

FEBRUARY, 1964  
VOL. 17, NO. 8



# The Bull Sheet

*Official Bulletin*

*Midwest Association of Golf Course Superintendents*

**WORLD  
FLOWER  
SHOW**

**March 7-15**

**No February  
Meeting**

**ON TO PHILADELPHIA**

TED WOHRLE, Editor,  
8700 So. Western Avenue  
Chicago 20, Illinois

---

#### OFFICERS

President - Warren Bidwell  
1st Vice-President - E. F. "Al" Johnson  
2nd Vice-President - Wm. H. Stupple  
Secretary & Treasurer - Roy W. Nelson

#### DIRECTORS

Adolph Bertucci  
Anthony Meyer  
Walter Fuchs  
Dudley Smith  
Kenneth Lapp  
John Ebel

---

### PRESIDENT'S MESSAGE

#### The Era of Conferences:

During one of the very early post-war years following World War II, I was privileged to be interviewed by a country club in a large metropolitan community for the position of golf course superintendent. This occasion was recalled to me recently quite vividly during a conversation concerning correspondence between a club official and his superintendent.

Post war development of new products had come in rapid fire order, the turf field being no exception. As materials became available, clubs began to renovate their grounds—to once again restore them to their former beauty and to bring back the excellent playing conditions for their members, as they once knew them before the long struggle overseas began.

By this time every company who was offering commodities for public consumption had representatives on the road, not to sell so much but just to write orders for future delivery, sometimes as much as six months to a year away. This was the day of the "Seller's Market". Conferences and equipment shows, representing every conceivable product were being held to introduce new lines, along with the old tried and true ones. Our economy was gaining momentum. The word was "go" in every sense of the word.

Ideas for the development of the turf grass field were being revised upward. Golf was on the way back, having received world wide publicity, after playing an important role in the rehabilitation of thousands of service men. Dr. Fanny Fern Davis of the Green Section had recently told us of the miracle of a new product with a long name, but shortened to become known simply as 2-4,D, as our own GCSA Turf Conference in Cleveland. Local turf organizations were being re-organized and holding monthly meetings again. These were exciting times. We were seeing the world lay aside some of the hatreds and come alive once more to take on new interests and the game of golf was very definitely in the running.

My interviewer, the greens chairman of this club, was a very intent individual and probably a real getter. He had very definite ideas on what he was looking for. His questions were very sharp and pin pointed to get the answers for which he was looking.

When finally his line of probing and questioning began to subside and I could get in a word or two, I had to know the answer to one specific question. "Has your superintendent secured another position locally or is he retiring?", I asked. "Very simple" he replied, "he is being asked to leave because he has apparently lost interest in keeping up to date. You know, he very seldom attends the local greenkeepers meetings and never attends the big conference like the one you fellows just had in Cleveland. We would gladly send him and pick up the tab. We want a man that will attend these functions and bring back the latest findings, put them to work for our club, if they apply to our problems and make our place one of the finest clubs in the area." Well, there it was. A real blueprint, so loud and clear that the exact words are still ringing in my ears today.

A lot of water has gone under the bridge of life since that day. 2-4,D was a boon for all turf establishments. Chlorodane soon followed and took care of the ant and tropical earthworm problems, etc. Fairway spraying for disease control has become standard practice and with the same control, plus short cutting, tees look as well groomed as did the greens a few years back.

How were all of these important developments, practical knowhow and basic research of turf problems put into the hands of people like ourselves and eventually put to work on thousands of courses throughout the golfing world? I think it is safe to say that a major portion of this information was distributed through the medium of local meetings, trial plot field days and turf conferences on either the local, state or national level. Conscientious turf men have attended, came home with new ideas, new formulas and cost figures and applied these findings to their own problems. For whose benefit? For our golf club, park district or other turf establishment, naturally.

Although developments in the turf field have turned in a somewhat different direction, research and 'idea hunting' are still in progress and very important. The nutrition of turf grasses, selectivity of chemicals and automation of irrigation are just a few. The Era of Conferences is still going strong, a good indication of our faith in the Free Enterprise System and, in our own golfing world, a sound indication of our satisfaction with the Conference as a medium of education for our turf managers.

