

If you're not an emotionally mature individual, you'd better not stock Royal golf balls.

You see, this year, for the first time, we'll be advertising on T.V. Our color commercials will be seen by millions of golf nuts on Sports Network Television. Starting with the Los Angeles Open and continuing

through until the Westchester Golf Classic.

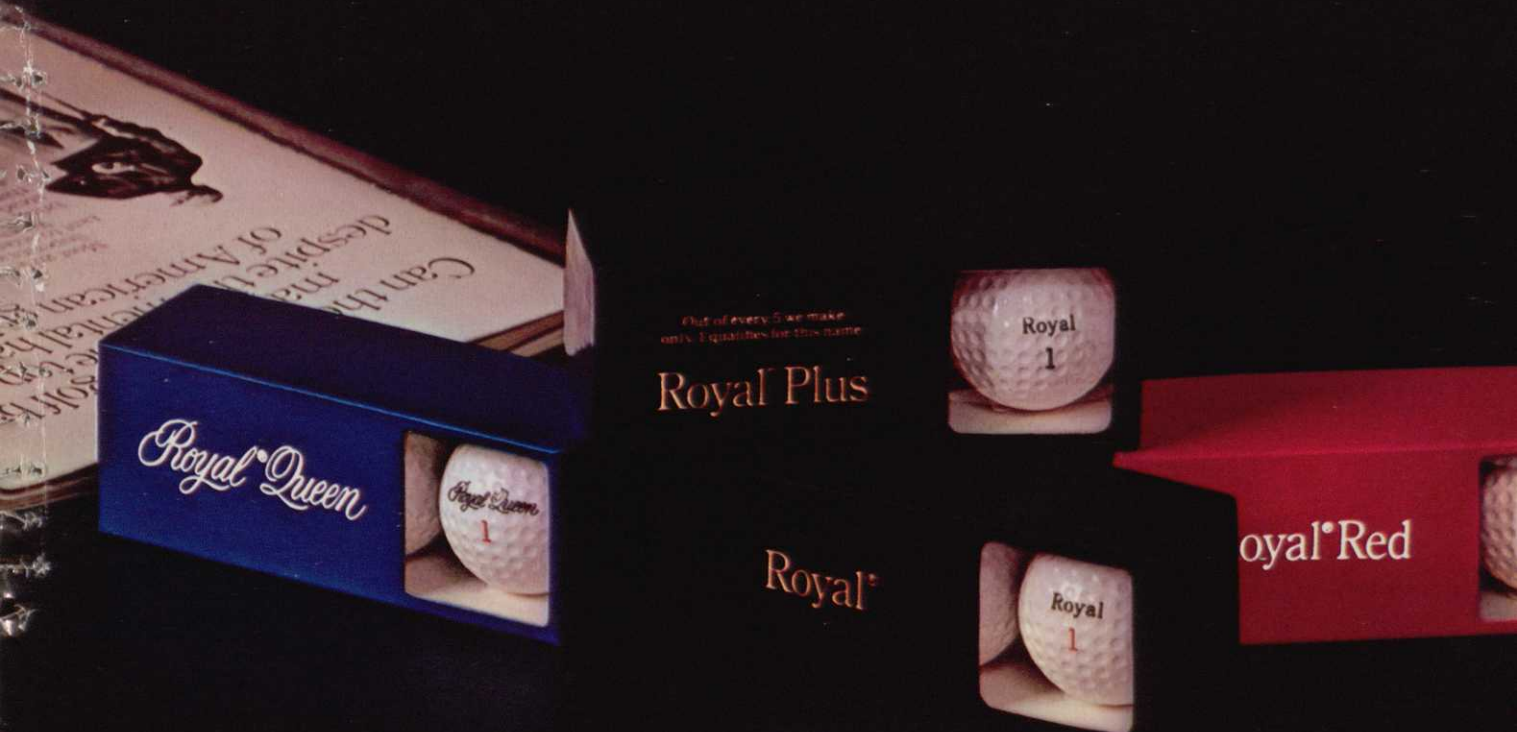
There'll also be an impressive campaign in Reader's Digest, Golf, Golf Digest and Golf World.

