

## New...a Vertagreen® fertilizer that makes greens greener, tees tougher and vice versa

New VERTAGREEN Tee Green Fertilizer—with 16-4-8 analysis—has just the right ratio of nutrients to keep your turf grass green, thick and healthy . . . with a minimum of work.

There's plenty of slow-release organic nitrogen. It feeds for longer periods . . . helps cut down on frequency of application . . . saves labor. It also has extra iron and magnesium to help make grass a deeper, richer green. And the ratio of potash helps your turf stand up under summer dry spells.

This is a scientifically sized and weighted fertilizer that immediately rolls off the grass leaf onto the soil—so it can go right to work. Perfect for tees and greens. And it's easy to spread evenly.

So try new VERTAGREEN Tee Green—the fertilizer made by professionals for professionals.

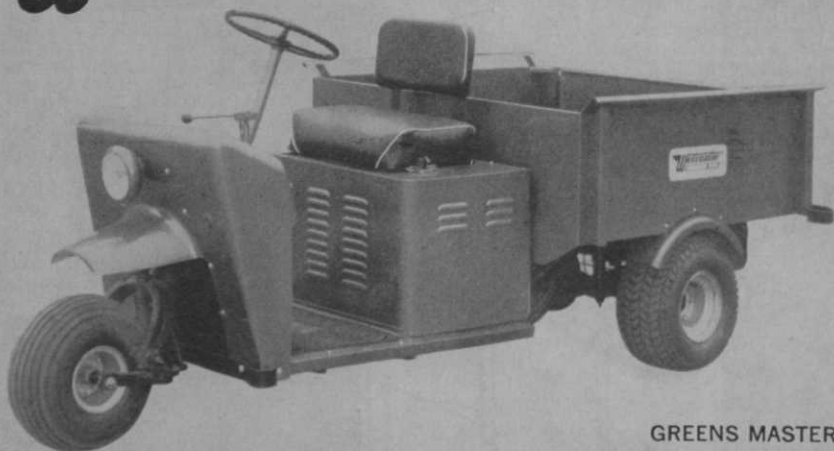


VERTAGREEN greens grass from the roots up

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# THE BEST BUY

**Westcoaster**



GREENS MASTER

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Here's the ideal errand boy... swift (35 mph), easily maneuverable and economical... deliver mail and parcels or carry tools and repair material... charges steep hills and turns on a dime... will deliver up to 35 miles per gallon, thus assuring utmost economy.

The Westcoaster Greens Master shown above has a long history of service on both the campus and the golf course. It can be assembled with an all-weather fiberglass cab, plexiglass windshield with skirt and plastic cloth side curtains with plastic windows and zipper opening. Westcoaster distributors near you guarantee the utmost in service and operational satisfaction.

**THE NATION'S LARGEST MANUFACTURER OF THREE WHEEL GASOLINE VEHICLES, SERVING GOVERNMENT, INDUSTRY AND COMMERCE.**

FOR BROCHURE ON COMPLETE LINE, WRITE:

**wcm**

**WEST COAST MACHINERY, INC.**  
P. O. BOX 8098, STOCKTON, CALIFORNIA

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## BUYING FOR PRO SHOP

Continued from page 30

the better department and mens' clothing stores are selling in the area and you can get a good idea of what to buy for your shop. Remember, too, that local turf conditions can make a deeper or a shallower faced wood more suitable for your new customers.

**Finance and credit**—Ability to finance your purchase is one of the most important aspects of buying. Many professionals, for instance, don't take advantage of the terms of loan rates at banks.

Say you borrow \$10,000 at 6% per annum. If you keep the money for a year it will cost you \$600. Now if you use short term financing and borrow \$10,000 for a period of 120 days, one fourth of the year, you will be getting it at a quarter of the interest rate, which means you are paying only \$150 for the use of \$10,000 over the four months.

Now this is an adequate time to have the cash, because actually you should plan to finance a good size shop with one-third cash and two-thirds credit. The credit is provided by the manufacturers—provided that the professional is prompt in paying his accounts when due.

As regards building up credit, not enough professionals pay attention to it. These fellows let bills pile up on their desks—even though they have the money in the bank. They could just as easily write the checks, take the discounts and establish a much stronger credit.