It is a little difficult to reconcile these established facts with the recent attitude, as expressed by the club official, when he made it known to his superintendent that there was very little chance that he would be sent to the next turf conference because the board was frowning on "all un-necessary expenses" at this time. A Turf Conference an un-necessary expense?

Now it would appear to me from this point of view that, perhaps, we have failed to inform our club officials of the practical nature of our various turf meetings; that the fringe benefits derived from such meetings are the property of the club, not the superintendent. Then, of course, we could examine this line of thinking a bit closer to see if we have failed to carry out our mandate from the respective clubs to give Full Attention to the business at hand while attending Turf Conferences.

Confucius would probably say "Food For Thought, Well Masticated, Will Save Many Headaches."

Warren Bidwell, President



WALTER FUCHS

Walter Fuchs, newly elected member of the Board. Walter will serve a two year term. This year he is the appointed chairman of the Entertainment Committee.

Mr. Fuchs comes to us from the State of Iowa. He is presently the Superintendent of the Glen Eagles Country Club, one of the finest 36 hole layouts in the Midwest. This excellent test of Golf was the site for two Chicago Opens.

Being a member of the Board of the Midwest Association of Golf Course Superintendents is not new to Walter. He served on the Board several years ago as the Chairman of the Educational Committee. With his experience, he should be a great asset to the entire Association.

THE MOLE

Albert Staudt of the Geneva Country Club and his wife and daughter plan to spend January in Dickerson, South Dakota. They will help celebrate the 50th anniversary of Mrs. Staudt's parents.

Ben Warren attended the Agronomy meeting at Denver in December. Jim Haynes, superintendent of the Denver Country Club and an old timer in the business, showed Ben the original Pie green planted by the USGA. Ben reports that the two surviving grasses seemingly retaining their characteristics are C7 and C15.

Jim Brandt of the Danville, Illinois Country Club and president of the Illinois Turfgrass Foundation for 1963 reported there were 355 golf courses in the state of Illinois.

Ken Lapp, of the FreshMeadows Country Club says his wife will plan to be in the hospital between Christmas and New Year for an operation on her leg.

Howard Baerwald of the La Grange Country Club had to hurry with the reconstruction of a green late in November to get it resodded before snow and cold weather set in.

The Mole

The following is a quote from a presentation given by O. J. Noer entitled "Let's Look At The Future." It was the closing address given at the 32nd International Turf-Grass Conference, Toronto, Canada, February 2, 1961.

"The well trained youth has a wonderful future ahead of him. But he must be content to start at the bottom along with the rest. Because of his superior training he has more tools at his command and should progress rapidly. His main problem is to avoid over-eagerness and realize hard work is the only road to success. Those who disdain the past and ignore their experienced predecessors tread a dangerous path. Progress is evolutionary and not revolutionary. It results when achievements of the past become the foundation upon which the future is built."

LOCAL NEWS

We recently noticed in one of the local newspapers that The Westmoreland Country Club has been digging new lakes on the course and they were able to sell the soil for a nice profit.

John Coghill recently underwent surgery for a back ailment which has been bothering him for a number of years. He lost his excuse for playing bad golf.

Several of the Superintendents have been down to Florida and have returned.

If others are planning a trip down to sunny Florida, stop in at our National Headquarters and see what the place looks like.

President Bidwell and his wife are making the Southwest their vacation grounds this winter.

Ward Cornwell and his wife are visiting in Hawaii for a well deserved rest. The Mrs. has been ill recently and the change should do her a world of good.

The warm weather recently brought many golfers out of hibernation and the thawing greens have taken another beating. Too bad that winter golf cannot be regulated a little better when the soil is beginning to thaw.

An apology is in order to Ed Stewart. In last month's issue of the Bull Sheet the family name of Stewart was spelled incorrectly. This was an over site during proof reading. Again we apologize.

WORLD FLOWER SHOW

Once again the World Flower Show will be held at the McCormack Place. The dates are March 7-15, 1964. The Illinois Turfgrass Foundation is planning to man a booth in conjunction with the University of Illinois. They are asking our assistance in this project. If you are interested in donating about five or six hours to this cause contact Bob Williams. We need roughly 30 members for this endeavor. The day will be split into two sessions. If you have a preference then I would recommend signing up as soon as possible. Bob's Shop number is ID 2-0088.

