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Tufor-40

Tufor-70

Tufor-E

These 2,4-D formulations are especially designed to meet your selective weed control problems.

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- TUFOR-70** A soluble dry powder containing 70 per cent 2,4-D. May be used as a spray or as a dust.
- TUFOR-E** The isopropyl ester of 2,4-D for a quick kill of woody or perennial weeds.

Select the one which meets the requirements of your local conditions.



Write for our 2,4-D booklet with handy application table for 2,4-D compounds.

UNITED STATES RUBBER COMPANY

Agricultural Chemical Division

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ORGANIZE AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

Formation of the American Society of Golf Course Architects which was completed at Hotel New Yorker, New York, Feb. 14, is a milestone in American golf. Identification of fully qualified golf course architects and energetic cooperative action of the architects to raise the general standard of American course architecture long has been needed. Delay in forming the society can be attributed as much to the artistic independence of the good architects as to any other factor. But now that the talent of the recognized first class American architects is conceded as being entirely responsible for excellent and unique departures from the natural Scotch models the American masters of the art no longer seem to feel themselves in the class of "loners".

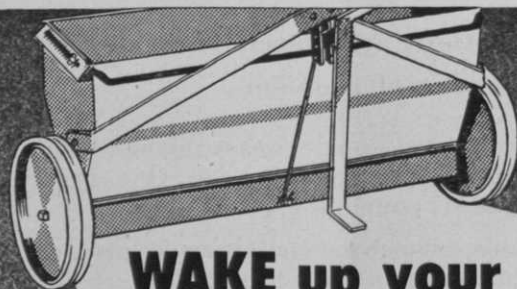
That's a great thing for American golf. It is a certainty that many metropolitan district courses are going to be forced to new sites by housing pressure and many hundreds of smaller community courses will be built within the next few years. In scores of cities there is strong pressure for the establishment of municipal courses. These impending developments mean a

multitude of architectural problems and opportunities for the American architects to continue demonstration of their progressive qualities.

The American Society of Golf Course Architects came into being as the direct result of the invitation of the Greenkeepers' Assn. to architects for a meeting to consider construction and maintenance matters in relation to the architecture and building of golf courses.

Elected honorary pres. by the ASGCA is the dean, Donald J. Ross of Pinehurst, N.C. Pres. is Robert Bruce Harris, 664 N. Michigan Ave., Chicago; VP is Stanley Thompson, 57 Queen St., W., Toronto, Ont., Can., and sec.-treas. is Robert Trent Jones, 20 Vesey St., New York.

Other charter members are: Wm. P. Bell, 544 Sierra Vista Ave., Pasadena 10, Calif.; Jack L. Daray, Mission Hills GC, Northbrook, Ill.; Wm. H. Diddel, RR 1, Carmel, Ind.; Wm. F. Gordon, Doylestown, Pa.; Robt. F. Larence, Boca Raton (Fla.) Club; Wm. B. Langford, 2405 Grace St., Chicago 18, Ill.; Perry Maxwell, 1201 N. Denver, Tulsa, Okla.; J. B. McGovern, Wynnewood, Pa.; Wayne B. Stiles, 97-A Newberry St., Boston, Mass., and Robt. White, Myrtle Beach, Va.



