

# Pour Your Turf A Steady Diet



Turf needs a steady diet of nitrogen for sturdy, uniform growth. It's easy to fill that essential need with Du Pont Uramite® ureaform fertilizer. This time-tested, 38% nitrogen feeds turf continuously without burning or leaching. That's because most of the nitrogen in "Uramite" is gradually released for long feeding.

"Uramite" is also available in sprayable form. It's ideal for use on closely-cut greens because there's no mower pickup. In addition, it gives you all of the advantages of granular "Uramite".

This spring, use "Uramite". And if you've

got a crabgrass problem, try this new product: Tupersan® siduron weed killer. It's the only crabgrass killer that can be used the very same day that you're seeding (cool season grasses). It can also be used on established turf.

For full information on "Uramite", "Tupersan", and other dependable Du Pont Turf Products, consult your golf course supplier...your service agency.

*With any chemical, follow labeling instructions and warnings carefully.*



Better Things for Better Living...through Chemistry

For more information circle number 120 on card

## After Labor Day

*continued from page 28*

While Markham was at the Petroleum Club in Oklahoma, he chartered planes so members could follow the winning Oklahoma University team to New York.

"While there, we had a night out at the Copacabana," he said. "If a city has a university championship team, the members like to go to out-of-town games which can be arranged in group participation through the club manager."

Currently, Markham plans to host the Amarillo baseball team, the victorious Sonics. They will be feted at an appreciation dinner during which they will give out autographed mitts and bats.

In areas where hockey is a popular sport, Markham has arranged hockey dinners for fathers and sons giving them a package deal price-wise by lumping the price of the dinner, hockey match tickets and bus fares. Such group participation keeps club members thinking of the club

in terms of what-will-we-do-next?

"And, the more you think up things for them to do, the more they do it," muses Markham smilingly.

Since club members are cultured people they enjoy the symphony, good theater and opera.

These events are most popular in the fall and winter seasons so Markham speculates on attendance en masse by club members to just such excellent entertainment, even hosting on occasion, film, opera and symphony guest stars at club functions and dinners.

"One evening" Lynn says, "we hosted Van Heflin, the movie star and had a bust made of him, in butter as our center table piece . . . Another time, our center piece was made of cake frosting, depicting a scene from the opera Aida, which was attended by our club members in a group, after the dinner."

"Dancing brings in revenue—members who are never too young or old to dance

*continued on page 54*



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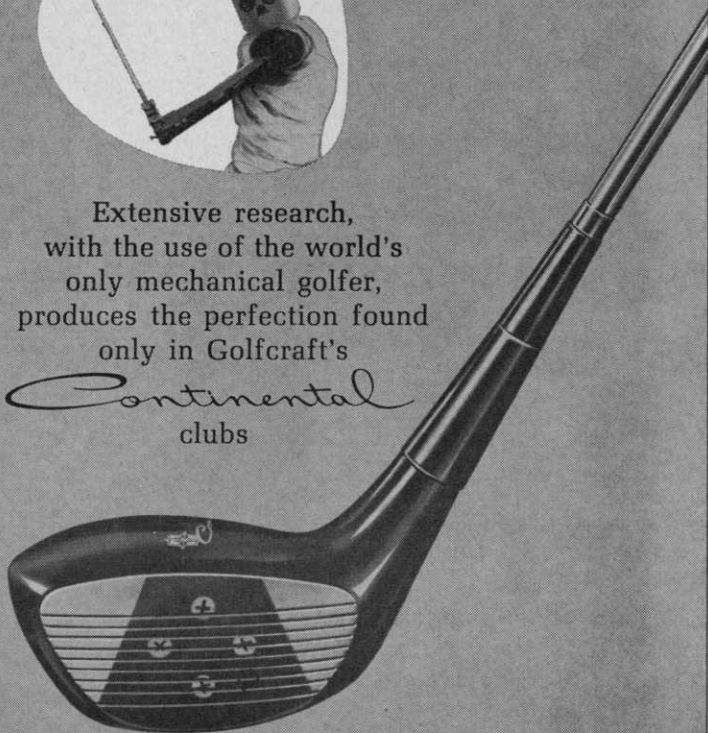


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For more information circle number 202 on card

## After Labor Day

*continued from page 52*

will enjoy the Arthur Murray Dance classes starting at the ACC this fall.