Don't overlook the possibility of financing through the club. Quite often the professional has been at the club long enough to be reputable, club officials will know how much he is going to take in during the season and are quite willing to advance him five to ten thousand dollars for a short period.

What we would like to emphasize is that you should explore all means of credit and financial plans before you make your Spring orders. A fellow who does not buy boldly and in sufficient quantity is only cutting down his income—and if he does this because he hasn't arranged adequate financing and credit, he could be the world's greatest golfer—but the world's worst businessman.

Dept. G

Please send me the new Eastern Golf Co. catalog of golf supplies. I'm interested in equipment for the following:

- Golf Courses       Driving Ranges  
 Par-3 Courses       Miniature Courses

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Club \_\_\_\_\_

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Driving Ranges  
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Miniature Courses**

Get your copy of Eastern's new 1966 catalog! It's crammed full of the finest quality golf supplies at reasonable prices. Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf bags, obstacles, ball washers, ball pickers. Just fill out the attached coupon and we'll rush one to you!

**EASTERN GOLF CO.**

2537 Boston Road  
Bronx, N.Y. 10467

For more information circle number 158 on card



## Buying for the golf course

*The superintendent must use all the means at his disposal to ensure wise, economical purchasing for his club.*

By JAMES MANKA

Superintendent, Inwood CC, Inwood, N. Y.

In 1930 golf turf receiving irrigation seldom exceeded a total of three acres at the average club. Today golfers demand tees, fairways, and greens of equal turf perfection. Supplemental irrigation requirements have increased twentyfold. The large five gallon purchase of the 1930's can hardly be contrasted to the sale of a 55 gallon drum in the 1960's.

Who is best qualified to know today's turf demands and to purchase the proper materials and supplies to meet these needs? Maintenance of the golf course and the production of high quality playing turf is the sole responsibility of the Golf Course Superintendent. Therefore, he is the only qualified individual to purchase materials and supplies for his needs to meet the desires of members.

The impact of inflation and its decrease in the purchasing power of the

monetary unit will affect all club operations. On February 14, 1966, *The Wall Street Journal* contained a feature article predicting possible price increases for many items that had held stable over the last five years. A few golf course items subject to possible increases in cost are tractors, mowers, and selected chemicals. Approximately thirty-five per cent of every greens' budget, regardless of size, is spent to purchase materials and supplies. The cunning greensmaster uses all his resourcefulness when making any club purchase. Money saved will certainly enhance his position as a monetary and turf manager.

Exclusive territory franchises and the application of state fair trade laws will restrict competitive pricing in some areas and thereby limit buying practices. Otherwise, the Golf Course Superintend-

ent will purchase supplies by one or a combination of three basic practices.

The *direct purchase* method is the most economical, whenever it is possible to buy directly. Each middleman who handles a product increases its cost. You should not forget the local distributor's position in this type of purchase or its effect when requesting repairs from the local service agent. Some items may be shipped unassembled directly from the manufacturer to the club at a reduced cost. In many areas the greensmaster may place a direct order for lime at a \$3 to \$4 per ton saving.

*Sealed bids* are mostly for purchases by municipalities, plus a few large clubs making annual purchases. All purchases in the excess of an established value usually apply to the former, and few restrictions bind the latter except credit rating. Specifications and quality of the product must be clearly defined in understandable terms on any bid request. In addition, location and type of delivery expected, financial terms of payment, method of freight charges, and responsibility of acceptance and terms for errors or mistakes should be stated. Large chemical purchases and procurement of fertilizer have proven profitable for clubs using this method.

Visits by the well-informed salesman, representing the *local supplier* and offering accurate product information, service, quality products, and knowledgeable experience are non-expendable. Purchases from this source are the backbone of the golf supply industry.

Today we are finding a few general supply industries sending poorly trained salesmen attempting to sell products, of which they have no knowledge, to qualified superintendents. Many calls are one-shot transactions with promotional gimmicks with possible sales ranging from nuts and bolts to outboard motor oil. The quick-call artist is wasting both his and the greenmaster's time.

Good reputable salesmen of established houses are most welcome by the superintendent and the club for the enjoyable monetary rewards of each.

Golf course supply sales will always be a service industry.

There are several factors affecting purchase methods. They include:

*Storage Space*—Forty tons or a carload lot of a given fertilizer at any discounted savings would be a wasteful purchase if proper storage was lacking. An extra room added to your building area might prove valuable.