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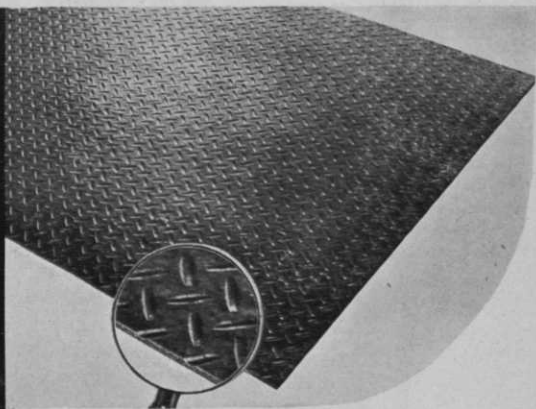
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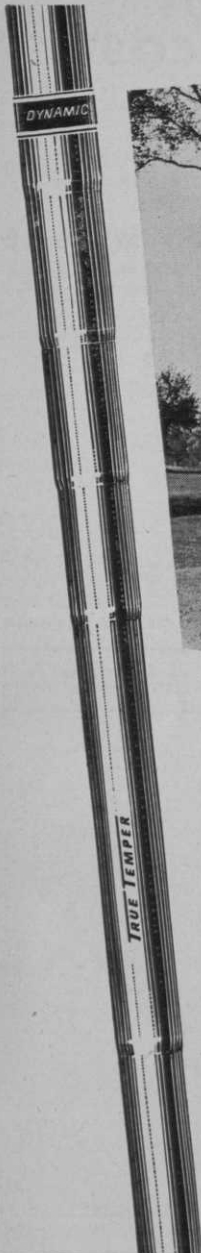
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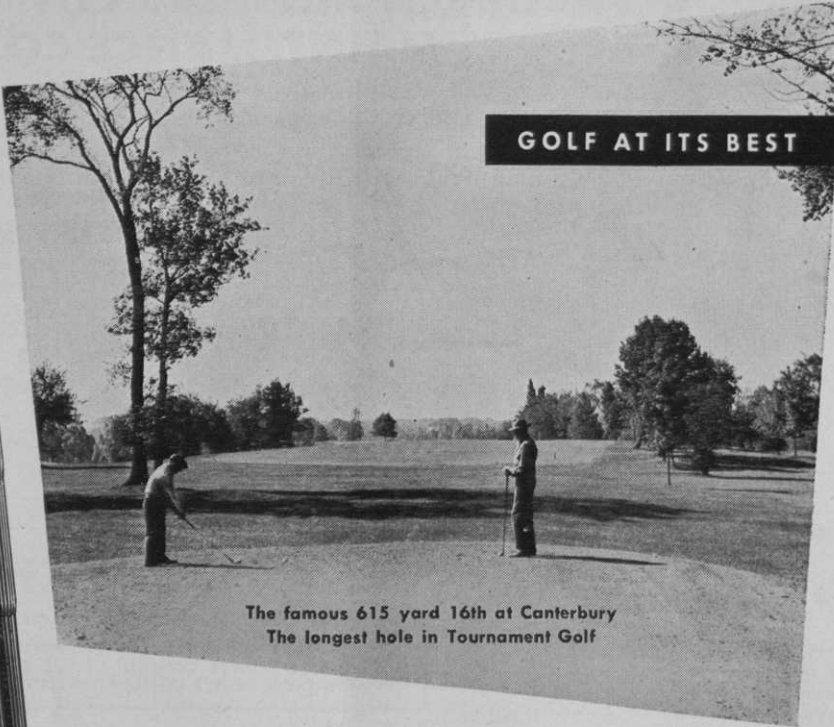
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Each shaft is drawn from a seamless tube of finest alloy steel—then tempered to a toughness and stamina that transmits the tremendous power of golf's hardest hitters. The winners' clubs in every major golf tournament played in 1946 were fitted

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For your protection each True Temper Shaft is band marked "True Temper".

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GOLF SHAFTS OF CHAMPIONS

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WE MAKE GOLF SHAFTS ONLY—NO CLUBS OR OTHER GOLF EQUIPMENT OF ANY KIND

Record Attendance at Annual GSA Meeting

By **HERB GRAFFIS**

An attendance of approximately 1,200 golf course supts., club officials, supply and equipment salesmen, golf architects, college and turf experiment station authorities, park, lawn and military turf men, pros and managers made the 18th annual turf conference and show of the Greenkeeping Superintendents' Assn. at Hotel New Yorker, New York City, Feb. 10-14, by a considerable margin the largest business meeting ever held in golf. Pres. Marshall E. Farnham, supt., Philadelphia CC, was reelected as head of the organization after a most resultful administration.