But that's just half our story. We've redesigned all our packages. They look totally different from any golf package ever. And we're convinced they're really

going to stand out in your showcase.

What all this boils down to is this: if you stock Royal golf balls and you find they're not selling as fast as you thought, you may just have to accept the blame yourself.

Which takes a certain degree of emotional maturity, don't you agree?



If you think you're psychologically healthy enough to stock Royal golf balls, here's where you can order them.

T. A. Frechette
57 Virginia Road
Waltham, Mass. 02154
617/894-7432

R. D. Marchetti
170 Sunnydale Road
Trumbull, Conn. 06611
203/374-6467

J. A. Popp
81 Tall Oak Lane
Pittsford, N.Y. 14534
716/334-9646

J. S. Rubins
2365 18th Street
Cuyahoga Falls, Ohio 44223
216/923-7063

J. W. Lack
P.O. Box 118
Hauppauge, L.I., N.Y. 11788
516/265-7383
Pkgs: 678 Town Line Road
Hauppauge, L.I., N.Y. 11788

J. E. Cahill
4003 Reynolds Road
Chester, Penna. 19015
215/876-4784

T. C. Paroline
1811 Berkwood Drive
Pittsburgh, Penna. 15216
412/279-7436

E. M. Brown
154 Courtney Drive,
Apt. L-12
Forest Park, Ga. 30050
404/361-7527

G. B. Osborne
440 Columbia Road
Winnsboro, S. C. 29180
803/635-4801

J. E. Condo
3650 Saybrook Avenue
Cincinnati, Ohio 45208
513/321-3091

D. L. Caldwell
5918 27th Terrace N.
St. Petersburg, Fla. 33710
813/343-1805

R. H. Schwab
2100 NE 60th Street
Ft. Lauderdale, Fla. 33308
305/933-3656

J. W. Pope
Penthouse Apartments
Apt. 227
1925 N. 3rd Avenue
Baton Rouge, La. 70802
504/344-4010

K. G. Muller
234 Ridge Avenue
Evanston, Ill. 60202
312/864-7572

R. W. Halstead
1903 Clifton Avenue
Royal Oak, Michigan 48073
313/548-2772

D. J. Jefferson
2611 North 96th Dr.
Omaha, Nebraska 68134
402/393-8433

J. E. LaCount
1500 Valley Drive
Savage, Minn. 55378
612/890-3673

E. A. Roepke
17430-24th Avenue
Wayzata, Minn. 55391
612/473-2862

C. J. Krieger
1115 Kirkham
St. Louis, Mo. 63122
314/962-5802

F. M. Merritt
634 Stardust Lane
Richardson, Tex. 75080
214/235-6814

J. C. Stubbs
4831 Knotty Oaks Trail
Houston, Texas 77045
713/433-6505

E. C. Bowser
454-129th Place NE
Bellevue, Wash. 98004
206/454-4256

K. K. Jackson
1518 E. 3rd Street
Long Beach, Calif. 90812
213/437-1057

J. J. Knell
3127 Bryant Street
Palo Alto, Calif. 94306
415/326-0722

E. D. Kearns
3317 Wilson Street
Long Beach, California
213/439-6254



Turfgrass research review

By Dr. James B. Beard

Turf Disease Research; 1965-66. T. E. Freeman. Proceedings of the University of Florida Turf-Grass Management Conference. 14:159-161. 1966 (from the Department of Plant Pathology, University of Florida, Gainesville, Florida, 32603)

During the winter of 1965-66, several fungicides were evaluated for effectiveness in controlling *Pythium* (*Pythium aphanidermatum*) on ryegrass. The fungicide treatments were applied at seeding on October 27 and again on November 9 and 16. A severe outbreak of *Pythium* occurred in November. The following fungicides gave good *Pythium* control on ryegrass when used in a preventative spray program: Dexon, Dupont 1095 (an experimental), Fore, Memmi, Panogen Turf Fungicide, and Terriclor Super X.

