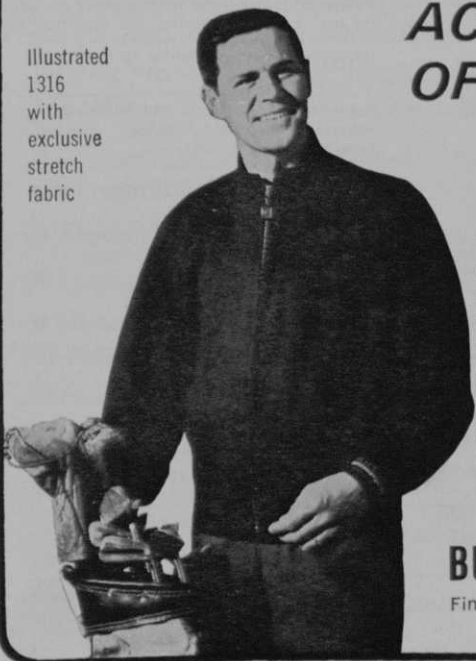
higher germinating seed should then receive at least a 10% price advantage). It is normal for germination to vary among species, and even between lots from one region and another. Except for a casual check to note value, one can pretty well take for granted adequacy of germination on seed reaching market through regular channels.

Purity is another common standard of sale. It signifies the weight of designated seed as a percentage of the total weight. The best lots of some seed types may run as high as 99% pure, the remaining 1% being a bit of dust or chaff termed "inert." With other seed 85% purity may be usual. Much depends upon the kind of seed, and even the year of harvest. There are instances where cleaning out the last bit of chaff would also eliminate good seed, and thus raise the price for no real benefit. But again, lesser purity should certainly be compensated for by proportionally lower price.

Varying according to state seed law, weed content must also be listed on the label. Some weeds especially pernicious

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SEED SELECTION

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in agriculture may be forbidden entirely. Others, less serious, must be grouped as "weeds" but don't have to be individually named. Naturally, for fine turf such as on the golf course, purchasing seed with any significant amount of troublesome weeds (those of Chart) is questionable. But it well may be that certain weeds bothersome on the farm are of no conse-

quence in mowed turf—things like *Galium*, dodder, etc. Nevertheless, it behooves a superintendent to specify essentially weed-free seed unless an analysis by a testing laboratory reveals exactly what the weeds are, and the superintendent sees that they are of no consequence.


So far, quality considerations are reasonably clear-cut. But there's a less obvious aspect worthy of checking on, too. This is the "crop" content. Most state seed laws allow up to 5% each of non-

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EPITOMIZED TURF WEED SURVEY

(in approximate order of recognized pestiferousness)

Grasses And Other Monocotyledons	Comment
crabgrass, <i>Digitaria</i>	An annual, now controllable with herbicides.
annual bluegrass, <i>Poa annua</i>	Good golf turf except for seedheads and summer die-out risk; no good herbicide control.
goosegrass or silver crab, <i>Eleusine indica</i>	A tropical annual, favoring hot, compacted ground; moderately controllable with herbicides.
quackgrass, <i>Agropyron repens</i>	Tough, persistent perennial with deep rhizomes; noxious, no selective control.
dallisgrass and other <i>Paspalum</i> s	As bad as crabgrass in middle and southern latitudes; perennial, not easily controlled.
nimblewill, <i>Muhlenbergia schreberi</i>	An increasingly important perennial pest of the Midwest, fine-textured but patchy; herbicidal control erratic.
sandbur, <i>Cenchrus sp.</i>	Annual developing troublesome burs; herbicidal control moderately successful.
tall fescue, <i>Festuca arundinacea</i>	Perennial bunchgrass taking place of crabgrass as No. 1 pest in lawns; no selective control.
other "haygrasses" (orchardgrass, timothy, brome)	Perennial problems similar to tall fescue.
nutsedge, <i>Cyperus</i>	Perennial clumps of fast-growing, yellowish foliage from deep "bulbs"; no satisfactory selective control.
wild onion or garlic, <i>Allium sp.</i>	Problem similar to nutsedge, mostly middle latitudes.
(Others, less frequently listed as important, are: barleys, barnyard grass, foxtail, <i>Panicum</i> , redtop, smutgrass, stinkgrass, velvet-	grass, and occasionally bentgrass or bermuda when invading other type turf.)
Broadleaf Weeds, The Dicotyledons	
dandelion, <i>Taraxacum officinale</i>	Easily controlled.
plantain, broadleaf and buckhorn, <i>Plantago sp.</i>	Easily controlled.
knotweed, <i>Polygonum aviculare</i>	Controlled with newer herbicides.
chickweed, common, <i>Stellaria media</i>	Controllable selectively.
chickweed, mouse-ear, <i>Cerastium vulgatum</i>	Controllable selectively with persistence.
spurge, spotted, <i>Euphorbia maculata</i>	Controlled with newer herbicides.
speedwell, <i>Veronica</i>	Controllable selectively with persistence.
henbit, <i>Lamium amplexicaule</i>	Controllable selectively with persistence.
(Others frequently quite a nuisance are: black medic, clovers, docks, ground-ivy, hawkweed, mallow, mustards, (<i>Cruciferae</i>),	pennywort, puncture vine, purslane, sheep sorrel, shepherd's-purse and other cresses, wild carrot, wood sorrel and yarrow.)