"Some club members want to learn more about modern dancing and lessons by the Arthur Murray instructors will cost about \$30 for six lessons, held one night per week. This means more cocktails and dining revenues. Special classes for youths may be arranged.

"At the end of the dancing course we will no doubt host dinner parties, inviting the Murray dancers who will put on demonstrations, comparable to the one used on television with the Arthur Murray dancers."

Fall activities include the high school dance clubs, the Amarillo Symphony Ball and other seasonable dances, with such big names bands as Jan Garber, Woody Herman, Joe Reichman. In between times, there is often Saturday night dancing with combo music.

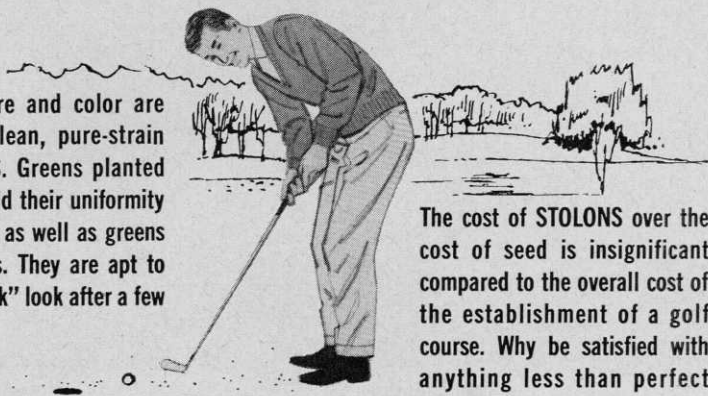
How does one stimulate outside club activity when snow and ice cover the golf course? Markham says, "In Seattle at the Broadmoor Club, we strung lights out over the frozen club lake, imported a band to play skating waltzes and had hot buttered rum stations around the skating rink.

"We also enlisted club interest from members one Christmas when we closed the Broadmoor Club for a day and put all the employees on a big truck and repaired to the woods to chop down an 80-foot evergreen. We put the Christmas tree up in front of the club house, surrounded it with ladders and invited club members for a buffet and a tree-decorating jamboree. Club pride was engendered when we won the tree decoration contest for three years. We saved the tops and bottoms of tin cans throughout the year, painted them gold, silver, red and blue, and strung them on the tree. When we flashed color flood lights

*continued on page 56*

## THE FINEST GREENS ARE PLANTED WITH *Warren's* STOLONS

Perfect even texture and color are maintained with clean, pure-strain **WARREN' STOLONS**. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons. They are apt to develop a "patchwork" look after a few years.

