

Loyalty

How many of you have had an early morning call, or one waiting on your desk, from a caller who identifies himself as representing the "XYZ" Chemical Co. from Dallas, Texas, or New York, or wherever?

He likes to address you by your first name or by your surname and the conversation starts like this: "_____, we received your card asking about our product. Now before we go any further, would you like to receive our clock radio or the five inch TV set? And have we got a deal for you!! We have a great deal on 50-gallon drums of our special weed killing chemical (or roofing compound). Now would you like three or four drums today? We have a special shipment coming your way this week and could give you an additional break."

"Oh, you don't need a drum, what about a 30?"

"You could only use a five? We don't put them up that small."

If you should fall for this "sucker bait" and buy, you will soon find that you got taken. The weed spray is so watered down that it take several times as much to accomplish the same results as the spray you had bought from your local dealer. The special roofing compound washes off in the first rain.

There is much to be said in dealing with your local chemical fertilizer, seed or turf equipment dealer.

(1) he is close at hand. (2) He is almost assuredly selling a product that can be relied upon. (3) He is as close as his phone or at most only a few miles away. He is in business to stay. He wants to serve his customers and have them satisfied—and coming back. Have you a complaint? He is there to listen and answer.

And certainly not the least—he is probably a member of your local association. He supports your activities with his dues, with his help at seminars, participates in your turf equipment shows. Not the least, he is a taxpayer in your district, he participates in community activities.

So, next time you need to purchase some fertilizer, or weed spray, or grass seed, some irrigation or turf equipment—give your local dealer a break. We need him—he needs us.

—Credit: OGCSA Newsletter

River Oaks— (Continued from Page 22)

possible I would recommend that both are installed before the earth movers arrive. I learned you can get what you want if you're willing to fight for it. Remember, the contractors and the architect work for you . . . not the other way around. I pushed hard to eliminate any areas that would require hand-mowing. I did not want to buy a fleet of flymos. This can usually be done with very minor changes. Fortunately, Don Herfort is not from the school of what I call "reckless architects." Except for some excessive green sculpting, the course has an excellent design and is very playable and manageable. Don is a master of bunker design. Only once last year did we have problems with washouts. During construction we sodded around the greens and bunkers to prevent erosion. I highly recommend this and would strongly recommend sodding around the tee surface areas.

As I said at the beginning, I don't want to do it again any time soon. But I wouldn't have missed it for the world. It was very rewarding to watch a rough piece of ground develop into what so far is — and in several years hopefully mature into — a splendid public golf course.

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