



Your third step to healthier turf

3

Fall is the time to take it



If you're following the DuPont TERSAN 1-2-3 Disease Control Program, you've already got spring and summer turf diseases licked.

Now's the time to prevent fall diseases—take your third step to healthier turf, the application of TERSAN SP on tees, fairways and greens.

TERSAN SP gives superior control of Gray Snow Mold and Pythium. These diseases will be the major problem, depending on your area, during the fall and early winter months.

TERSAN SP, like the other DuPont TERSAN fungicides, is non-mercurial, low in human toxicity and has a large safety factor on turf.

Now is the time to take the third step in your DuPont Disease Control Program or, if you haven't been on it, it's the time to start. You'll find the TERSAN Program is highly effective, economical...and *complete*. Prevents or controls all major turf diseases on all common grasses all year long.

NOTE: Applications of DuPont TERSAN 1991 turf fungicide should be used in the late fall and early spring in areas where Fusarium Patch (Pink Snow Mold) is a problem.

Your golf course supplier has complete details on the program and a supply of TERSAN fungicides. Give him a call today.

With any chemical, follow labeling instructions and warnings carefully.



ACTIVE INGREDIENT: Chloroneb (1,4-dichloro-2,5-dimethoxybenzene) 63%
 INERT INGREDIENTS 35%
 USDA Reg. No. 352-344 U.S. Pat. 3,265,564

CAUTION! Keep out of reach of children. MAY IRRITATE EYES, NOSE, THROAT, AND SKIN.

Avoid breathing dust or spray mist.
 Avoid contact with skin, eyes, and clothing.

GENERAL INFORMATION— Du Pont "Tersan" SP Turf Fungicide is recommended for the treatment of turfgrasses for the control of snow mold (Typhula) and Pythium blight.

Do not re-use container; bury when empty. Do not graze or feed clippings from treated areas to livestock.

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TERSAN® SP
 TURF FUNGICIDE

For more information circle number 191 on card

GRAFFIS from page 8

his answers as well as Harmon can. Harmon gives the pupil confidence and responsibility. Then he may walk away, but he keeps supervising the performance out of a corner of an eye and comes back to suggest a correction the pupil might apply.

The resultful teachers I've seen agree that a golf lesson is about 75 per cent learning and 25 per cent teaching.

One time Armour called me to ask me to meet a Chicago doctor, who Tommy said, was the "ideal learner." This man, Dr. *August L. Daro*, was a busy and noted physician and surgeon, who had read bales of golf instruction materials, taken many lessons, practiced for the hours he could spare and was making no golf progress. Then he decided to apply the learning philosophy and procedure to golf that he had employed in becoming a talented M.D.

Dr. Daro tested his findings about golf learning with the professionals of two clubs in the Chicago district to which he belonged: Florio (Blackie) Orsi at Bob O'Link and Bob Harris at Sunset Ridge. He began getting much better results from his golf lesson, began winning club events and qualifying for the USGA Seniors.

He showed me his notes, which were from the learner's viewpoint and conditioned a pupil to be more responsible to competent pro instruction. I worked the Daro material into book form. A remark from Henry Lindner, professional of Lost Tree Club and president of the Florida GA pushed me. Lindner told me he'd got pupils into a more receptive attitude for learning golf by having them read a textbook.

That how "The Inside Swing: Key to Better Golf" happened to be written. It's published by Thomas Y. Crowell Company. Book dealers have it at \$5.95. The technical features are the simple things every good player does. Judging by sales and mail, this book already has been a big help to golf learners and their professionals and is building reputations for pro instructors.

Only 26.1 per cent of Golf Course Superintendents Assn. of America membership is covered by pension

plans, according to a GCSAA survey quoted by association directors *Charles G. Baskin* and *Palmer Maples Jr.*, testifying before the House Ways and Means Committee at Washington regarding tax proposals affecting private pension plans.

Curtis Dunsworth now manager Forest Lakes CC, Sarasota, Fla., owned by Ronald Tiso. Dunsworth moved from Innisbrook CC, Tarpon Springs, Fla., which he managed since the club began.

George Hall retired September 1 as Cornell University golf coach af-

ter being in that post and pro at University GC since 1934. He has been a vice president, secretary and treasurer of the PGA and managed the Caribbean tour for several winters.