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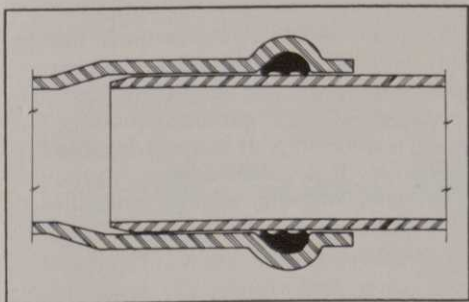
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The season is always open. Gift wrapping is not just a Christmas custom. It's called for on birthdays, graduation, Father's Day, Mother's Day, anniversaries, etc. It's the icing on the customer's cake, often the most important ingredient in your sales recipe.

Gift wrapping moves merchandise. Many of the products you sell are bought as gifts. If they are gift-wrapped, your member has only to buy the product and give it. Both the giver and the recipient are pleased.

When you make it easy for them to buy, they become satisfied members, repeat customers, and perhaps walking, talking commercials.

It's a service that should be exploited fully. It is best promoted by making it available to all members and by using quality materials. Don't hide your gift-wrap department. Don't make the customer beg for the wrapping. Have a large selection of bows, ribbons and papers on hand.

If the purchaser can't get this service at your shop, he will go elsewhere.

It is no secret that men don't like to gift-wrap. The shop must do their wrapping. A good gift-wrap program can make your shop gift headquarters for your membership. It is good business to gift-wrap. It is good business to promote your gift-wrapping, whether you offer it as a free service or charge for it.

Members like to know (1) does the pro shop gift-wrap?; (2) is it free?; (3) if there is a charge, how much?

If you act as if gift-wrapping is an imposition, chances are you'll lose repeat business. But if your member knows that whatever he buys will be cheerfully wrapped—and wrapped with taste from a good selection of appropriate ribbons

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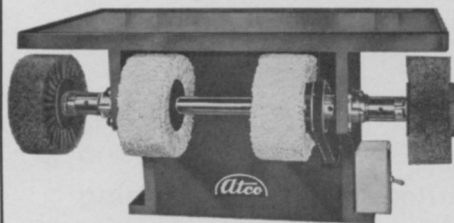
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GIFT WRAP

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Shops which offer the service free find that increased goodwill and repeat purchases more than offset the small cost of wrapping.

The gift-wrapping technique is easy to learn. Information on how to tie special types of bows, wrap packages, and other procedures is available from major producers of gift-wrap materials.

An efficient operation can be established in a minimum of space in any shop regardless of size.

For the service to be really effective, the member must know that it is available, that it is economical (or free), that it is fast, and that the shop does not consider it an imposition. •



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