## BENEVOLENCE

If you hear of any member or members of his immediate family being ill please contact Al Johnson as soon as possible and notify him of the news. Al will then take the necessary steps that are required. Call Al at one of these numbers. TA 5-3809, TA 3-8682 or TA 3-3101. This is very important.

## ATTENDANCE COMMITTEE

At our last meeting the attendance was taken of all members attending the meeting. A count of 69 was taken. These names are being recorded and in the future we will be able to tell who our faithful members are.

## LAST MONTH'S MEETING

Our January Meeting was held at the River Forest Country Club on January 14, 1964. Ed Stewart was our host.

River Forest has always been one of the finest meeting places during the years and this was no exception. Mr. Jones, the genial manager, served us one of the most delicious meals that this person can recall.

The meeting was a busy one and much business was accomplished. The highlight of the evening was the excellent and entertaining presentation of the Maddox Construction Company. They illustrated some of the problems they encountered during the construction of a golf course. Over 300 colored slides were used during this presentation. We can now appreciate some of the problems that arise during the construction of a golf course.

### Nels J. Johnson, Tree Experts, Inc.

SINCE 1930

Complete, economical tree service for Private Estates, Parks, Municipalities, Golf Courses, Cemeteries, Schools, Industrial Areas.

All phases of Arboriculture, Diagnosing, Pruning, Treating, Transplanting, Fertilization, Hydraulic and Mist Spraying, Removals, Stump Routing, Municipal Forestry.

— FULLY INSURED —

GRADUATE FORESTERS \* LICENSED ARBORISTS

MAIN OFFICE: 912 Pitner Avenue, Evanston, Illinois  
Phones: GR eenleaf 5-1877 — GR 5-5255

"FIVE ELLUMS ARBORETUM"

Walnut Drive Libertyville, Illinois

Phone: EM pire 2-1121

Hinsdale, Illinois — FA 5-0970

Geneva, Batavia, St. Charles — All Hours — 231-4840

## MEET THE BOARD



**KEN LAPP**

**Chairman Golf Committee  
Superintendent Fresh Meadows Country Club**

## ROSEMAN

2620 CRAWFORD AVE UNIVERSITY 4-1842  
EVANSTON, ILLINOIS

### TURF EQUIPMENT HEADQUARTERS

ROSEMAN GANG MOWERS	FORD TRACTORS
COOPER GREENS MOWER	LELY SPREADERS
ROGERS SWEEPERS	AERO THATCH
ROYER SHREDDERS	PAR AIDE PRODUCTS
SOD MASTER PRODUCTS	STANDARD PRODUCTS
WEST POINT AERIFIERS	ROTARY MOWERS

SALES ● SERVICE ● PARTS ● RENTALS

For the **FINEST** chemical and turfgrass products ASK FOR the **DOGGETT FISON** brands  
From our newly appointed **DISTRIBUTOR** in N.E. Illinois