E.R. Cannon now manager Sunset CC., St. Louis . . . *Allen Baston* now superintendent at Lanier Islands (Ga.) GC. Baston had been superintendent at Augusta (Ga.) National GC.

Vandalism on golf courses this past summer has been worse than ever. Some hired night watchmen and got trained police dogs on the job. □

May we play through?

Whether your players want to "play through" or we do, your course will be out of play only one fairway at a time when Miller does the installation. Also, when we move on to the next fairway we won't leave the job looking like we did it with "explosives." In our nearly 50 years of experience we've learned to do the job right . . . every time. Our staff is large, and we have the most complete line of specialized construction equipment in our field. We've installed hundreds of sprinkler irrigation systems throughout the midwest . . .

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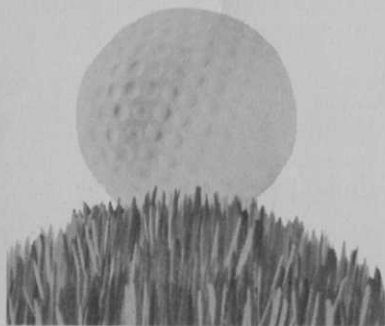
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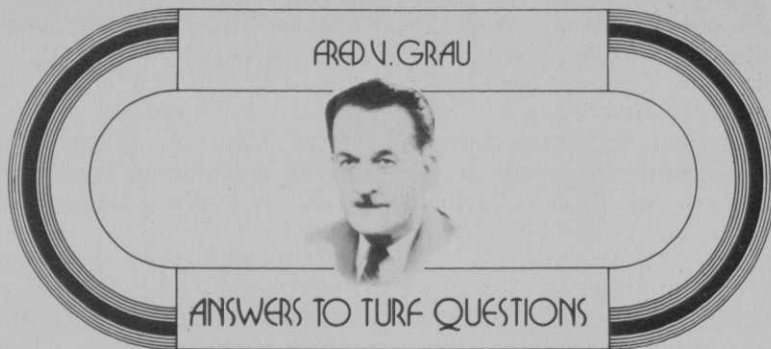
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LET'S NOT BE SO SQUEAMISH
Sewage effluent is a fact of modern life. It cannot be avoided, but it can be channeled. The fastidious would prefer to ignore it, pretending it didn't exist. Larger quantities of clean water are needed continually to meet the demands of a growing population. When clean water is used to flush away wastes, it doesn't mean that it is waste water. It is simply dirty water that needs to be laundered and used again and again.

The amount of sewage effluent by cities is prodigious. Its disposal has created interesting problems. For years this laundered water has been used to irrigate forests and fields with highly encouraging results. Penn State was a leader in this field.

Processes for sterilizing sewage effluent have been perfected. Pathogenic organisms are destroyed, rendering the water fit for every use except household use. Because most golf courses, sod farms, parks and athletic fields are close to urban population centers, where the effluent is produced, what is wrong with piping sterilized effluent "used" water to these turfed areas that require a continual dependable supply of irrigation water? Turfgrass represents one of the best filtering systems known, second, perhaps, only to forested areas. Water filtered through turf returns to the ground water supplies in clean condition.

I would like to emphasize my aversion to the term waste water. It is simply dirty water, which contains wastes that need to be removed so that the water can be cleaned and reused. We should know by now that we cannot afford to waste water.

Yes, there will be and are problems. But they are not insurmountable. Probably one of the most difficult will be to convince the squeamish that used water, properly treated, is perfectly OK for irrigating turf. All of us will do well to follow closely the developments in treating dirty water so that it can be used without reservation for irrigating turf. This writer will keep in touch and will report on occasions.

Q—*In one of our rough areas, we are infested with curled dock. It is a hardy perennial that seems to be hard to kill. Unmowed, the tall seed stalks are brown and ugly. Is dock good for anything? If not, how can we kill it?* (Maryland)

A—The young leaves of curled dock (*Rumex crispus*), also called curly dock, are one of the finest green vegetables I have ever eaten. I own a vacant lot in College Park, which has lots of dock. Just before the lot is to be mowed, we go over it and pick all the dock leaves, sometimes as much as two large grocery bags full. After sorting and washing them in cold water, I boil them five to six minutes, discard the water, then repeat. After draining, they go to the refrigerator for a thorough cooling. The bulk is frozen for future use. The spinach-like leaves, served cold, are delicious as a salad or side dish with mayonnaise, cider vinegar, salt and pepper. Try it. Also, if you're bothered by mosquito bites, crush a few fresh leaves of dock and rub them on the welts. Itching disappears almost immediately.