Rust on zoysia was reported to be a continuing problem in Gainesville, Florida, although not as severe as in 1965. Field tests of rust control on bermudagrass show that Daconil 2787, Fore, Memmi, thiram, and zineb all gave effective control. The control achieved with zineb was most outstanding.

In another test, *Rhizoctonia* brown patch was effectively controlled on St. Augustinegrass with Fore (6 oz. per 1,000 square feet), Daconil 2787 (6 oz.) and Memmi (1.5 oz.). It was reported that isolates of *Rhizoctonia* from St. Augustinegrass and ryegrass did not differ in pathogenicity on the two grasses.

The Vegetative Establishment of Four Major Turfgrasses and the Response of Stolonized 'Meyer'

Zoysiagrass (*Zoysia japonica* var. Meyer) to mowing Height, Nitrogen Fertilization and Light Intensity.

J.E. Gary, Jr. Master of Science Thesis from Mississippi State University pp. 1-50. 1967. (from the Department of Agronomy, Mississippi State University, State College, Miss. 39762.)

The establishment rate of Tiflawn bermudagrass, Meyer zoysia, St. Augustinegrass and centipedegrass were compared using three techniques: (1) stolonizing at the rate of two square yards of shredded sod per 1,000 square feet, (2) sprigging on 12-inch centers; and (3) plugging on 12-inch centers using two-inch diameter plugs.

Sprigging and plugging resulted in the highest percent livability for all grasses. However, stolonizing produced a faster rate of spread and a more complete ground cover. Bermudagrass had the fastest rate of spread followed in order by St. Augustinegrass, centipedegrass and zoysia.

Factors affecting the establishment rate of Meyer zoysia were also investigated at light intensities of (a) full; (b) 50 per cent shade; and (c) 75 per cent shade. Seventy-five per cent shade was very detrimental to the establishment rate of zoysia, especially at a mowing height of one-half inch. Full sunlight resulted in the most rapid rate of establishment.

Mowing at one-half or one inch did not affect the ground cover obtained under full sunlight. Under 50 and 75 per cent shade the one-inch mowing height produced a faster rate of spread than the one-half inch cut.

Comment—Under 75 per cent shade the one inch mowing height was superior to the one-half inch cut due to the greater leaf area available for light absorption. The higher light capturing potential will increase the amount of carbohydrates produced by the photosynthetic mechanism. The increased carbohydrate level is, in turn, utilized in a more rapid establishment rate.

Some Interrelationships Between Fertility Levels and *Ophiobolus* Patch Disease in Turfgrasses.

1967. R. L. Goss* and C. J. Gould. *Agronomy Journal*. 59(2):149-151 (Department of Agronomy, Western Washington Research and Extension Center, Puyallup, Washington).

The influence of various levels of nitrogen, phosphorous, and potassium on the development and severity of *Ophiobolus* patch (*Ophiobolus graminis* Sacc.) was investigated. The study was initiated in 1959 on Astoria colonial bentgrass cut at one-quarter inch. Potassium had suppressing effect on the amount of disease.

As the potassium fertilization rate was increased from 0 to 3.3 to 6.6 pounds per 1,000 square feet per year, the amount of *Ophiobolus* patch decreased, regardless of the phosphorous level. Similarly, as the phosphorous fertilization rate was raised to 1.8 pounds per 1,000 square feet per year the incidence of *Ophiobolus* patch decreased.

The effect of three nitrogen fertilization levels (6, 12, and 20 pounds of N per 1,000 square feet) was more complicated.

Continued on page 56

An open letter to a pro

(Reprinted from Home Pro Sales Builder and News of the Etonic division, Charles A. Eaton Company).

