

and he deposits the sales slip in his bank, he has the cash immediately. He would have fewer headaches about receiving payment from those whom he now bills.

GOLFDOM: *What is the charge to the professional as a participant in a bank credit card program?*

Canino: He pays a discount on each sale he makes to someone carrying a Master Charge, Bank Americard, Unicard or some other bank credit card. He pays the discount to his bank when he deposits the sales slip.

GOLFDOM: *Some people in the industry think that by accepting various credit cards the pro could very well become bogged down with more paper work.*

McCullough: Perhaps, they are thinking about paper work involved in computing the discount on each sale in order to deposit on

a net basis. It is possible that a professional then could be making more paper work for himself. Because when he makes a sale on a credit card, say for \$100, he makes out a sales slip for that amount, then writes on it "less \$2 commission." He deposits the slip with the bank, and the bank credits his account \$98. He then must remember or note, "I made a \$100 sale but I had an expense of \$2 so the bank only credits me \$98."

Now if he chooses to do it that way, the paper work is increased, but that isn't the way it is ordinarily done with Master Charge. Usually it's very simple. He deposits the \$100 sales slip, he gets credit for \$100 and at the end of the month the bank sends him a statement that says you made this many deposits for this much money. The discount was "X" amount of dollars and that's what was charged to your account.

GOLFDOM: *Is this system of crediting the full amount of the sale and charging the discount at the end of the month the norm among various bank credit card plans?*

Canino: Chemical Bank uses it. However, many of the plans, I would say, require the merchant to deduct the discount when he makes the deposit. This might be considered by some to be additional paper work. But that phrase is a frightening one and I think it's often the subject of unnecessary concern. Yes, there is additional paper work with such a bank credit card plan, but you have to weigh this disadvantage against the advantages of fewer collection problems, no risk in collection, fewer records as far as accounts receivable are concerned, and the assurance of having a cash sale right then and there. These are the important things to consider.

GOLFDOM: *Do you think the pro shop clientele will welcome the introduction of bank credit card programs?*

McCullough: You find that a lot of golfers are older people and they probably have the idea that the bank charge card is something new and bad, and that "I've always paid cash and I always will pay cash."

Times have changed, however, and no longer is everything bought with cash. There is nothing wrong with a credit card. It's a valuable asset and a great convenience. And the people who tend to think it is a bad thing that causes debt should remember that nobody goes unwillingly into debt with a credit card.

GOLFDOM: *Members at private clubs often have accounts with their professionals. They'll walk in, take a dozen balls and merely tell the pro to charge their accounts. No money changes hands, and even if they have credit cards in their pockets, they would not be likely to use them because they are accus-*

(Continued on page 64)

Faultless just Trevino's delighted.



OUR PRO SHOP

Where did Faultless find such a dedicated group of golf professionals?

In Newark, Ohio, that's where.

You see, we recently acquired the PGA-Victor golf club plant there. And in the deal, we gained more than

just a new place to make Faultless golf clubs.

We inherited a tradition of quality craftsmanship as well.



Our number one pro, Lee Trevino, lost no time in joining this eighty-foursome.

After all, it's his name on



added 84 new pros.

our line of Faultless 70's golf clubs. And his ideas which led to their design. So naturally he insisted on working closely with the new organization.

Frankly, he went away feeling mighty pleased.



But that's only part of the story. Because Faultless' move to Newark marks our firm commitment to the golf club business. And gives us the capacity to expand our present line to include other top quality models in the very near future.

With 84 pros and a guy named Trevino behind us, no one's more delighted than we are.





INDIAN WELLS CC is a prime example of Palm Springs merchandising. Pro shop owner, Jack Petrie, keeps a well-rounded stock, which includes patio wear with all types of accessories from watches and sunglasses to scarves, hats and belts. Ready-to-wear is sectioned according to the type of merchandise; men's trousers, jackets, golf and dress shirts are coordinated and displayed in one area; women's sports and formal wear in another are shown with attractive coordinating handbags and hats.



Wall-to-wall outdoor carpeting makes a handsome and inviting entrance to foliage lined pro shop doorway. Merchandise can be seen from outside the shop through floor to ceiling glass walls, which in turn give a clear view of the golf courses while customers shop inside.