Action on changing the name of the association to identify it in its expanded function as the outfit which includes men in all fields of turf culture and maintenance was deferred until the executive committee of the GSA meets in April to give full deliberation to the suggestions put forth.

Selection of site and dates for the next annual meeting and equipment and supply show of the GSA also were deferred in order that consideration may be given to proposals for holding the affair in the south to permit outdoor demonstration of equipment. For the first time the greenkeepers at this convention gave southern turf problems a prominent place on the program. Problems peculiar to southern California and the Pacific coast were not particularly considered at the convention due to coast clubs not sending their superintendents to the convention. In the majority of cases convention expense of the attending greenkeepers was paid by their clubs as a logical and highly profitable use of some of the course maintenance budget.

Because of the time of the convention conflicting with the period of greatest activity at southern resort courses there was not attendance from the south proportionate to that of the northern and central states, nevertheless the south was represented by men from some of its leading clubs.

Southern California greenkeepers, represented by Wm. H. Johnson, made a bid for the 1948 convention, but withdrew it after considering that the plans of the section's course supts. and club officials for establishing turf research work at the University of Southern California would need a few years for development to the extent that the section could draw with a promise of making substantial contributions to course maintenance work in territories where greenkeeper and university or state research tie-ups has been in operation for some years.

Attendance at the educational conference was almost 100%, a much higher percent than is usual at the business conventions club officials attend. Discussion was so lively following some addresses that it had to be halted lest it throw the time schedule far off.

Business of the exhibitors generally was good beyond expectations, even though ordering to get in line for early 1947 delivery has been in progress for some months. There was reflected in the exhibits a great deal of development directly due to war work.

Program Well Balanced

Program of the conference was exceptionally valuable in information for application at the clubs whose men attended. The program covered all high spots of technical and management angles and the purpose of the entire work in providing excellent turf for recreation or business use.

Presiding over the various sections of the conference were:

- General session—Marshall E. Farnham
- Southern grass—T. M. Baumgardner
- Northern grass—Prof. L. S. Dickinson
- Lawn Management—Dr. Gilbert H. Ahlgren
- Turf Improvement clinic—Charles Hal-lowell

An especially significant item of the program was the symposium on district organization which was devoted to discussing means of increasing attendance at various district meetings and arranging programs that would be practical, fresh and attractive. In this huddle were discussed methods of further coordinating work of the experiment stations, short courses and Green Section of the USGA. This feature of the program brought out the fact, unknown to most club members and many officials, that greenkeepers' Mondays off at least once a month during the growing season are generally devoted to meetings at various courses whose members belong to sectional greenkeepers' organizations and that many evening meetings during the non-growing season bring course superintendents together for educational meetings that have had tremendous effect in raising the standard of golf course maintenance.

Clubs Get Most Benefit

These meetings and the short courses have had far greater financial benefits to clubs than to greenkeepers personally as was pointed out by Herb Graffis, editor, GOLFDOM, in his talk on the future of greenkeeping. Graffis, whose remarks are printed in this issue, observed that present general scale of greenkeepers' salaries was failing to bring enough first-class young men into greenkeeping. This condition, unless recognized and corrected by club officials, would defeat the ambitions of the GSA, the Green Section and the short courses, Graffis warned, in commenting on the lag of greenkeepers' salary readjustments behind the wage increases of unionized labor. For this he said that

greenkeepers were not blameless inasmuch as they'd not made the same resultful study of their executive capacities and relations as they had of grass.

General plan of the program was that of balancing theory, tests and background of successful turf development and maintenance, as set forth by Green Section and experiment station authorities, with reports of the work and observations of eminently successful greenkeepers. Digests of the addresses appear in this and subsequent issues of GOLFDOM as space permits.