*Timing of Purchase*—If you have proper storage area, fertilizer may be purchased at varying seasonal discounts. In November some companies grant a 5 per cent discount if delivery is accepted at that time. This discount decreases to 3 per cent in January. After March 1, no seasonal discounts are allowed. Some local suppliers were offering special discounts on ten cases or more of selected fungicides for December delivery with payment deferred until January 1, 1966. The savings was approximately \$7 per case or \$70 for the ten cases.

*Credit Rating*—The greenmaster at a club with a good credit position and available cash will be assured of the standard prompt payment discount of 2 per cent. Purchases of \$30,000 discounted at 2 per cent will result in a \$600 savings or the equivalent of a foreman's salary for one month. It is the superintendent's responsibility to point out to the greens' chairman, or the party responsible, the advantages of prompt payment and the resulting savings.

*Bulk Buying*—Purchase savings on two hundred units at \$5.50 each as compared to twelve units at \$11 are self-explanatory. Bulk purchases are restricted only by lack of available funds and proper storage space. When comparing bulk rates everyone must be sure they are speaking of the same product with the same quality.

*Freight Charges*—Most items purchased from the local supplier are shipped prepaid and then charges are added to the bill later. Some large purchases that are shipped directly may be billed F.O.B. The golf course superintendent must always inquire in advance about freight charges when pricing items.

Continued on next page

## BUYING FOR COURSE

Continued from previous page

*Unit Price*—A large corporation purchasing agent might be forced to consider four units to the left of the decimal point when making a successful purchase. In contrast, the superintendent very seldom has to consider beyond the hundredth's column when buying. Both men are buying quality and service and neither is usually restricted to awarding a sale to the low bidder.

*Service*—The original cost of a piece of machinery is only a starting point of its expense. If equipment is idle because of lack of parts or becomes an outmoded model, long depreciated, with parts not available when needed, the cost is magnified. Service outlets take a second thought about serving equipment knowingly purchased from a competitor at a discount rate. The superintendent must know his supplier as well as the type of service he offers. Actions and not promises by the salesman can often mean a manpower decision.

*Range of Equipment*—Today with the high unit cost of major equipment, the progressive superintendent must consider the number of different operations a given piece of equipment is able to perform. A tractor that is restricted to only mowing operations must be compared to the tractor that might pull mowing units, contain a power take-off unit, operate as a grader, pull a turf aerator, serve as a front-end loader or applier of fertilizer. Therefore, it is necessary to select equipment best suited to needs with the desired efficiency. Many leading equipment companies are trying to develop more interchangeable and useful pieces of machinery.

*Quality*—The adverse agronomic conditions under which the grass plant must fight for survival and success demands the use of products of only the highest quality. Two materials may contain the same percentages of active ingredients but the impurities of one mixture might harm the turf while there might be no reaction to the second. Nothing can be saved by the purchase of second rate products.

In 1963 a few southern turf managers purchased non-certified Seaside bent at

what was considered a bargain price. Shortly after overseeding greens with this seed, a rosette-type weed appeared causing many hours of hand labor for its removal. Certified seed properly labelled, as required by law, and reflecting germination, purity, and weed seeds is always the best buy.

As an aid to the New York greenmasters for example, our friend or enemy, *Poa annua*, has been declared a noxious weed in that state. This seed law may soon carry to other states.

*Club Members*—In isolated cases a few club members will be of aid to the greens superintendent in purchasing various supplies. Though this situation will present problems and decisions in public relations for the superintendent, it enhances his buying position if properly utilized.

