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# ATCO

## GREENS MOWERS

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**Better than ever for 1955 - - with  
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### **ATCO 20" GREENS MOWERS**

Based on the experience gained with ATCO Greens Mowers in the hands of American course management authorities and the results of rigorous field tests over the past year, *all 1955 models will incorporate the following improvements:*

- **Engine.** 2-cycle ATCO-Villiers of *increased horse-power*, with a specially designed carburetor, and a variable jet and oil bath air cleaner.
- **Clutch.** Friction plate type clutch with cork inserts, combining *ample grip with smooth, positive action.*
- **Cutter.** 12 blades of finest Sheffield steel, specially constructed and heat treated to withstand shock and retain cutting edges. The additional three blades increase the frequency of cut from 34 to 48 clips per foot. Reel rides in ball bearing of special design — greased packed and sealed to insure maximum life.
- **Bed Knife.** The finest of Sheffield steel is used, with construction modified to insure closest possible cut.
- **Front Rollers.** Three aluminum rollers have full length bushings, perforated to retain lubricant. Newly designed front roller brackets place rollers closer to the cutter to avoid "scalping" on undulating greens. Front roller scraper provided.
- **Weight.** The weight of the improved 1955 model is increased 10 lbs. all of which is located at the front of the machine and achieves even greater stability in operation. Total weight of the machine, including grass catcher, is 131 lbs.

# • • Only **ATCO GREENS MOWERS**

have **All** these "Top Performance" Features

• **LIGHTER.** ATCO 20" Model weighs 131 lbs., with Grass Catcher . . . the lightest greens mower available — Keeps turf compaction to a minimum.

• **Easier Operation.** ATCO's perfect balance, combined with its lighter weight results in exceptional operating stability at all speeds.

• **Smoother Cutting.** ATCO's 12 Blade Reel makes 48 clips per foot, thus assuring unexcelled smoothness for putting turf.

• **Lowest Upkeep.** Compact, efficient design, with simple, shock resistant construction, keeps ATCOs at top performance at minimum upkeep. Both the reel and the specially constructed bed knife are of the finest Sheffield steel — famous for "sharp-edge" endurance.

When not in use, transport wheels are held firmly in this position by spring clips.



• **Handling Convenience.** Separate reel throw-out enables operator to drive the ATCO under its own power with cutting unit disengaged. Easily attached wheels are readily accessible for rapid power-driven transportation between greens. Gas tank capacity insures 5½ hours continuous operation.

• **Reliability.** More than half the ATCOs made in the past 30 years are still on the job . . . proof of ATCO enduring reliability.

**ATCO SERVICE** — is readily available at dealers throughout the United States. Before you buy your next putting green mower have a look at the ATCO. Write us today for name and address of your nearest ATCO dealer. Canadian dealers at Toronto, Vancouver and Victoria, B.C.

Location of power-driven transport wheels when driving between greens. . .



**ATCO POWER MOWERS**  
67 BROAD STREET, NEW YORK, N. Y.  
PHONE WHITEHALL 3-4242

thing about this situation, but your green chairman and his committee can. Your green chairman and his committee should have the point of view of the golfer and not the diner or the dancer and keep expenditures in their proper category.

When periodical recessions hit us and the need to economize arises, your green chairman should remember that the majority of members retain their membership because of golf, and when budgets are sliced let him see to it that the golf budget is the last and not the first to be reduced.

Of course, we who are interested in golf and the preservation of our courses, must be dollar conscious and practice rigid economy. But my experience convinces me that true economy does not mean the abandonment of the essentials of preservation. False economy is expensive, and therefore extravagant.

I should like to see a departure from the present character of golf clubs. There are thousands upon thousands of people who would like to play golf and enjoy the companionships of a private club which they do not get in equal measure from the public courses, but are denied the privilege because of the initial cost and recurring expense. I would like to see golf clubs constructed with only a locker room and a snack bar. Of course, the cost of building the golf course would be no different, but club facilities and therefore initial cost of membership would be substantially reduced and I am convinced that such a club could be operated on half the dues now required.