Display counters hold gift items and Palm Springs souvenirs, great favorites of the many visiting golfers. Manager Bill Lawe, has six sales personnel on staff at the peak season during January and February.

The Palm Springs Way

By **JEAN CONLON** GOLF and GOLFDOM Fashion Editor

On a recent visit to Palm Springs, Calif., GOLFDOM found Coachella Valley's reputation as a golfers' paradise to be an accurate one. With made-to-order climate, Palm Springs offers its multimillionaire residents and winter celebrity visitors 24 luxurious golf courses with equally elegant pro shops. Palm Springs professionals realize the potential of a large income from their shops and as a result have developed their buying and merchandising knowledge to a point where they offer strong competition to local retail operations. It is not unusual for California professionals to shop the Los Angeles golfwear markets monthly,

(Continued)

Photographed by Ray Woolfe

CANYON CC is open every day of the year for shopping convenience. Visitors from all over the country are encouraged to charge purchases which are billed back to the customer's home golf club. Shoppers can select from a wide variety of golf equipment or soft goods, continually being replenished from pro Jack Koennecker and wife Irene's frequent market buying trips.



Sales help, far right, includes three to four women year-round and six at the height of the season. Golf accessories, near right, are centered in a section between men's and women's golfwear and equipment.



LA QUINTA CC has a cordial atmosphere with a desk provided for members who wish to sit and write cards to be sent with their gifts from the shop. Dick Goeckner, the head professional, does most of his basic buying in September in preparation for the many visitors during the Palm Springs winter season.



Two sofas and coffee table with magazines give pro shop a feeling of home. To encourage sales, golfers can relax and enjoy their pro shop while making a selection. A perfect shopping atmosphere is considered an important part of Palm Springs pro shop merchandising.

ELDORADO CC has display cabinets at both entrances of the pro shop. Head pro Don Fairfield and wife Iris shop the market four times a year to keep their shop well stocked. Sales of men's and women's apparel are equal, with extra merchandise always available in stockrooms.



Golf shirts and sweaters are out on display in every size and color. Golf shoes are placed on a carpeted floor and highlighted with overhead spots. Like many of the Palm Springs pro shops, Eldorado stays open from October to June during the active Palm Springs season.



(Continued)

with additional buying trips to New York regularly scheduled for twice a year. Once merchandise reaches the pro shops, it is displayed handsomely with a well-rounded back up stock in behind-the-scenes storage rooms. Professionals offer every convenience to their member-customers by keeping the shops open seven days a week with several professional sales personnel always on hand. Charge systems have been worked out among the Palm Springs clubs so that visiting golfers can buy merchandise at neighboring pro shops and be billed at their home club. GOLFDOM photographed Indian Wells, Canyon, La Quinta and Eldorado CC pro shops and interviewed their professionals. The results above, and on the preceeding two pages, clearly show pro shop merchandising done to perfection . . . in a charmingly unique Palm Springs way. □

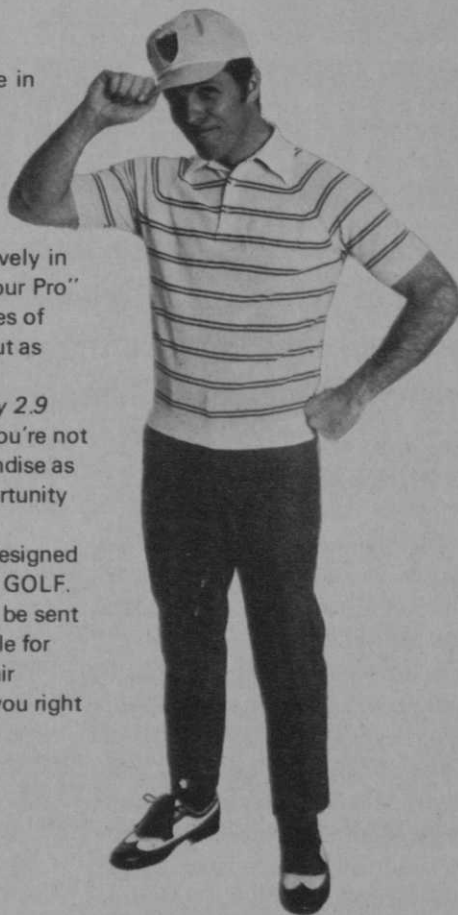
Dick Jones loves his 2.5-million dollar advertising program

There's no trick to this—all Dick does is sell GOLF Magazine in his Pro Shop. That's how he gets the maximum benefit of a powerful 2.5-million dollar advertising program—2.5-million dollars spent each year in GOLF by Pro-oriented advertisers.