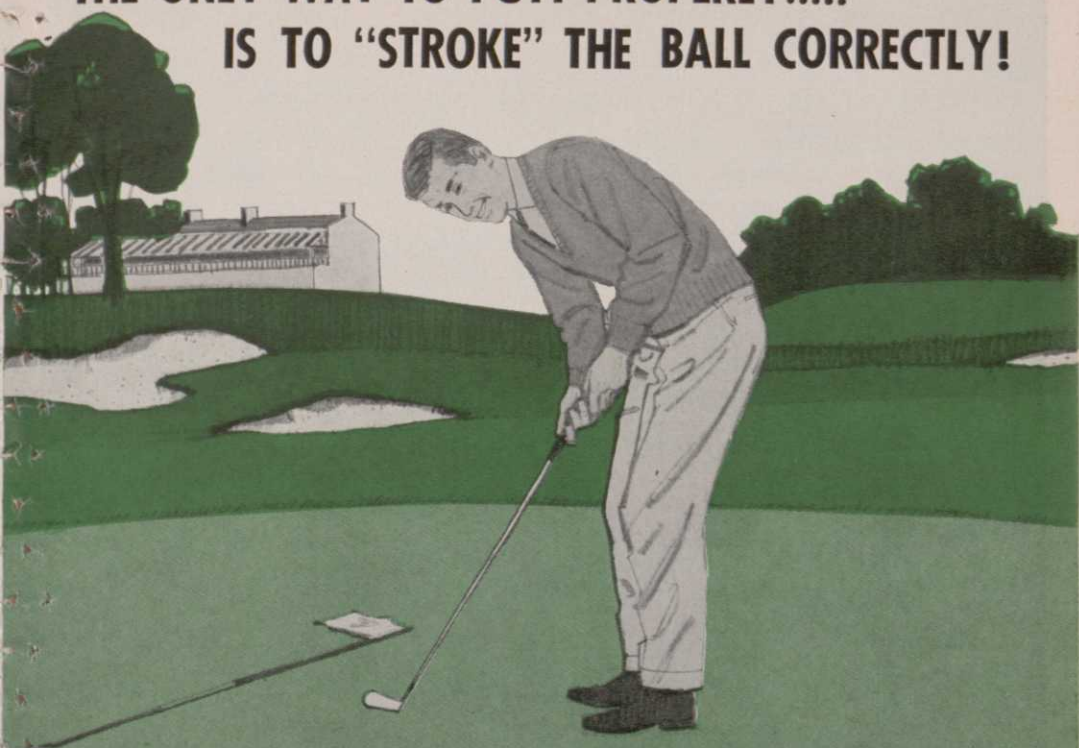
The purchasing practices of any golf course superintendent are not necessarily limited by the desires of the golf club, but by monetary funds available. No part of management makes a greater conscientious effort to secure the largest return for each dollar spent than the greens superintendent. It will always be impossible to have a champagne golf course on a beer pocketbook no matter how resourceful monetary funds are expended. The golf course superintendent will always be the best qualified purchaser with the funds that are available.

### Sources of Information

The 37th Annual Turfgrass Conference and Show sponsored by the Golf Course Superintendents Association was held recently in Kansas City, Missouri. Over 2,000 greenmasters employed throughout the United States attended the educational sessions and visited displays of the latest equipment and products. A convention of this nature affords all attending a chance to shop around for new ideas, to suggest changes or improvements, and to gain first-hand knowledge from the company representatives. In addition, an interchange of ideas relating to management and buying practices is possible among the superintendents from the various areas. It is important that the greensmaster keep abreast of the latest changes and im-

Continued on page 169

THE ONLY WAY TO PUTT PROPERLY.....  
IS TO "STROKE" THE BALL CORRECTLY!



BUT TO "STROKE" IT AND SINK IT, IT'S THE  
PUTTING SURFACE THAT COUNTS.