No indications of sensational improvements in grasses or turf management appeared in the papers presented. Seemingly most promising as an eventual development is use of zoysia on tees although slow growth of the grass hasn't permitted enough use to give the greenkeepers the answers they seek about it. Weed control progress was reported with considerable advance being made in applying 2, 4-D with a high degree of certainty.

Greenkeeper-Architect Tie-up

Possibly of greatest immediate general significance to golf was the general session in which the relations of golf architects and course superintendents were discussed. The demand for more golf courses is spotlighting the golf architect. Greenkeepers have seen from the reconstruction work they'd had to do the wisdom of having expert architectural service plan course design. The greenkeepers also have seen the expense of maintenance and reconstruction resulting from architecture that did not take into full consideration the greenkeeper's knowledge of local conditions.



Latest in course maintenance equipment was a focal point of interest at GSA show.

The close tie-up between architects and greenkeepers rooting from formation of the American Society of Golf Course Architects and the addresses and discussions at the GSA convention is certain to produce great benefits for golf. Especially promising as a result of this combination of forces is the prospect of improvement in the smaller courses. Small town course organizers have shied away from expert architect and greenkeeper advice either because of lack of acquaintance with the functions of the architect and greenkeeper or in the mistaken belief that such services would cost too much money. Experience of most of the better designed and conditioned small town clubs has demonstrated that green-fee revenue from visitors attracted to a course above the average makes competent architectural and green-keeping advice in construction a highly profitable investment.

The GSA decided at New York to make a salary survey among its members within a few months. A joint committee composed of representatives of the USGA Green Section, leading colleges, turf extension men and GSA representatives was appointed to determine a standard of qualifications of a greenkeeping supt. It will be interesting to club officials to compare the figures of the survey with the report on the necessary qualifications of a first class greenkeeper.

Executive committee of the GSA is taking action on a recommendation of Homer

C. Darling, pres., Greenkeepers' Club of New England that an educational motion picture on turf maintenance be sponsored by all greenkeeping organizations in the U. S. and Canada.

Stan Graves, Indianapolis municipal courses, was appointed to make a survey of venues for the 1947 GA tournament and submit recommendations.

Ed Casey, Baltusrol; Bruce Matthews, Green Ridge; and Stan Graves, Indianapolis continued as hold-over directors of the association.

Arrangements for holding the convention were excellently handled by the host associations, the New Jersey GSA with H. T. Isleib as pres., and Sherwood Moore as sec.; and the New York-Connecticut Turf Improvement Assn., whose pres. is Harold LeFurgy and sec., Tony Maslin.

GREENKEEPING SUPTS. ASSN. ELECTS 1947 OFFICIALS

Pres.—Marshall E. Farnham, Philadelphia CC, West Conshohocken, Pa.

V.P.—Chester Mendenhall, 6245 W. 80th St., Overland Park, Ks.

Sec.-Treas.—A. L. Brandon, P. O. Box 106, St. Charles, Ill.

— *New Directors* —
for 2 Year Terms

Emil Picha, Oak Ridge CC., Hopkins, Minn.

Malcolm E. McLaren, Oakwood club, Cleveland, O.

Ray Gerber, Glen Oak CC, Glen Ellyn, Ill.



Crowds at GSA exhibits during interludes between conference sessions made product investigation and shopping an important phase of the greenkeepers' meeting.

GSA ADDRESSES APPEAR IN THIS AND FUTURE ISSUES

Pro Business for Business Experts

By **EDDIE KUHN**

Pro, IBM, Country Club, Endicott, N.Y.

No matter how large or how small a pro shop operation is the pro must know at least once a week **EXACTLY** where he stands on sales, inventory, accounts receivable and accounts payable or he can't consider himself a thorough businessman. I know this from experience in finally developing a system that keeps me in close and accurate touch with the financial part of my operations. The pro who neglects any detail so that he can't tell quickly and exactly where he stands is taking far too much of a risk in a comparatively small retail business and particularly in one where his business must be done in about 6 months of the year.