Editor's note: When we visited a prominent club in the Midwest recently, the professional griped about the fact that, try as he would, he simply couldn't get some of his members to buy from him. Why? We wondered. So we asked the club manager for the names of some of the members, and we talked with several. One of them—an advertising man—volunteered to write this letter.

Dear Jack:

You've been telling me for years what's wrong with my game. Now I'm going to tell you what's wrong with your shop—and why some of the members aren't buying there anymore.

Physically, you've got a nice set-up. A lot of small shops here in downtown would envy you. Especially that parking area so near the door. But you've got the *junkiest* arrangement of merchandise I ever saw. Half the time it looks like a bargain basement after a mob of women had gone through it. Doesn't your help spend any time at all keeping the place neat and in order? And how about some lights at the back of the shop where you hide the slacks? A customer can't tell black from blue in that twilight zone.

And your pricing policy is out of this world—about 50 years out. Why can't you put price tags on each item? Last week I wanted a blazer. Yours looked pretty nice. I hunted for a price tag. None in sight. I asked your assistant Bob. "\$49.50, I think," was his answer. I had to tell him "Go ask your boss" before I could get a straight answer. Remember? You said \$47.50.

I bought the jacket. I've known you for a good many years and I like to support the club—but the newer members won't put up with that kind of "service". And service, whether you realize it or not, is just as important in your pro

shop as it is in any store downtown. You just don't keep customers standing around while you discuss scores with someone else. You just don't have enough help in the shop—or, rather you don't schedule your help properly.

We've watched the "traffic pattern" in your shop. Thursdays and Fridays, from noon until late evening, are always busy. And weekends, of course. But you never seem to have extra help in the shop at those particular times. So members have to stand around and wait. And a lot of men, whether you know it or not, don't wait—they buy their equipment and their golfwear downtown now—where they get service.

You know, golf is supposed to be fun, relaxation. It's a mood as well as a game. The more you contribute to that mood, the more your members will want to come into the shop. You are really selling service as much as merchandise.

When I bought my new set of clubs last year, you spent a lot of time with me, making sure I got what I needed. And I've really enjoyed them. You have a real knack for this. If you could pass this quality of service—this interest in the member—on to your assistants, you'd have a lot more money coming into the shop.

The two young guys you have in the shop off and on will sell me a shirt or jacket or a glove, if I ask for it. But neither one will ever suggest a new color or point out a matching pair of slacks. They're both smart boys, but it's up to you to train them in merchandising. They'll be worth a lot more to you if you'll do this!

Another thing that "bugs" me is the way you stock merchandise. You've got an "upper class" membership here at the club—people who are used to buying quality products and who expect to spend money for them. Yet you've got a lot of rather ordinary \$5 golf shirts

and darned few of the good ones at \$10!

Maybe you're afraid that members will think your prices are too high. Don't worry about it. You are competitive with the fine stores downtown. And the players here aren't likely to go to Joe's Bargain Basement to buy a golf cart—or any other golf equipment.