By helping to get GOLF into his customers' hands Dick knows one thing for sure: he's constantly selling his customers on the equipment, apparel and accessories he has exclusively in his store. And on himself too! Last year alone the words "See your Pro" appeared hundreds of times in GOLF's pages. All in all, the names of over 500 Pros found their way into GOLF's pages. GOLF is about as pro-Pro as a publication can get.

Part of GOLF's Pro orientation is the fact that *one out of every 2.9* golf and country club members is a subscriber to GOLF. So, if you're not selling GOLF in your shop—you're not selling as much merchandise as you would if you put GOLF to work for you. And here's an opportunity to do so through this special "no risk" deal.

At absolutely no obligation to you, we will send a specially designed merchandising rack containing 15 copies of the current issue of GOLF. For each copy sold you keep 24¢; send us 36¢. Each issue will be sent to you as it is published. All unsold magazines are fully returnable for credit. No cash in advance. There's nothing but profit for you. Fair enough? Write today for your copies and let GOLF do a job for you right in your pro shop.



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ATTACK ON BURNOUT

Whitemarsh has begun a three-year \$30,000 program to kill off the unpredictable *Poa annua* and establish a dependable turfgrass. In charge of the program is young Bob Hunter, greens supervisor

By PHIL LANCE

The dark day threatened rain, but bright smiles dotted the faces of Bob Hunter, Paul Warren and Jack Tuthill.

Whitemarsh Valley CC was almost serene in contrast to what it was the week the \$150,000 IVB Philadelphia Golf Classic came up. Members were playing out on the course, workers were busy putting the finishing touches on the 6,670-yard layout and Hunter, Warren and Tuthill were smiling.

Quite a contrast to last August when the trio would have crawled into a hole if they could have found one large enough on the Chestnut Hill course.

High humidity and high temperatures had burned out Whitemarsh's soya *Poa annua* then and Hunter, the course's greens supervisor, Warren as the tournament director and Tuthill as the Professional Golfers' Assn. tournament director, were sick.

However, it is different this year. Whitemarsh fairways are lush, its greens green and its rough rough.

"It is in the best condition since the first class back in 1963," Warren says happily. "That young

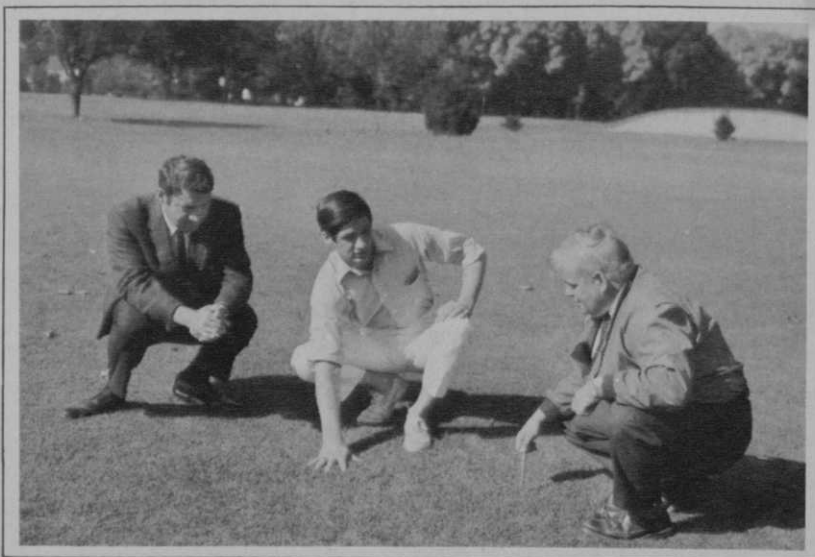
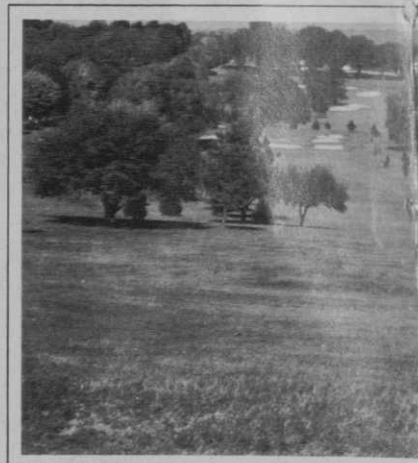
man (Hunter) has done a great job and the course will get better."