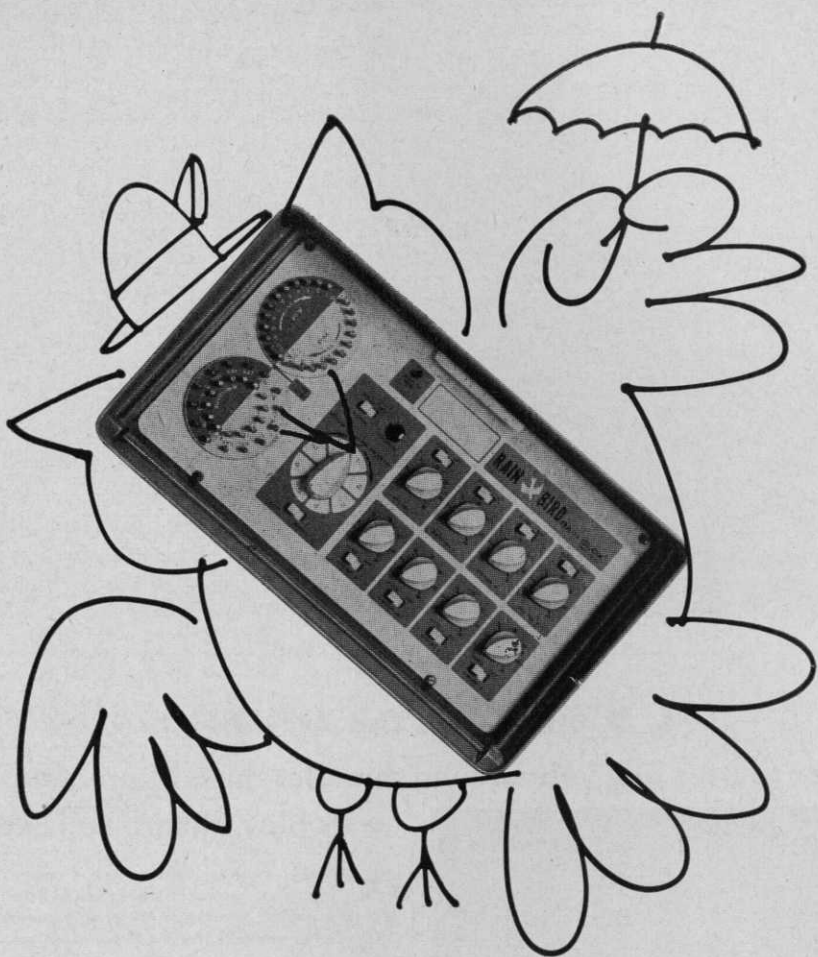


The cost of STOLONS over the cost of seed is insignificant compared to the overall cost of the establishment of a golf course. Why be satisfied with anything less than perfect greens only obtainable from pure-strain STOLONS.

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Like our new RC-8 Rain-Clox electronic controller—the brain that tells the Birds when to water. Reliability is one of its most important features.

Here are more: Dual program—6 lawn stations, 2 shrub. 14-day cycle. Any station can be eliminated from a cycle before the regular day is due and you can water any individual station out of the

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This bird saves labor costs—and landscaping, because the amount of watering is not controlled by unskilled labor. And the Rain Clox is smartly styled—winner of industrial design awards.

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Or write us: Rain Bird, Glendora, California 91740 (in the West); or Rainy Sprinkler Sales, Division L. R. Nelson Manufacturing Company

Inc., West Pioneer Parkway, Peoria, Illinois (in the East and Midwest).



For more information circle number 163 on card

## After Labor Day

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over them, my, how they shimmered!

How do members know of these accelerated fall activities? The same way they know of summer ones—by mailers and monthly calendars telling of routine and special events.

"We make our mailers attractive," says Markham. "For our Pow Wow Dance notice, we decorated the mailer with colored pictures of Indians and invited 'Heep Big Chief to bring his Squaw where Free Firewater (Scotch & Bourbon) would be served with Dixieland Music.' Attractive mailers arouse club interest—particularly after summer."

In summing up, the challenge of the after Labor Day slump can be met by club managers making imaginative use of foods, parties, dancing classes, organizational dinners, group sports participation and attendance to symphonies, theater and opera functions.

Markham believes a club is a club of the present and future, one not "sitting on its hands."

He anticipates the fall and winter as a most productive part of the year for the members and for club business. •

*Editor's Note — Lynn Markham is a Certified Club Manager. After World War II, he built and managed his own hunting lodge in Kodiak, Alaska. He then returned to Seattle and became manager of the Seattle Town and Country Club. Later he managed the Oklaboma Club, and Oklaboma's famed Petroleum Club. Today, he manages the 750-member Amarillo C.C. in Amarillo, Texas.*

### Fownes acquires All\*Star

Fownes Brothers Company has announced the acquisition of All\*Star Industries Corp., makers of the All\*Star crown model golf gloves, golf jackets and balls.