### ILLINOIS LAWN EQUIPMENT, INC.

14750 La Grange Road, Orland Park (Fl eldbrook 9-8484)

**HERBICIDES:** DSMA: AMA: AMA w/2,4-D Added; CALAR

**FUNGICIDES:** TURF TOX: TURF TOX MC: DAP CAL: 10% PHENYL MERCURY

**FERTILIZER:** XL LIQUID: XL TURF SPECIAL

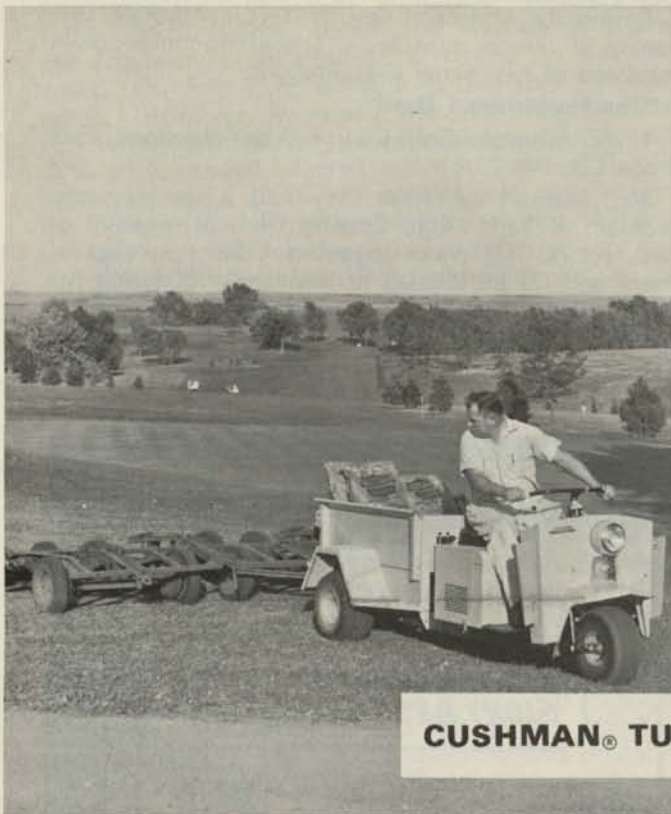
**COLORANT:** TURF TINT — Anti-Transpirant: STOP-WILT

### DOGGETT FISON COMPANY

Springfield, N. J.

Lansdale, Pa.

(Manufacturing Chemists since 1921)



**CUSHMAN® TURF-TRUCKSTER**

## Use it as a TRACTOR...or as a TRUCK COSTS LESS THAN EITHER!

Its versatility is one of the reasons why the new Cushman Turf-Truckster is becoming so popular with grounds maintenance men.

Its lugging power is remarkable. With the heavy-duty 9.50 x 8 traction-type tires the Cushman Turf-Truckster is ideal for pulling gang mowers, for example, or for towing sprayers or other heavy equipment on trailers.

Its carrying capacity of 800 pounds is plenty for grounds main-

tenance use. Haul fertilizer, seed, equipment, tools or men from place to place all over the park or the course. The Cushman makes short work of time-consuming jobs like refuse collection and policing the grounds. The big tires mean that the Turf-Truckster is easy on the turf, too; drive it anywhere without damage. Equipped with power take-off, it's a self-propelled power source for spraying, fertilizing and other power chores.

Turf-Truckster has 18 hp OMC air-cooled engine with 6-speed dual-range drive which gives you the proper speed and power for every job. Variable-speed fast-acting governor allows Turf-Truckster to respond to any load change.

A tractor is just a tractor; a truck is just a truck; but a Cushman Turf-Truckster is both. And *both* for less than the price of either one! Call your Cushman Dealer for a free demonstration or write for details.

### OTHER WAYS TO CUT COSTS WITH CUSHMAN:



Specially-built spray rig is operated by Truckster engine through power take-off. Complete sprayer can be removed in minutes, freeing the bed for other loads, restoring the versatility of Truckster.



Spray rig can be equipped with specially-built boom which sprays 16-foot wide strip thoroughly and evenly. Variable-speed fast-acting governor insures correct speeds and even coverage on uneven terrain.

Call or Write for  
**FREE**  
Demonstration  
or  
Brochure  
WA 8-5555

# CHICAGOLAND CUSHMAN SALES, INC.

61 East 23rd St., Chicago Heights, Ill.

## SUMMARIZATION OF 11th ANNUAL TURF CLINIC

(Continued from last month)

3. "Root Pruning" — Bernard A. Kazich, Golf Course Superintendent, Riverside Golf Club.

Bernie reported that he has had truly amazing results through tree root pruning. Many tree root infested areas on the course, including fairways which are tree lined, failed to respond to water or fertilization. After pruning with the Haynes pruner, response was immediate. Turf improved constantly and responded to treatment. He said it would appear that pruning every three or four years is necessary. A discussion followed with regard to various types of tree root barriers which may be placed in trenches. The consensus of opinion was that sheet metal was proving to be the most economically permanent.

4. "Teeing Grounds" — Ken C. Lapp, Golf Course Superintendent, Fresh Meadows Country Club.