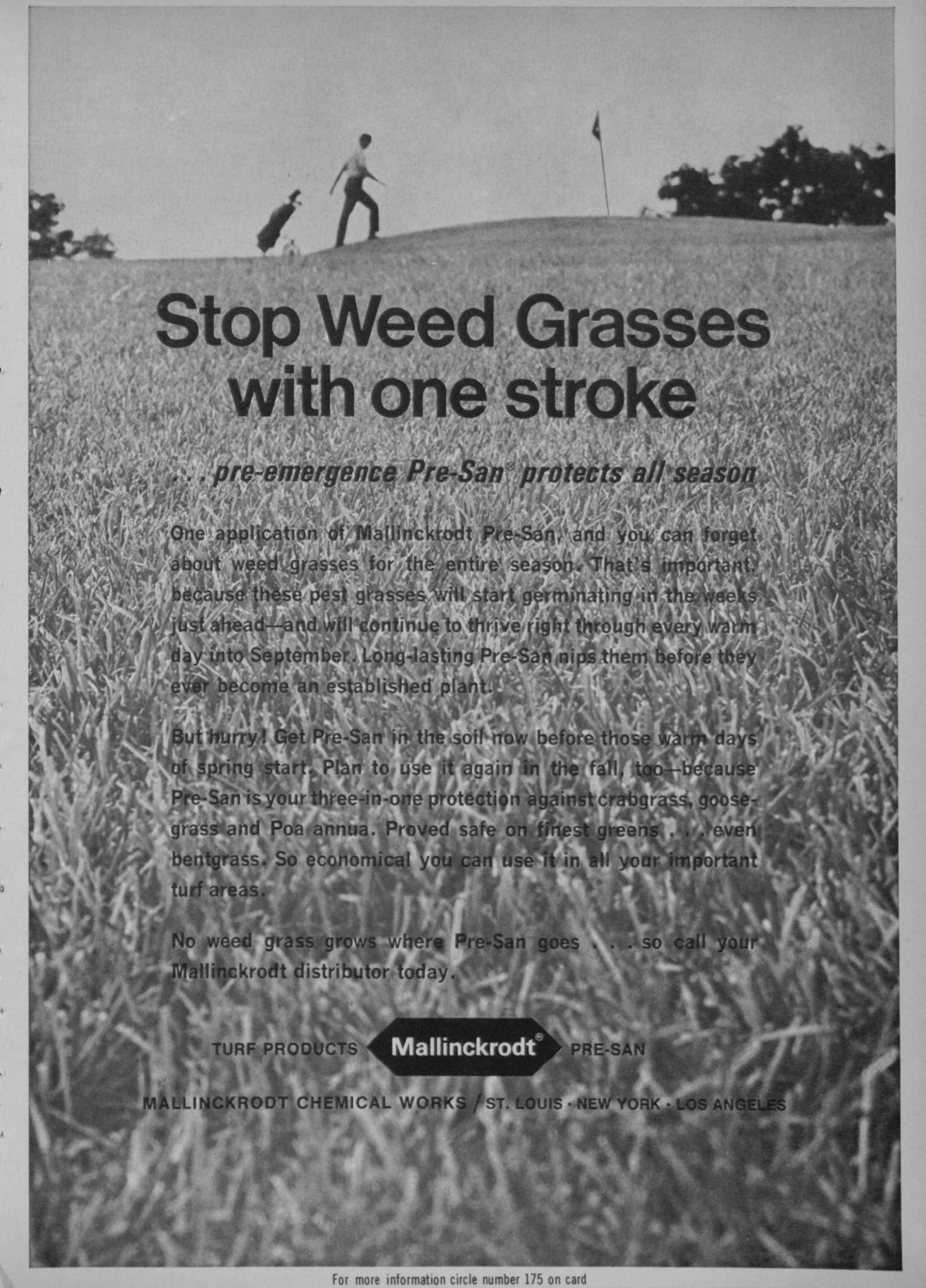
For one thing, they're very brand conscious. And they also rely on the pro—on you—for advice on major golf purchases. Which brings us to another point: You're losing sales simply because you're not promoting the brands you have in the shop.

And you do have some very good brands—manufacturers who advertise in national magazines, on TV, etc. They're good merchandisers, and I'll just bet they send you all kinds of displays, ad reprints, etc. Why don't you use them? Show your members the brand names you have for them. If you tie in your merchandise displays with the merchandise featured in the ads, you'll be surprised how these reprints can work for you. People have learned to trust nationally advertised brands, and to place confidence in the man who sells them.

My wife just read this over my shoulder. Her comment: "Why don't you suggest to Jack that he have a lady assistant in the shop two or three days a week? If he announced this plan, and posted the hours she would be there, I think he would probably get a lot more of the girls coming into the shop on weekdays." She's probably right.