Hunter, in his second year at the club, wouldn't take all the credit. "The weather plus the fact that the tournament is being played five weeks earlier in the season are the big factors," says Hunter. "Why? It ended up so bad last year that we ended up scalping the fairways. However, it did do one thing. It got us to thinking and doing something about it. The result is that the club has initiated a

three-year \$30,000 tri-calcium arsenate program which eventually will kill all of the old fairway grass and build up arsenate in the turf.

"At the outset we didn't decide what kind of grass we were going to plant," says Hunter with a smile, "but we started working on it. And naturally we know that it has to take time in order to derive the benefits of the program, but we'll never get a burnout like last year. Anyhow, we did decide on Fylking Kentucky bluegrass because it is easier to maintain, needs less water and is more resistant to disease." Hunter and his staff then began following the specifications laid down by Tuthill and his assistants.

"We have lowered the height of



Frank Fisher of Fisher & Son, Inc., Bob Hunter, the greens supervisor, and Don Klein, representative for Rhodia, Inc. (left to right), check the greens periodically during the program to remove *Poa annua* from the Whitemarsh course.



The burnout problem under control, the Whitmarsh Valley grounds looked like this during the IVB Philadelphia Golf Classic.

the cut on the fairways from one inch to five-eighths of an inch while the rough, which we normally keep at 2½ to three inches, has been allowed to grow to four inches. If we get any amount of precipitation, it could go to six inches.

"In essence," Hunter concludes, "what we have done is to make it easier for the player on the fairway and penalize further the player in the rough."

Superintendents of golf courses throughout the nation are tired of *Poa annua* and now to most it is the number one turf enemy. They are tired because *Poa annua* is fickle. It fails when needed most—when stress conditions exist. Whether ice smothering in winter or disease wilting in summer, the *Poa annua* can go within hours. Thus, the uncertainty—when and how much loss—creates a lot of apprehension.

Most superintendents agree that *Poa annua* should be replaced with desirable grasses. Disagreement, however, centers on the method. Earlier, many superintendents temporarily and instantly removed existing *Poa annua* by the "scorched earth" method, for example, with sodium arsenite. When the rapid method is employed, some thin open areas exist but the course still can be played.

Other superintendents more

slowly reduced and removed *Poa annua* in one calendar year with either powder or granular tri-calcium arsenate. As *Poa annua* fails, the bare areas became obvious, but time is required before reseeding permits desirable grasses to spread, which may prove unsightly to members.

Turf experts such as Dr. Bill Daniel of Purdue, Charlie Wilson of Milwaukee Sewerage Commission and Jim Holmes, formerly of the United States Golf Assn. Green Section, believe in a slow, graceful program that gradually eliminates *Poa annua*. Develop a model, start a program on one or more fairways, then expand.

Whitmarsh's program

- Low areas were drained. Drainage was improved with trenching and vertical slitting. Hunter installed narrow slit trenches filled with pea gravel and capped to overflow with sand. Low pockets and wet areas had to be drained; wet soils increase arsenic toxicity and favor *Poa annua*.

- Soil acidity was corrected as needed. This was done by applying lime to greens or fairways under a pH of six. Arsenicals are less available at low pH or at pH above 7.8. Excess calcium carbonate tends to reduce water soluble phase of arsenate. Allow two to four weeks between lime and 48 per cent tri-calcium arsenate granular applications. Most midwestern soils do not need lime. Some Eastern soils do. Therefore, soil tests are essential.