Mr. Lapp operates an 18 hole, public fee golf course which receives an average of 250 players during the week and 350 players on weekends. Teeing surfaces average 4,000 square feet. He has tried both Merion bluegrass and seeded bentgrass. After three years of experience with this program, he has arrived at the conclusion that bentgrass cut at 1/2 inch will perform satisfactorily on wood shot holes if teeing areas are in excess of 4,000 square feet. Merion bluegrass cut at 3/4 to 7/8 inch is the most satisfactory on iron shot or par 3 holes. Here again, adequate size is vital. Divots are overseeded with corresponding grasses at least 4 times a season. Mr. Lapp said that much of the over-seeding was lost but in his opinion, sufficient amounts persisted to make this program beneficial. Ken summarized by saying that at the present time he has no intention of changing his program because players prefer the 1/2 inch cut on bent tees and he has been unable to keep satisfactory bentgrass on an iron shot tee. When asked what he did for turf on deeply shaded tees, he commented that he was satisfied with *Poa annua* and asked if anyone else had a better suggestion. Someone commented that *Poa trivialis* might be considered for overseeding in shaded areas.

Dr. Nutter commented on the excellent talks given during the morning session and adjourned the conference for lunch.

During the afternoon session, Dr. Jack Butler, University of Illinois, presided. The afternoon program consisted of two panel presentations.

### "The Herbicides I Used"

1. Al Johnson, Golf Course Superintendent, Park Ridge Country Club

Mr. Johnson said that they had a severe weed problem at Park Ridge Country Club as a result of two factors. (1) Water logged soil for a number of years and (2) Installation of drainage tile during the 1960 - 61 seasons. Knotweed developed to an extremely severe problem this season. Al said that he tried repeated applications of sodium arsenite and

## TORO WORKMASTER



**GEORGE A. DAVIS, INC.**  
5440 Northwest Highway — Chicago 30, Ill.



MORE AND MORE MID-WEST GOLF COURSE SUPERINTENDENTS  
ARE SWITCHING TO IMC FERTILIZER PRODUCTS. YOU, TOO,  
CAN ENJOY OUTSTANDING RESULTS AT NO INCREASE IN COST.



Our Turf Specialists Are At Your Service!  
**INTERNATIONAL MINERALS & CHEMICAL CORP.**

Skokie, Illinois -- Phone YO 6-3000

one application of 2,4,5T with only moderate results. On June 29th, Banvil-D at the rate of 1 pint per acre commercial product, was tried on two test areas. On July 1, no damage to desirable turf was noted. However, knotweed was beginning to fade out. Within a month Mr. Johnson had applied Banvil-D to all knotweed infested areas at a rate of 1 1/3 pints per acre. Knotweed control was satisfactory. Mr. Johnson has aerotilled all fairways this fall and overseeded. Seed germination was excellent and no visible ill effects are noticeable from the use of the Banvil-D. Al said that yarrow, clover and other weeds were also killed through the use of this material. At the present time no harmful effects of any kind have been observed.

2. Richard Trevarthan, Golf Course Superintendent, Prestwick Golf Club.

Prestwick was seeded in the spring of 1962. A vigorous stand of weeds developed. Two pounds acid equivalent of a 2,4D,2,4,5T mixture were applied per acre. Satisfactory control of broad-leaf weeds with no damage to desirable turf resulted. The following June, a vigorous stand of knotweed, clover and chickweed appeared. A solution of endothal at the rate of 1 ounce technical material per 1 gallon of water was applied by hand pump. In 7 to 10 days, only spotty control was noticeable. Mr. Trevarthan said that method of application was probably the reason for poor weed control. The golf course became re-infested with broad-leaf in the fall. 2,4,5TP at the rate of 1 pound technical chemical per acre was applied and control was satisfactory. Clover and chickweed remained around greens or in the collar and apron areas. MCPP at the rate of 3 pints commercial material per acre were applied. Control was excellent and no damage to collars or putting surfaces was noticeable. Dick also treated large knotweed areas with Banvil-D and reported that 100% control resulted. It is Mr. Trevarthan's contention that all weeds can be adequately controlled if existing herbicides are properly used.