Maybe it sounds as though all I've been doing is tossing brickbats at you, Jack. But since you've always been very frank in telling me what's wrong with my game (and you're right), I thought a little frank talk from my side of the counter might help you, too!

Best wishes for a better shop.
John D.

A black and white photograph of a golfer on a green, with a flag visible in the background. The golfer is in the upper left, and the flag is in the upper right. The foreground is filled with tall grass.

Stop Weed Grasses with one stroke

... pre-emergence Pre-San® protects all season

One application of Mallinckrodt Pre-San, and you can forget about weed grasses for the entire season. That's important, because these pest grasses will start germinating in the weeks just ahead—and will continue to thrive right through every warm day into September. Long-lasting Pre-San nips them before they ever become an established plant.

But hurry! Get Pre-San in the soil now before those warm days of spring start. Plan to use it again in the fall, too—because Pre-San is your three-in-one protection against crabgrass, goosegrass and *Poa annua*. Proved safe on finest greens . . . even bentgrass. So economical you can use it in all your important turf areas.

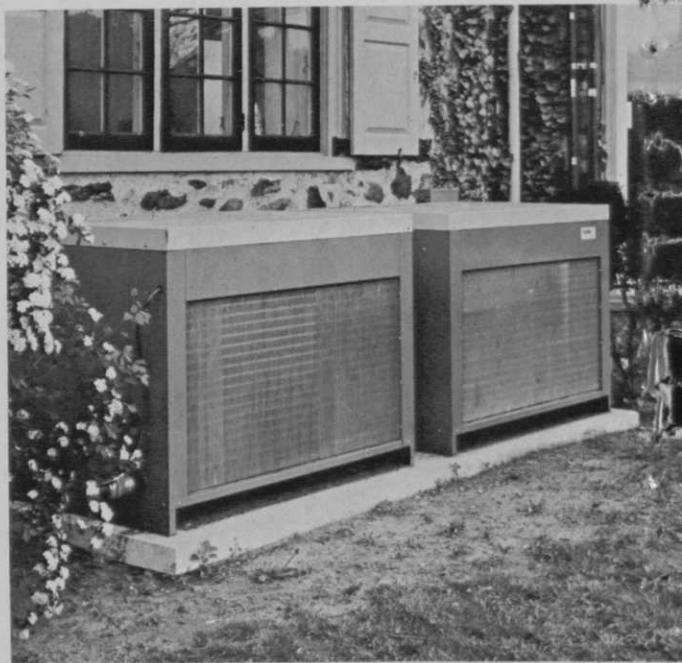
No weed grass grows where Pre-San goes . . . so call your Mallinckrodt distributor today.

TURF PRODUCTS

Mallinckrodt®

PRE-SAN

MALLINCKRODT CHEMICAL WORKS / ST. LOUIS • NEW YORK • LOS ANGELES



Play it cool

*Tiny Pedone doubled
Edgmont (Pa.) Golf Club's
social membership
after installation of
air conditioning*

A good bartender, good food and adequate air conditioning are the three musts that turn a golf club into a profit-making enterprise. That's the philosophy of Tiny Pedone, golf pro and part owner of the Edgmont Golf Club, situated on Route 3 near Edgmont, Pa.

"Take air conditioning, for instance," Pedone says. "A man comes off the course after 18 holes hot and tired. What he wants right away is a cool place to sit down for a few minutes. But nobody can relax in a hot, sweaty locker room. So he decides he might as well drive home to shower, and that's the end of him until the next golfing day. Except for golf, he doesn't spend a dime, and a club can't operate on that basis.

