

NEARLY EVERYONE HAS
THE NEED OR DESIRE FOR
MORE MONEY--



—Illness

—Debts

—Extravagance

Gambling

—Bad Management

—Emergencies



ONE OF THE GREATEST SOURCES OF
LOSS IS IN THE MANAGEMENT OF
THE SHOP ITSELF --

Do YOU add the 2% to your
net profit by taking the
cash discount?---

(THIS MEANS 24% PER YEAR)

DO YOU PROTECT YOUR MER-
CHANDISE AGAINST BECOMING
SHOPWORN ?

DO YOU BUY JUDICIOUSLY, SO
THAT YOU CAN CUT DOWN LOSSES
CAUSED BY CUT PRICES FOR
CLEARANCE ?

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THERE ARE ONLY 2 STEPS
BETWEEN HONESTY AND
DISHONESTY



WITH NEED AND OPPORTUNITY,
TEMPTATION OFTEN WINS OUT!

Bonding Companies state that known
small thefts cost Business hundreds
of million dollars a year!

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DO YOU TAKE ADVANTAGE
OF ALL LEGITIMATE INCOME
TAX DEDUCTIONS ?

DO YOU GEAR YOUR PERSONAL
SPENDING TO THE AMOUNT YOU
TAKE IN...OR TO WHAT IS
LEFT AFTER YOUR BUSINESS
EXPENSES ARE PAID ?

YOUR GREATER SUCCESS DOES
NOT DEPEND ON SALE OF MER-
CHANDISE ALONE. DO YOU
MAKE YOUR REVENUE FROM
TEACHING & OTHER SERVICES
PAY THEIR SHARE OF YOUR
OVERHEAD ?

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National Golf Day Draws 104,000

THE second annual National Golf Day co-sponsored by Life Magazine and the PGA, had more than 104,000 playing and contributing \$1 each to be divided equally between the U.S.O. and National Golf Fund, Inc. Last year's participation in the initial National Golf Day was 80,000.

Compilation is being made on the 1953 entries who, on handicap basis at their respective courses, beat the excellent sub-par round of 70 Julius Boros, the USGA

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National Open champion, shot at Oakmont on May 30. Those who beat Boros receive medals, the expense for which is paid by Life magazine. Life also paid other promotion expenses of the highly successful nationwide event.

In many cities National Golf Day was proclaimed by official action.

In Canada about \$12,000 was received for National Golf Day entry fees. The figure was \$2000 over the 1952 mark. The Royal Canadian Golf Assn. was co-sponsor with Life.

National Golf Fund, Inc., share of National Golf Day proceeds in U. S. have

been allotted, to date, to PGA welfare, benevolent and educational funds, to caddie scholarship funds, AWVS Swing Clubs at veterans' hospitals and to golf course turf research.

Other activities associated with golf which qualify for aid from the National Golf Fund, Inc., are asked to present their cases to Fred Riggan, Sr., pres., Mueller Brass Co., Port Huron, Mich. He is pres. of National Golf Fund, Inc., whose directors consist of men and women widely known in golf.

Some Answers the Supt. Must Get

By JOHN S. McCOY
Supt., Cincinnati (O.) CC

Golf course employees today do not seem to have the interest in their work that they had a few years back. Quitting time and pay day are more important than maintaining fine turf. Some of the old men are about thru working, the younger ones often use golf course maintenance as a fill-in until they go in the services or to gain enough work experience that they can work into some other field. High school boys, used by many superintendents, start work at a critical time of the year, usually early June, and by the time they have developed some judgment in doing their tasks they leave for school again.

Rates of pay have some bearing on securing and holding employees but is only a part of the answer. Thru some years of experience I have found that maintenance workers, and superintendents for that matter, usually get paid according to the service they render. A good superintendent can do much for his helpers in working conditions, wages, etc., just as a good grounds chairman appreciates what the superintendent is doing and sees that he gets his just rewards.

Additional research is needed along technical lines and more emphasis should be placed in disseminating it thru extension workers. In my opinion not enough work is being done in studying control of weed grasses such as *poa annua* and crabgrass thru inhibiting seed growth.

Another very important subject for study is design of mowers, principally greens mowers, as they affect the grass thru cutting. During the 1952 season I noted considerable difference in bent grasses being able to withstand the extreme weather where different types of greens mowers have been used.

In Cincinnati we had a bad season in

1952 but not a disastrous one. Heat and humidity were high, disease was prevalent, air movement on some of our courses (mine is one of the worst) was almost minus and some courses still have many of the older bent grasses in greens. Labor was indifferent and needed constant supervision — often more than could be given. All those factors entered into our troubles along with many others. Some of the loss of turf seemed to defy explanation and the experts could not explain why some grass went out and other grass did not.

Of course the experts had no trouble at home but one could usually peek around the corner and find it.

Florida Turf Meet at Gainesville, Aug. 5, 6

FIRST annual University of Florida Turf Conference and Field Day will be held at Gainesville, Fla., Aug. 5 and 6. It is sponsored by Florida Turf Assn., Florida Agricultural Experiment Station and Florida State Extension Service.

Gene C. Nutter, formerly with John Cornman at Cornell, now asst. agronomist (turf) at U of F agricultural experiment stations, has lined up a program of particular value to the state's golf course men as well as to others responsible for fine, large area turf.

Director Willard Fifield of the experiment stations, and his team-mates Nutter, Ralph Dickey (horticulturist), Dr. Roger W. Bledsoe (agronomist), Erdman West (mycologist), J. Russell Henderson (agronomist), and A. N. Tissot, F. E. Guthrie, D. O. Wolfenbarger, and E. G. Kelsheimer, will be station stars on the program. The latter four will talk on insect pest problems which plague Florida courses and supts.

O. J. Noer, J. R. Blackledge, Nash Higgens, T. C. Johnson, Mark Mahannah, Clinton Van Cleef and B. P. Robinson will be guest experts with talks and discussions on problems of courses, parks, athletic and recreation fields and cemeteries.

There will be an inspection of turf plots, demonstrations, and a number of question and answer sessions.

There also will be the first annual Florida Turf Assn. golf tournament Wednesday afternoon at Gainesville CC, with Wm. H. Etheridge, the club's pro, as host, and a banquet that evening at the club with Mgr. G. W. Gelwick as host and Dr. Frank Goodwin, U of F marketing professor, as speaker.