3. Ed Wallenberg, Golf Course Superintendent, Gary Country Club, Gary, Indiana.

Ed has been following a classical 2,4D - 2,4,5T weed control program for a number of years. During the past couple of seasons he has also used 2,4,5TP. He reported that at times results were only partially satisfactory on clover and other broad leaf weeds and control of knotweed has not been good. He obtained Banvil-D and applied on a trial basis at the rate of 1 pint and 1 1/2 pints commercial material per acre.

# JACOBSEN

FIRST ON THE GREEN —

— FIRST ON THE TEE

## ILLINOIS LAWN EQUIPMENT, INC.

14750 La Grange Road - U.S. 45  
Orland Park, Illinois

Fl eldbrook 9-8484

Bob Johnson

FOR THE FINEST IN TURF MAINTENANCE SPECIALTIES  
Manufacturers of Liquid Fertilizer Since 1939

"LIQUA-VITA" 15-10-5

15-3-8

12-4-12

The Original Liquid Plant Food for Turf  
Does a Fine Job — Costs Less

FUNGICIDES

INSECTICIDES

HERBICIDES

WETTINGS AGENTS

AMERICAN LIQUID FERTILIZER CO., INC.

and

ROKEBY CHEMICAL COMPANY

P.O. Box 267 - Marietta, Ohio - Phone: FR 3-1394



SAY YOU SAW

IT IN THE

"BULL SHEET"

### THE SEQUESTERED FERTILIZERS



"Can't stop now, I have to get the cup in before this Fertil-Ade green closes the hole."

### FERTIL-ADE and AQUA-SOL

For 15 years Golf Course Superintendents have relied on Fertil-Ade or Aqua-Sol for Better Greens that stay Better.

#### FERTIL-ADE, LIQUID

No. 1 10-8-6

No. 2 10-8-6 with extra chelated iron.

No. 4 15-0-7½

No. 5 15-0-7½ with extra chelated iron.

#### INSTANT AQUA-SOL

25-10-20 This ratio of analysis scored "Most Likely for best growth of lawns, trees and flowers."

Distributed by: George A. Davis, Inc. - R. L. Ryerson

SMITH EQUIPMENT and SUPPLY CO.  
1615-21 N. Central Ave. • Chicago 39, Illinois

A complete recording of temperatures and moisture relationships were taken. Banvil-D gave excellent control of chickweed, clover and especially knotweed. Only fair control of dandelion was noted. Ed then decided he would see how little of this material could be used. Test plots were treated at rates of 1/4, 1/2 and 3/4 pints per acre, commercial material. Only the plot receiving the 3/4 pint rate showed promise. Therefore, he treated weed-infested areas of his golf course with the 1 pint per acre rate. Results were excellent. To further test the effective range and usage of this chemical, it was applied to a measured and tilled area at a rate of 1 pint per acre. In two weeks, Penncross bentgrass was seeded on this area at the rate of 1 pound per 1000 square feet. The Penncross germinated and to date has shown no ill effects. Mr. Wallenberg reported that he is impressed with results obtained with Banvil-D and planned to test this material further.

**"The Fungicides I Used"**

1. Howard Baerwald, Golf Course Superintendent, La Grange Country Club.

Howard presented a complete run-down on the times of application, chemicals used and the results obtained with turf fungicides. During the 1963 season, greens were treated 23 times and tees were treated 6 times. Snow mold treatments have been fungicide program for 1963 was \$1,135. Howard applied to greens. The total chemical cost of the said that he treats a total of 105,000 square feet of greens and 55,000 square feet of tees. It would appear from this talk that Mr. Baerwald is following an excellent fungicide program.

The next panel, **Our Products and Service to you for 1964**, was an excellent opportunity for the turf supply industry to present information about their products, and service and what can be expected from them in the future. Paul Burdett, Sr. appeared for the Paul Burdett Company; Charles E. Daugherty represented George A. Davis, Inc.; Bob Johnson gave a report on Illinois Lawn and Equipment Company; Hugh Kahn spoke for Kahn Brothers Company; and Vernon Rascher represented the Roseman Mower Corporation. It was interesting, educational and enlightening to hear these men discuss their roles in the golf picture and to become more fully aware of the very important service they perform. It could be derived from these talks that the turf grower can expect better equipment and chemicals in the near future. Of special note was the keen interest that all manufacturers are showing in the grooving or slitting type aerification machines now being developed.