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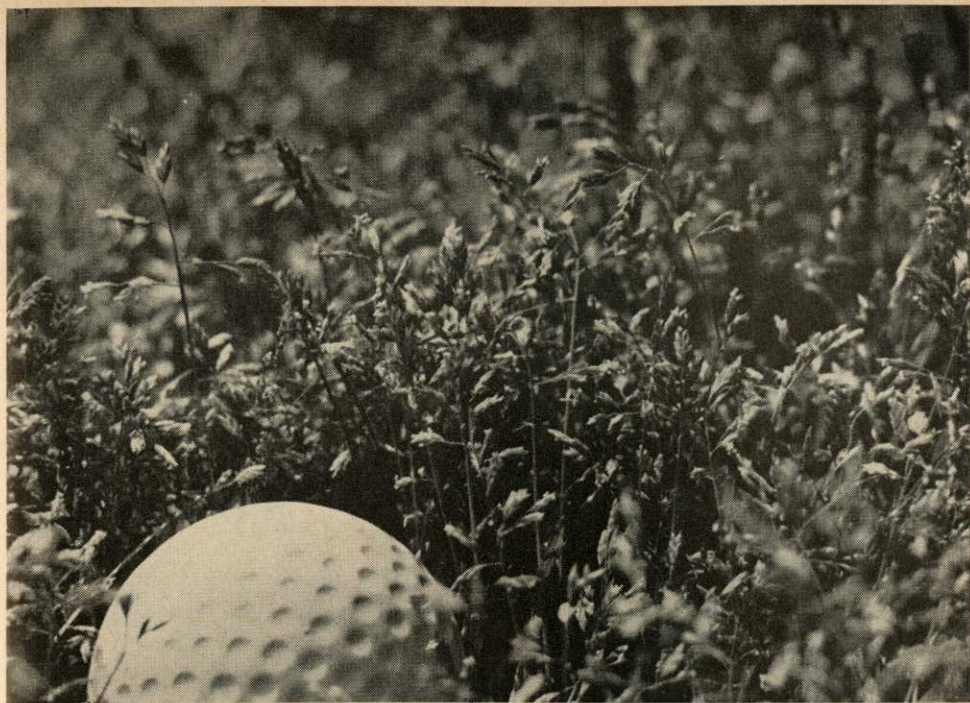
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*Poa annua* is a winter annual. Seed that germinate in the late fall make for troublesome spring infestations. Now . . . from mid-July to mid-September . . . is the time to stop germination in your turf. How? With total area applications of liquid or granular BETASAN from Stauffer.

BETASAN controls fall germination of *poa annua*. Allows desirable perennial grasses to

fill in during the period of their most active growth. In areas where a spring germination occurs, BETASAN should be applied in the late March or early April to control this spring flush of growth.

Start your control program now. And get it off to a good start with BETASAN. Stauffer Chemical Company, Agricultural Chemical Division, 380 Madison Ave., N.Y.C. 10017.

**For hopeless turf**—renovate now with VAPAM® soil fumigant. One easy application eliminates old turf, weed seed, most soil-borne insects and diseases. After three weeks, reseed and top-dress lightly.

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For more information circle number 171 on card



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**MILORGANITE**, the natural organic fertilizer, does not take the moisture out of young, tender, grass plants as some organic fertilizers and *all* chemical fertilizers do. That's why it is **SAFE** to apply anytime. It never results in "burning" nor does it induce wilt as chemicals do. Instead, it builds beautiful lawns, lovely fairways and tough greens and tees that can "take it" in summer when they are subject to rough usage and tremendous moisture stress. And its safety at seeding is unsurpassed.

**MILORGANITE** has other features you'll like. For example it's granulated and free-flowing, never "cakes" in storage. It's dust-free and weed-free, too.

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MORE THAN 4 BILLION POUNDS USED

For more information circle number 174 on card

## Pro Merchandiser

*continued from page 17*

his shop sales at Del Monte to prove the point—250 percent in his first year there. A major responsibility of his full-time secretary is to help him keep in touch with representatives of groups throughout California that might be interested in holding events at Del Monte.

Encouraging heavier play is the major means to selling golf merchandise. Lombardo, as well as being stimulated by the challenge, recognizes this as the profitable side of the golf business.

In anticipation of the increased traffic at Del Monte, he and his partner assumed the full cost of remodeling the pro shop, expanding its facilities by 30 per cent.

Golf has been Lombardo's life since he first went to work in Chicago for Marty Walsh at Hickory Hills. He was to quickly learn that he had to live golf, because he was there from sunup to sundown, and during the next few years he did everything you can do at a golf course from sweeping out the pro shop to tending bar.

Later he took a job as assistant professional at the Country Club of Detroit, mostly because he wanted to get the private club viewpoint of the profession he had by now chosen as his life.

It was Marty Walsh and the Hickory Hills experience, however, that taught him a little bit of everything about golf management. That is where he was first exposed to the fundamentals of a golf management career—he has been building on them ever since.

As professional and shop owner of the 111th Street Golf Center in Chicago, he put in a full summer of 18-hour days, during which he gave nearly 1,000 lessons. His wife, Jo Ann, ran the pro shop during the day while he gave lessons and he took over the shop and driving range in the evenings.

Then, about 20 pounds under his normal weight but satisfied with the results of his labors in the long, hot Chicago

*continued on page 60*

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