Q—*Now that Agnes has come and gone, we had several greens that were covered with a foot-thick layer of mud, silt, slime, oil and trash. We removed all we could manual-*

continued on page 17

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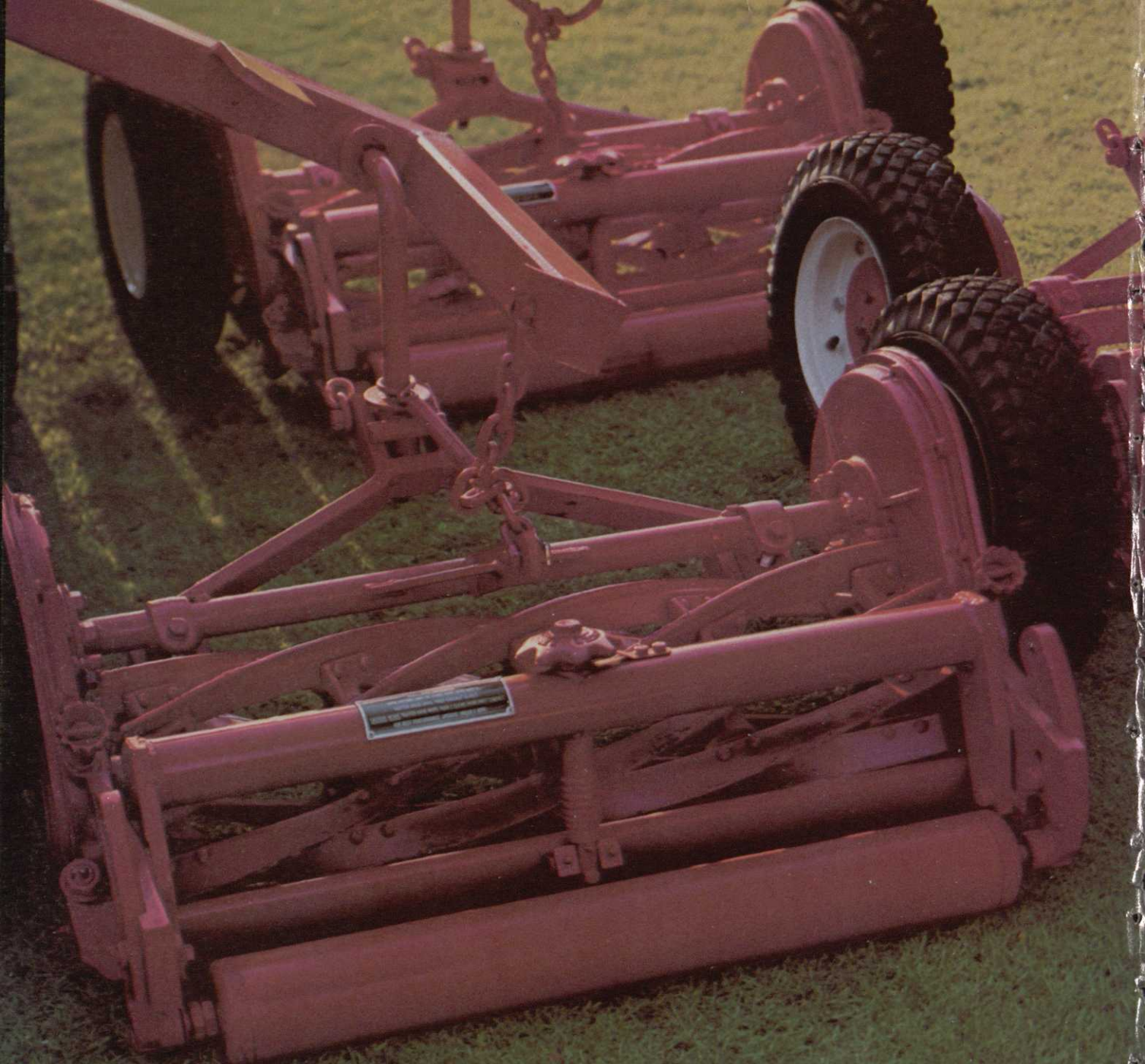


You've probably never seen red grass—but there are times when the color of your turf doesn't quite come up to your own high standards. IBDU™ can color that turf green.