- No phosphorus or as little as possible was used until *Poa annua* was under control and very little phosphorus was used after toxicity was achieved. Phosphorus will replace the arsenical and *Poa annua* will again thrive. (Less soluble phosphorus in organic sludge does not override arsenic toxicity.) Use ample nitrogen and potassium, for example, a 2-0-1 ratio.

- Deep vertical grooving diluted, reduced and removed thatch and

made room for the new growth.

- Overseeding was attempted repeatedly until uniform survival was secured. Rates ranged from five to 20 pounds of seed per acre. Seed any time, treat at light rates of arsenic any time. Seedlings will usually survive if rates are not more than eight pounds of 48 per cent tricalcium arsenate granular per 1,000 square feet.

- Whitmarsh varied application rates according to existing conditions. From four to 12 pounds of formulation (of 48 per cent tri-calcium arsenate granular) per 1,000 square feet was applied twice a year, after the frost was out of the ground and then again between August 15 and November 15. Each application depended upon the percentage of *Poa annua*, available phosphate, soil type and pH of the soil.

- Adequate arsenic toxicity to *Poa annua* it was found depends upon the soil texture, available phosphate and soil pH and varies from 16 pounds to 30 pounds of formulation per 1,000 square feet. Light sandy soils low in phosphorus with little "buffer capacity" require less arsenical to reach a toxic state.

- Whitmarsh maintained toxicity with two to four pounds per 1,000 square feet applied annually either in spring or fall.

- One-eighth to one-fourth of P₂O₅ per 1,000 square feet or five to 10 pounds per acre may be used to improve *Poa annua* for emergency cover if needed. This is a check valve if *Poa annua* is dying too rapidly. (Do not use regular granular phosphates because of residual effects in the soil.)

- *Poa annua* sensitivity to arsenic is favored by short days, cloudy days with low-light intensity and cool weather. Target applications to provide arsenic toxicity for early fall and early spring benefits. □

Phil Lance is a free-lance writer and former editor with experience in merchandising, management and industrial relations.

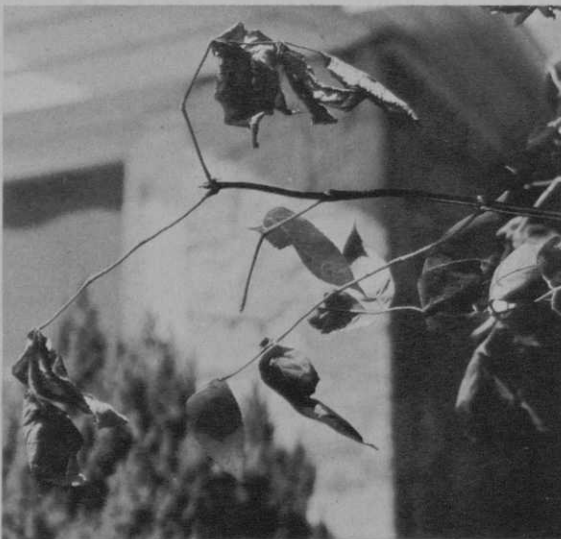
From Elms to Oaks to Maples to..

Superintendents who replaced elm trees felled by Dutch elm disease with oaks and maples may now be confronted with a new battle against Verticillium wilt and oak wilt

By E.B. HIMLICK

IF a nice big shade tree on the edge of the fairway suddenly turns brown and starts to lose its leaves in the middle of the summer, it is important to determine whether neighboring healthy trees need protection. Because there are several diseases that cause leaves to wilt suddenly and turn brown, the superintendent may need to consult a plant pathologist or an experienced arborist for an accurate diagnosis.

The three main vascular wilt diseases of trees are Dutch elm disease, Verticillium wilt and oak wilt. Each is caused by a different fungus that is extremely pathogenic on particular species of trees. Dutch elm disease has received a lot of notoriety, but little has been reported in popular literature concerning the other two wilt diseases. However, a great number of research reports on Verticillium wilt and oak wilt have been published by pathologists in scientific journals during the past 20 years.



Verticillium wilt leaf symptoms (above) on a twig of an affected blue ash tree. Wilting foliage (right) has advanced throughout the crown of this tree. Many leaves on the outer twigs have fallen off.