"Now look at the way things are here. Our golfer comes into the locker room, and it's cool. He sits down on a bench to rest and right away he's relaxed and comfortable. Why bother to go home when



Air conditioning throughout is the key to comfort at Edgmont Golf Club, (Pa.), formerly a farm. The old stone farm house (far left) was large enough for clubhouse, and two 7½-ton compressors, and dual-condensers for its dining area, cool it. They snuggle unobtrusively against the walls (2nd from left). Two dining rooms are also kept cool by two 7½-ton units. The cool air is introduced through air diffusers in ceiling (2nd from right). Electrostatic air cleaners remove smoke while filters remove odors in the bar (r). Note inconspicuous wall grilles toward right. Air delivery and return is effected through adjacent wine closet. No ducts mar beamed ceiling. Below, member finds comfort in locker room too. Originally a barn, it is cooled by a 7½-ton unit.

the club has everything he needs? So he showers, changes clothes and wanders over to the air-conditioned bar-room—it's never smoky, no matter how many people are in there—and has a few drinks with his cronies. Maybe he decides to phone the wife to bring the kids over and have dinner. But he's not likely to do that if she's crabbed about the food, so you've got to keep up the quality. Now add them all together—good food, good bar and air conditioning—and you've got an unbeatable combination."

Edgmont, opening in the fall of 1964, has been able to climb to a total membership, golfing and social, of 700 in little more than three years. For more than two of those years, the club has been air conditioned.

"Our social membership has doubled since we put in air conditioning," Pedone reports. "All our dances and other summer events are sold out well in advance. Air conditioning paid for itself in the first year. Looking at the way things are now, the club



Continued on page 41

Backers of this Puerto Rican resort defied heavy odds both in building the course and in getting it ready for play in a few months—and they won both bets.



El Conquistador's gamble

by Frank Leber

Gambling, as a general rule, does not pay off too well in the long run. But two determined young men, golf architect Bob von Hagge and greens superintendent Felix C. Paguaga, have hit the jackpot with the El Conquistador Hotel and Golf Club course in Las Croabas, Puerto Rico. Parlaying their determination and strong belief in their own talents, with faith in Ormond blend and Tifdwarf, they have produced one of the most spectacular golf courses in the Caribbean area.

And the growing time for the grass was less than three months!

El Conquistador Hotel was a small hideaway, located high on the craggy bluffs of Las Croabas. Its chief claim to fame, other than the magnificent scenery in the area, was a cable car that took guests from the top of the cliff to the bathing beach below. About a year and a half ago Lou Purò, owner of the El San Juan Hotel, bought the property and set out on a \$28 million dollar expansion program.

High on the list of priorities was a golf course. Several architects were invited to inspect the area and submit their plans. Only one, von Hagge, a former PGA touring pro, believed that a golf course could be carved from those rugged cliffs. The others said it was an impossible

site. Before he started on the project, von Hagge enlisted the services of Felix Paguaga.

Felix is Honduran by birth, but completed his schooling in the U.S., receiving his B.S. in agronomy from the University of Florida at Gainesville, and had risen to the position of superintendent at the plush Royal Palm Yacht and Country Club, Boca Raton, Florida. He, too, saw tremendous potential in the site and recognized the inherent challenge.

All too often a greens superintendent is called into the picture after the course has been built, and he must struggle evermore with the

mistakes unnoticed in the construction period. In this particular case Felix was actively involved in every phase of the effort, more so than any other individual.

From March, 1966, when the first piece of equipment cut a swath through the tangled jungle growth, Felix was there. He had left a secure position, with a minimum of problems and duties, to ride herd on a virtual army of men and equipment. His work days stretched into 14 and 16 hour shifts, as he checked and re-checked plans and details, and operated machines to get the results he desired.

Continued on next page



George Buck, El Conquistador's golf pro, tees off at the 197-yard seventh hole where Ormond blend was used. Photo was taken three months after planting.

El Conquistador

Continued from preceding page

One year later, March, 1967, they were ready for their initial planting. After many hours of study and deliberation Felix decided to gamble on using Ormond blend in the fairways, and Tifdwarf for the greens and aprons. Should the gamble pay off, they would have a golf course for the winter season.