IBDU is a different slow release nitrogen that can be applied at higher rates and feeds more evenly than conventional slow release fertilizers. Because it's released by water at low soil temperatures, IBDU feeds sooner in the spring and feeds longer in the fall.

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Toro's Spartan® 7 gang mower gives you more cutting time, by reducing your adjustment time up to 75%. A single knob adjusts the bedknife to the reel, easily, without tools. Increased structural rigidity allows it to hold the adjustment longer, and lowers maintenance costs.

Made with a 7 blade reel for semiformal and formal turf, the Spartan adjusts from ¼ inch to 2 inches. New 5-blade reel for golf roughs. And new 9-blade reel for Bent and Bermuda Fairways, and other fine turf areas, make the Spartan even more versatile.

Changeable wheels meet varying traction and transport needs. See the Spartan 7 at your local Toro Turf Distributor.



TORO

GRAU from page 14

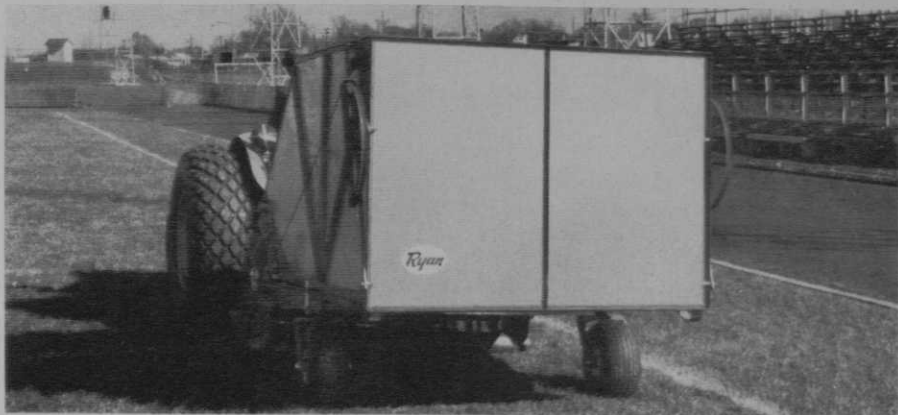
ly, then we scattered a popular wash-dry detergent, wetted it and washed the suds off with a fire hose. Hopefully, we got rid of the oil sludge. In reseeding (a necessity) we were advised to add Pennfine or Manhattan perennial ryegrass (two to three bags per 1,000 square feet) to the 1½ pounds of Penn-cross. Now that we've done this, we are wondering if we did the right thing. (Virginia)

A—I vote with your advisor on the addition of the perennial ryegrass. Manhattan ryegrass is on a par with Pennfine, but doesn't have as dark green a color. There is no way that the addition of one or the other of these elite fine-bladed ryegrasses could be deleterious. They will provide a playing surface sooner, they will be virtually indistinguishable from the bent and will gradually fade away as the Penn-cross matures.

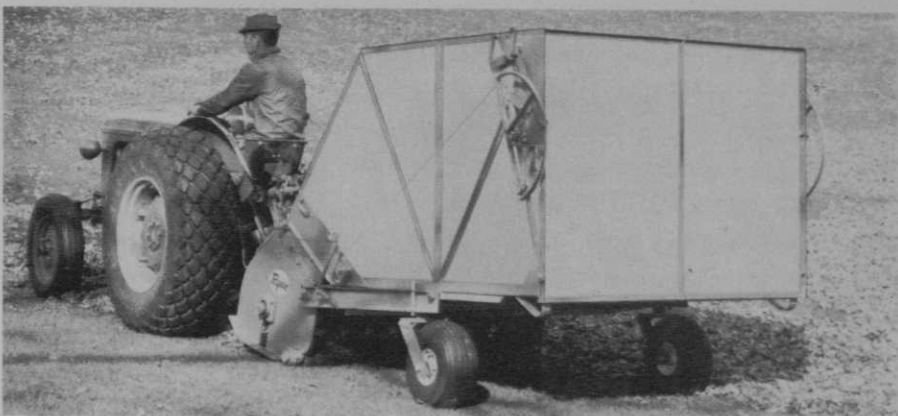
Q—When golf courses become crowded with players from sunup to sundown, there was quite a bit of talk about night maintenance to avoid interference. Lately we haven't heard much along this line. Didn't it work out or had another angle been developed? (Virginia)

A—I can't give you all the answers, but for starters it seems that the dew created problems which caused the cut grass to collect in bunches. There was additional maintenance the next day breaking up the grass mass. Mow lines are harder to see at night even with good lights. The superintendent and his wife weren't too pleased with the 24-hour duty watch instead of the usual 16 hours.