A PERFECT PUTTING SURFACE CAN BE OBTAINED  
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THEY ARE GROWN ON STERILIZED SOIL  
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FOR THE FINEST GREENS  
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Send us details on beautiful, hardy, vigorous greens  
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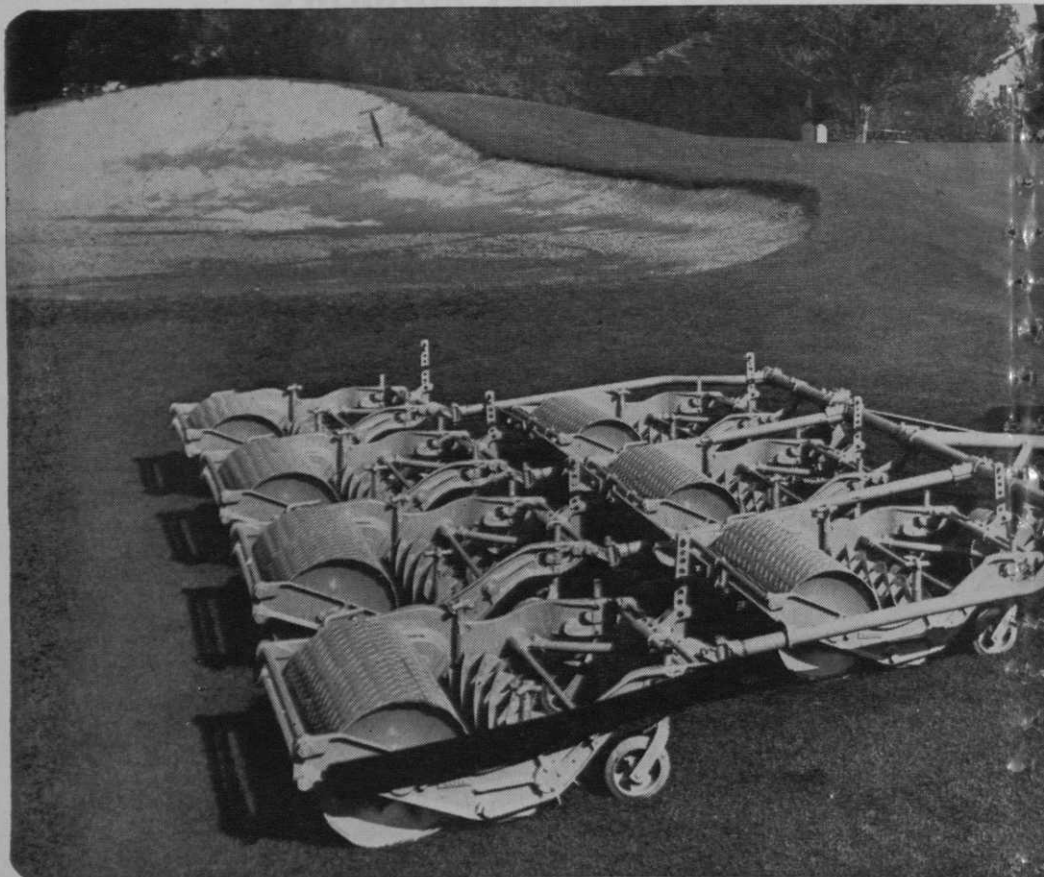
- "Construction and Planting of Putting Greens with  
Creeping Bent Sod or Stolons."  
 "Genetic Variability in Creeping Bent" A study of  
seed versus stolons for planting putting greens.

Club Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Superintendent \_\_\_\_\_



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**Power-shift transmission** teams with independent PTO Ford LCG tractors for easiest, most complete control of PTO-drive mowers, and other equipment.

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### ***Match tractor speed to mowing conditions, on-the-go!***

New-Size Ford tractors can help you chalk up meaningful increases in mowing production.

Ten-speed power-shift transmission provides eight speeds up to seven mph. An optimum speed is available to match virtually all ground and mowing conditions. Economical new eight-speed transmission with live PTO (for 2110 tractors) provides six speeds up to seven mph.

Ford LCG (low center of gravity) tractors with wide-set wheels cling

to slopes like a cat. Great new three-cylinder engines—thrifty, smooth, and tough—power great new tractors.

**Two sizes.** All-new Ford 2110 with gasoline engine: 30.5 PTO hp. New 4110 with diesel or gasoline engine: 45.4 PTO hp.

**See your Ford tractor dealer.** Test-drive a Ford LCG, soon!



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Apply PMAS early for dual control of BOTH disease and Crabgrass. PMAS has stood the test of time . . . the genuine PMAS has demonstrated its worth, over the years, to the golf course superintendent and is now an established control chemical for BOTH disease and Crabgrass on courses in all parts of the country. Be safe, be sure . . . if PMAS does not appear on the label it is not the genuine PMAS, patented and manufactured by W. A. Cleary Corporation.



## SPOTRETE

75% Dry Thiram Fungicide

## CADDY

Liquid Cadmium for Turf Disease

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Lightest concentration of DSMA-Dissodium Methylarsonate for Crabgrass and Dallisgrass in both liquid and powder.

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makes water "wetter" for better penetration in all turf areas, especially thatched or compacted spots.

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Amine Methylarsonate plus 2, 4-D liquid for Dallisgrass and weed control.

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A broad spectrum fungicide, containing Thiram and Organic Mercury in wettable form; in pre-measured cannisters.

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For weed control on bentgrass greens and fairways; bluegrass and fescues.

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