The above summary was presented by James L. Holmes, USGA Green Section, and the first day's session was brought to a close.

**PAUL E. BURDETT**

*Seed - Fertilizers & Golf Course Supplies*

**Agrico Fertilizers**

**Rainbird & Nelson Sprinklers and Valves**

**Myers Pumps - Johns Manville Pipe**

**E. I. DU PONT & CHIPMAN CHEMICALS**

*Sole Distributors of HYDRAULIC FEEDERS*

We Also Recommend Frenzer's Top Dressing

P. O. Box 241, Lombard, Illinois — 627-0232  
Paul W. 627-0282 Jim 629-0223

**PELLETED ALL-ORGANIC**

**5-5-0**

ORGANIC SAFETY; PELLETED  
EASE OF APPLICATION



**KAHN BROS. CO.** Boulevard 8-0640

**TORONTO C-15 SOD and STOLONS**

(Grown on sterilized soil with seedheads removed)

Merion and Kentucky Bluegrasses

**SURE-GRO**

Plant Foods

}	12-6-6 Organic Base
	12-6-6 16-8-8
	10-6-4 5-10-5
	10-10-10 10-3-7

*H. & E. Sod Nursery, Inc.*

4301 W. Flossmoor Rd.  
SY camore 8-2210 Tinley Park, Ill.

For the **FINEST** chemical and turfgrass products ASK FOR the **DOGGETT FISON** brands  
From our newly appointed **DISTRIBUTOR** in N.E. Illinois

**ILLINOIS LAWN EQUIPMENT, INC.**

14750 La Grange Road, Orland Park (FI eldbrook 9-8484)

**HERBICIDES:** DSMA: AMA: AMA w/2,4-D Added; CALAR

**FUNGICIDES:** TURF TOX: TURF TOX MC: DAP CAL: 10% PHENYL MERCURY

**FERTILIZER:** XL LIQUID: XL TURF SPECIAL

**COLORANT:** TURF TINT — Anti-Transpirant: STOP-WILT

**DOGGETT FISON COMPANY**

Springfield, N. J.

Lansdale, Pa.

(Manufacturing Chemists since 1921)



# GCSAA Variable Pension Plan

Enclosed you will find a little circular about the new Pension Plan recently made available to members of our great National Association. In it you will find some of the answers to a few of the questions that may have been unanswered to this point.

This is one of the finest Pension Plans in existence. It is very flexible. You have the choice of plans that are available. If you put this plan into effect soon it has the present potential of building up a small fortune for you in the matter of very few years. A portion of your monthly payment is used for an insurance program and the remainder is placed in one of the finest Mutual Funds available. If the economy remains stable it will reward you with an increase that could be unbelievable.

Over 40 Superintendents in the Chicago Area have enrolled in the program to date. Of course the younger you are the better the program will suit your desires.

WASHINGTON and TORONTO (C15) STOLONS  
SOD FOR ANY SITUATION  
MERION AND KENTUCKY BLUE GRASS,  
CREEPING BENT, FESCUE OR  
MEYER (Z52) ZOYSIA

## WARREN'S TURF NURSERY

8400 W. 111th STREET :-: Phone: GIBSON 8-7200  
PALOS PARK, ILLINOIS

PHONE: 312 669-2452

**LOUIS SCHACHTNER**

*Distributor*

**BLACK DIAMOND HUMUS SOIL**

HUNTLEY, ILLINOIS

## MILORGANITE

USED AND PREFERRED BY  
GOLF COURSES EVERYWHERE

ASPHALT DRIVEWAYS - PARKING LOTS - ETC.

"Golf Course Work a Specialty"

## LEMONT PAVING CO.

(RAY MURPHY TRUCKING)

115th & Archer Ave. (Rt. 4-A) — Lemont, Illinois  
RAY MURPHY CL earwater 7-6701

*Proper Feeding Produces Top Turf . . . . .*

## ARMOUR PRODUCES A PLANT FOOD FOR EVERY TURF FEEDING PROBLEM

VERTAGREEN 10-8-6 For Professional Use

VERTAGREEN 10-6-4 For Turf & Trees,  
Containing Organics

VERTAGREEN 12-3-6 Turf Formula  
With U-F and Natural  
Organic Nitrogen

VERTORGANIC 8-5-7

Choose the one that's best for your needs, and you can be sure of healthy, well fed turf.