Being at the International Business Machines CC I naturally am in an atmosphere of the latest developments in business record-keeping and constantly exposed to the IBM chief's admonition "think." This combination of circumstances impelled me to think about developing business control

easily and helpfully applicable to the pro shop. My control system is basically similar to that used in other businesses to handle large stocks but not many pro shops have my sort of a system. Other pros have investigated and applied it.

At any time I can tell exactly what stock is on hand and what should be ordered. This is possible through the "perpetual" or "running" inventory that I use. On this inventory I carry 27 different items of accessories, 9 different makes of golf clubs and 5 different priced golf balls. Yes, we have more than just the top-grade ball for use by our members in the spring.

Deductions are made nightly from this inventory. As all sales are rung up on the register before these sales are consolidated, deductions are made from the inventory and the daily receipts checked with the inventory figures. Every Monday morning the actual inventory is checked and brought up to date by reordering.

Eddie Kuhn's shop at IBM Country Club is laid out and operated to get approval of people who are experts in good merchandising practice.





**MORE SALES POWER, TOO!
IN THE POWER-BILT LINE**

The 1947 line of Power-Bilt golf clubs offers you a winning combination of power. For every Power-Bilt model is packed with both Play-Power and Sales-Power . . . and our national advertising campaign for Spring covers five favorite golfer's magazines. We're telling more than four million readers that Power-Bilts are **the** clubs to play . . . and that they can be bought only through Golf Professional.



Hillerich & Bradsby Co., Inc., Louisville, Kentucky
ALSO MAKERS OF LOUISVILLE SLUGGER BASEBALL AND SOFTBALL BATS

It is a great method of keeping the pro's invested capital active and from getting out of line. It is even more important in coming days when there are prospects of quick deliveries by manufacturers than it was when capital had to be kept available for paying for stock as the bills came due after uncertain date of arrival of orders.

In mid-January when I wrote this our sales were over \$150. I don't have the exact figures at hand as I write but by going to my shop I'd get the amount to the penny. This figure includes golf and bowling merchandise. Our pro shop adjoins our club's 16 bowling alleys and we sell quite a volume of bowling accessories.

Keeps Golf Interest Hot

We keep the golf shop open all winter and in this way have the golfers dropping in to look around and chat. Thus we keep golf interest steamed up the year around. In view of the winter sports programs at many clubs this winter I am wondering if some pros haven't missed a bet in not having their shops open at least over the weekends when the crowds come out and sales can be made ahead of the season when members house accounts begin to bite into the members' funds. By keeping the shop open the pro gets interest stirred in pre-season lessons as well as in equipment purchases. He also encourages opening the season earlier instead of letting the members wait until every playing condition is perfect before they come out and bring business into the pro shop.

We go strong at the IBM CC for the golf

"hot stove league" in keeping our members entertained and eager for the outdoor season. In February we installed our golf nets and began our pre-spring series of golf movies and golf lectures. The lessons begin on a pretty heavy schedule then. This pre-season activity benefits beginners most of all in preparing them for play without the embarrassment that beginners usually experience, but almost every one of our members drops in from time to time to limber up in the nets.

I am convinced that there is a tremendous room for clubs and pros in the northern states to make money and increase club interest by these pre-season programs at least on the week-ends during the latter part of January, February, March and April. People have begun to get restless after months indoors and are eager to get some workouts and get the jump on an improved golf game for the coming season.

Shop Well Located

Location of my shop, of course, makes it practical for me to encourage this pre-season warm-up program. My shop is 24 ft. x 36 ft. and is attached to the clubhouse. Three of the 4 walls are used for display. Two walls are used exclusively for club displays and the third has a built-in showcase 10 ft. long and 3 ft. deep. This case is a little lower than eye level. This is our main display. It has fluorescent lighting and artificial grass to set it off. Everything from shoes to clubs is shown in this display and the merchandise is changed about every week so members get

Kuhn's shop adjoins clubhouse bowling alleys and he makes it attractive to golfers when weather prohibits play and they come to the club to bowl.