Better planning and more equipment for daytime maintenance enables the crew to keep ahead of the golfers, thereby avoiding interference. In some cases an entire nine holes may be closed to permit extensive work, such as aeration, vertical mowing, fertilizing and topdressing. Mowing, a daily necessity, is less arduous when three-gang power mowers are used on greens and several, five- seven- and nine-gang fairways mowers are put to work. We are well aware that dry grass can be mowed faster and better than dew-soaked turf. □



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OUT OF THE RED AND INTO THE BLACK

by JERRY A. OLSON
ASSOCIATE EDITOR



A change in management turned a financially unsuccessful golf course and country club into a profitable multi-million dollar recreational and residential community

How do you turn a losing proposition into a successful, multi-million dollar country club and residential community? Proper management techniques says Ainslie Perrault, developer of Indian Springs in Broken Arrow, Okla.

Initially, to complement his residential homesites, Perrault allowed outside interests to handle the management of the Shamrock GC, situated in the center of the development. However, it soon became evident to Perrault that the golf course and clubhouse were losing money and detracting from their original purpose—to entice people to live in his residential development.

“Most financial problems clubs or businesses face these days can be laid to improper management techniques,” says the 69-year old investor. “Golf complexes can make money and be a service to the community if they are properly man-



Clockwise, from left, Bill Drott, Ainslie Perrault and Hal Webb discuss additions to the Indian Springs clubhouse; Jack Smith, right, shows automatic irrigation controls to Don Sechrest; thrice-weekly staff meetings among administrators aid in flow of communications; Al Counsell, right, shows member a set of clubs.



aged," he emphasizes. "I have played very little golf in my life," Perrault laughs, "but any successful businessman knows that he must be profit and customer oriented; then he must find good management personnel to carry out this philosophy.

"We changed the management team at Shamrock GC and changed the name to Indian Springs CC. Once I had taken over and hired good personnel to manage the golf course and clubhouse I did not interfere. I feel I am a good judge of people and that they must be given the opportunity to prove their skills. I treat them well and they do the same for me."

This tactic has worked. Within three years under Perrault's management, Indian Springs is free of mortgage and debt, has built another 18-hole golf course and an addition to the clubhouse.

"Although the infusion of money was necessary initially to get the golf course and clubhouse back on track," Perrault says, "you must also instill in your employees the idea that the members of a country

club are our customers, and the customer is always right. Being a profit-oriented operation, our success hinges on satisfying the needs of our customers. This personalized service has given Indian Springs an active membership of approximately 560 and it's still growing."

The kingpin in Perrault's organization is Indian Springs' vice president, Jim Hood. Hood, a college graduate in architecture, joined with Perrault to envision the whole complex with long-range plans and goals for the construction of an additional golf course, tennis facilities, riding stable and five-tiered clubhouse, all surrounded and integrated with single and multi-family dwellings.

"We bought 1,250 acres and designed it to hold between 2,000 and 2,500 families," Hood says. "The golf course had been designed by George Fazio and Doug Sanders and was a great layout with each hole designed after a famous golfing hole. We put over \$3 million into renovation of the course and doubled the size of the clubhouse.

We had to convince people that this was not going to be a fast sell. I even bought a lot and built one of the first homes here," he says. "We got a new superintendent, Jack Smith, and worked with golf course architect, Don Sechrest, to get the original 18 back into playable condition."

CLUBHOUSE ATTRACTS RESIDENTS
Club manager Bill Drott has turned a previously "losing operation" into a financial success. "Some country clubs operate like a church," says Drott. "They are used only once or twice a week. We didn't care about the amount of non-member income because we were set up as a profit-making organization, not non-profit. We felt we had a facility that could compete with any restaurant in the area, including Tulsa, and we actively sought customers. We also cater to banquets, weddings and meetings. We have never interfered with our original goal, to please the members, and we sometimes have had as many as five separate groups using different rooms."

continued



Part of the management philosophy of Indian Springs emphasizes communications, because, according to Hood, "An informed team is one that is capable of making sound business decisions for their own departments. They are informed and know the effect of any decision they make on the other areas of the development." The management team, which includes Perrault, Hood, Smith, Drott, Al Counsell, the golf professional, Bob Wichman, who is in charge of the riding academy, and Ellen Donica, the tennis professional, hold a luncheon meeting every Wednesday. They have three round-table meetings a week.