## ARMOUR AGRICULTURAL CHEMICAL COMPANY

Chicago Heights, Illinois

:-:

East St. Louis, Illinois

**PATRONIZE OUR  
ADVERTISERS**

**MILLBURN Peat Moss**

**SAVES TIME! SAVES MONEY!**

**PROMPT DELIVERY ON BULK TRUCKLOADS**

Write, wire or phone CEntral 6-4246 for details

MILLBURN PEAT CO., INC. 111 NO. WABASH AVE. CHICAGO, ILL.

TA lcott 5-1495 Have Stumper - Will Travel

**STUMP CUTTER**

From Stump To Shavings At Real Savings

No stump to dig or pull No large hole to fill  
No stump to haul — (35c per Dia. inch)

Otto E. Georgi 516 N. Northwest Highway  
State Licensed Tree Expert Park Ridge, Illinois

**C. E. STEWART**

*Civil Engineer*

Irrigation, Drainage, Water Supply, Pumping Plants  
Design — Reports — Consultation — Supervision

18357 Homewood Ave. Homewood, Illinois

- MERION and KENTUCKY BLUEGRASS
- C-15 SOD and STOLONS
- PENCROSS BENT SOD

**DEARIE and STRUD SOD NURSERY**

or Thornton's Turf Nursery

R. R. 2 - Box 72 - ELGIN, ILLINOIS  
SHerwood 2-5030

**PETER A. STEPHENS COMPANY**

**Certified BT Penn Cross Bent Seed**

**BUY NOW AND SAVE**

BE 8-4428

*From "NATIONS BUSINESS"*

**HOW TO SELL YOUR IDEAS**

**Advance planning and proper presentation  
will boost your chances of success**

MILLIONS OF DOLLARS are lost to business every year because many valuable ideas stay locked up in the minds of executives and their subordinates.

Many men can't sell their ideas to the boss. The basis of this may be simply the fear of rebuff, sometimes based on past rejections. It also can be a reluctance to face up to the enormous task of preparing an effective, salable presentation for an idea. Or some men may feel that the extra effort it takes to convince other of the value of an idea is unimportant compared with having conceived it in the first place. They don't seem to realize that ideas must be sold.

Putting an idea into salable shape requires persistent effort. It may demand more work than origination of the idea. In addition, a lot of courage, imagination, foresight, initiative, resourcefulness, and staying power are needed.

Joseph G. Mason, management consultant in training and personnel relations, points out: "In many cases, the person you are submitting your idea to will not even realize that there is a need for it. You may have to begin at the beginning and go through the whole reasoning process that you yourself followed."

Presenting a new idea is in many ways one of the most crucial aspects of the creative process. Many a brilliant idea dies stillborn at this stage because the manager fails to communicate his brain child to others persuasively. Here are some guideposts that will increase your chances of success:

In most companies the person who must be sold the new idea first is your immediate superior. Selling it to top management then becomes much easier. Eugene Von Fange of General Electric suggests that the best way to secure your superior's backing is to "imagine what he believes is important, and then approach him from this vantage point."

If you have to present the idea to a committee, you should try to sell it before the time of the meeting to one or two members. These individuals often appreciate advance confidence and will rally to your side if the going gets rough during the presentation.

Before actually presenting the idea, you should give a short history of the problem, what led you to investigate the area and how you proceeded to solve the problem and create the new idea.

George R. Eckstein, research associate with Remington Arms Company, Inc., who has been training industry groups in selling ideas for over a decade, advises:

"Show by your conversation that this idea isn't the first one that's popped into your head. You've thought about the problem and you've made various approaches or made refinements until you're satisfied you've got something worth while. The purpose of this advice is to build up status so that when you open your mouth, something worth while happens. The person who goes off half-cocked continuously may be fine to stimulate other around him in an idea session, but when you're ready to 'sell' an idea, demonstrate that you've thought it through."

(Continued next month)