Released by the U.S. Department of Agriculture only two years ago, the Ormond blend and the Tifdwarf had proven successful at several courses in Georgia and Florida. Would it work in the Caribbean area? They were certain that the Bermuda blend that had been so successful in the past would do the job. However, this would take a much longer growing period, and, when grown, would provide a wiry, net-like covering on the fairways, and fast, slick greens.

Having made the decision, they started boldly . . . but in three days they had to discontinue. Water, one of the most precious commodities of the islands, was not to be had. While the course site had six wells on it, and preliminary engineering tests had indicated a more than sufficient supply of water, the engineering reports proved to be erroneous and the wells ran dry. Helplessly, they watched the original plantings burn up and die.

Two and a half miles away lay a reservoir on another piece of property owned by the hotel. Felix turned to this site as the solution. But to get the water meant laying two and a half miles of piping, all underground. More than six weeks of seemingly endless red tape and legal work were necessary to obtain required easements, rights of way, and various governmental agencies' approval.

Finally, in the early days of September '67, the planting got under way. Now came the period of agonizing waiting. Would the gamble pay off?

Within one month, the fairways were covered and thriving, and the greens were lush and hardy. Within three months the fairways and greens were the equal of any on the island, healthy enough to withstand daily play—just in time for the on-rush of the winter tourists. They had won the gamble.

There were several reasons for the success: the new type of grass itself; the good climate; and proper care, fertilizing and watering.

Two methods of planting were used. On the slopes and fairways, they used hydromulching; however, the sprigs for the green were planted by hand, followed by a straight cutter, and then rolled into the ground.

The Ormond blend, used in the

fairways, has the advantage of covering more quickly than any other type. But the question that plagued them was would it take to a shallow soil base and the hot humid climate? While Felix would have liked six inches of base, in many areas due to the rock formations, he had to be content with less than four, and in some remote areas barely more than two.

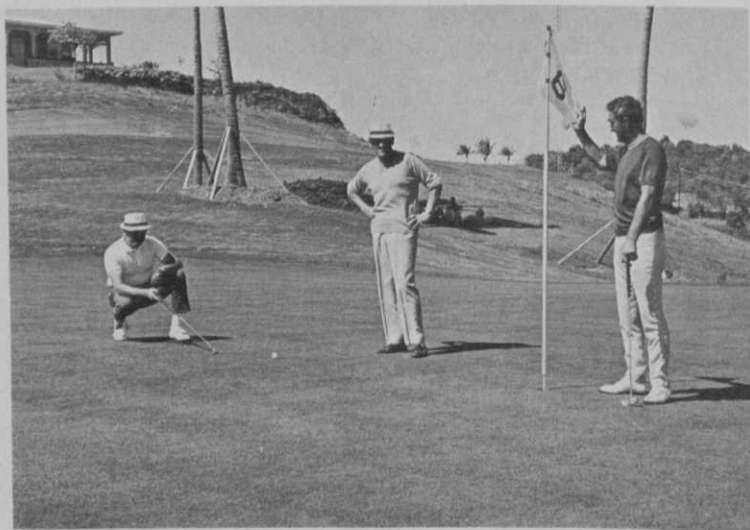
With the Tifdwarf on the greens and collars, the only way a golfer can tell the difference is in the height, such is the fullness produced. The greens have enough body to stand daily play, and surprisingly hold shots hit into them very well—yet no ball marks are apparent. The ball seems to sink into the green and then pop up.

On the fairway the ball sits up on the Ormond blend and the golfer can take a normal divot, unlike hitting from the Bermuda type where the ball must be swept off with very little or no divot.

An interesting fact is that El Conquistador is the only golf course in the Caribbean area that has used Ormond blend and Tifdwarf. Most of them use a 328 Bermuda blend for everything.

The first fertilizer put down in the planting was 15-15-15 to soil mix. This mixture was put down every day for the first week. Starting with the second week and every two

Continued on page 40



The rapid growth and fullness of the Tifdwarf blend is in good evidence here. Photo at left was taken one month after planting, while the photo at right was snapped at the three-month mark. Note how grass has become even-textured.