Communications also extend to the membership. In a personal letter to all of the homeowners, Perrault enclosed a copy of the March 6, 1971, article in *Business Week* entitled, "Country Clubs Fall Short of the Green." Briefly the article says that people are spending less and the operation of the clubhouse is costing more. Perrault's letter explains to the members that Indian Springs is free of mortgage and debt because the members have brought in special functions. "As you may know," Perrault told the members, "according to our by-laws we do not assess the members for deficits in the operation of the club and golf course. We have borne early operating losses personally." A monthly newsletter, *Smoke Signals*, also keeps the members abreast of activities and events at Indian Springs. As a result of the management practices and efforts at communication, Hood reports that 98 per cent of the 250 homeowners at Indian Springs or 245 are also members of the golf club.

"Indian Springs gives homeowners an investment in green belt, open space," Hood says. "Fifty to 75 per cent of our 36 holes are in single, meandering fairways. Although this may seem like a waste of land to the developer, it assures the homeowner that the course will be an integral part of his home-site for the future. The reason some of the older golf courses were subdivided by land developers,"

Hood continues, "is because the course was laid out on a block of land with many parallel fairways. Sometimes these blocks of land are just too valuable to be tied up in a course, so they were subdivided."

SECOND 18 HOLES BUILT

"We applied the same meandering principle to the second 18 holes," architect Sechrest says. "You have to take advantage of the available land. The ideal location for a golf course is on rough land to give it character. Valleys, banks and hillsides are costly land areas to develop for homesites and are wasted space in developments without golf courses. We also provided access points onto the golf course for people who don't play golf, so they can just walk out and look at a beautiful green piece of land. Two children's parks also encompass the second 18 holes, but are not in the way of golfers. We also put fairways along the main thoroughfare bordering the Indian Springs property," Sechrest says. "This is a great advertisement to people passing by, and they provide a buffer for the homesites.

"The original 18," Sechrest says, "is definitely championship caliber, and is very difficult for that 'once a month' member or for women golfers. We built the second 18 to be challenging, but also one that members could enjoy and play quickly."

To assure the agronomic success of a golf course, Sechrest also advocates to developers to hire a golf course superintendent during the initial stages of any new project or at least at the time of the installation of the irrigation system. "The superintendent has to live with the design and installation so there should always be co-operation among the architect, developer and superintendent," he says. "It is very difficult for a superintendent to step onto a new course, be organized and be able to correct the flaws in design or construction."

"Some of the big problems that we and other golf courses in Oklahoma face stem from the heavy winds, porous soil, lack of rain and hot sun," superintendent Smith points out. "This can really put a

load on a maintenance program. Our main pumphouse is capable of handling two million gallons of water for the 36 holes.

"Some tips for superintendents at new or renovated golf courses include placing small flags on the heads and valves of pop-up sprinklers. During early mowings it is easy to run over and ruin a \$40 sprinkler head. Also," Smith adds, "when the contractor has blended the soil mixture for the construction of the greens, ask him to blend extra, then keep it handy. We used this extra 7-2-2 mixture as top-dressing when the greens started to come in. The cost is minimal because all of the material is there anyway."

MEMBERS SUPPORT PRO SHOP

Golf professional Counsell's association with Indian Springs has given him the experience and confidence he needed. "Originally the development had hired a touring professional to represent them," Hood says. "Although there may be some prestige in this arrangement, it doesn't bring in the members."

"The members are beginning to support the pro shop," Counsell says. "We have initiated strong women's and junior programs (as have the other recreational facilities: swimming, tennis and riding) and are getting strong patronage in women's soft and hard goods. I have also been able to build up my inventory in men's clubs to give them a complete selection."

Although profit oriented, the management's progressive ideas extend to the community. "When Broken Arrow's bond issue for a sewage plant passed last year, we donated 11 acres on the development to the city for them to build it," Perrault says. "We also supplied free water to the city for two years until they could set up their own supply."

Indian Springs' emphasis on internal and external communications backed by profit-oriented business practices assure a successful investment for Perrault, and an enjoyable residential and recreational facility for homeowners and members of the surrounding community. □