#### Cooperation with Architects

The green chairman can also encourage a closer association between the green superintendent and golf architects. A green can be attractive architecturally and still lend itself to easy and efficient maintenance. A golf green is a short time in building, but it is a long time in maintenance, and while the architect may feel that he knows the problem, he cannot know it unless he is in constant touch with the upkeep.

The green committee will also in my opinion do a service to golf by discouraging too many championship courses, where support is expected to come from businessmen. We must remember that 70 percent of the members are high handicap players, and you are not contributing to their enjoyment when you require them to shoot 120 instead of 100.

Maybe I have stuck my neck out, but

these are a few honest observations, not the brand of honesty that McTavish exhibited when he would never again play with McPherson, "That dishonest s.o.b. who claimed he found his ball off the green in the ruff, when it was in my pocket."

You doubtless have observed that I have said nothing about the fairways in this district. That is where silence is golden. Our Chamber of Commerce used to dispute the idle rumor that St. Louis has terrible summers, but of late years they have adopted the expedient of recommending, when weather enters the conversation, of changing the subject.

I have fought poa annua year after year. I have burned crab and silver crab by the acre in an effort to obtain bent fairways. I have seen yarrow tried as a substitute for grass. I have seeded to Merion. I have fallen back on Bermuda and when I contemplate results, the lines of the poet Thomas Moore have come to mind:

Oh ever thus from Childhood's hour,  
I've seen my fondest hopes decay.

But I am convinced that with all the work being done on grasses, sooner or later we will have the answer. However, we must not be content with Bermuda or zoysia, although it may be a satisfactory choice of evils for the present. The aesthetic aspect of golf is not pleased with a dead grass eight months of the year, and I have yet to see a permanent marriage between those summer grasses and the winter ones.

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#### Seek New Turfgrass Varieties On Kansas State Test Plots

Height of mowing trials on turfgrass plots at Kansas State College, Manhattan, are being interrupted after five years of work, in favor of new phases of research, report William F. Pickett and Ray A. Keen of the K-State department of horticulture.

In the tests best mowing height for Bluegrass was found to be 1½ to 3 inches. Bermudagrass and Zoysias are best when mowed less than 1 inch high. Research showed that mowing should be frequent and regular—at least once or twice a week.

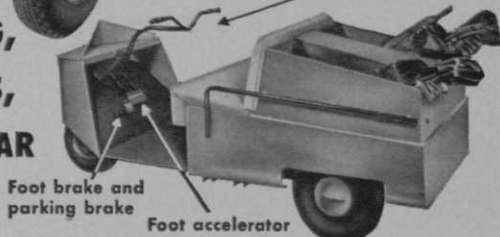
Pickett said no turfgrasses tested in the variety trials have proved highly satisfactory for this area, and directors of the Central Plains Turfgrass Foundation

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now believe a breeding program holds most promise. Consequently, one of the new phases of research will be to establish a series of plots to develop new varieties to be tested.

"We have Bermudas that will grow here better than those which have been developed in other areas and sent here for testing," commented Keen. "The crossing of common Bermuda with hardy African Bermudagrasses should give something good as well as hardy."

The College also is to establish a turf garden in which the best of the present varieties, as well as new varieties, will be tested. Cool and warm season grasses will be separated, and a series of putting green varieties, to be mowed as putting green surfaces, will be included.

Five years of experimentation at K-State, financed by the College, by the Central Plains Turfgrass Foundation, and by the greens section of the United States Golf Association, has helped establish that Bermudagrass is best for play areas, especially where there can be no irrigation. However, Bermuda has not proved winter hardy much north of Manhattan. Generally Bluegrass has been more satisfactory than Bermuda in northeastern Kansas and further north. Bluegrass, to do well, should have a yearly renovating program, should have protection from white grubs, and must be cut high during the crabgrass season.

### **Superintendent Views Departmental Team**

**A. WARD CORNWELL**

Supt., Lochmoor Club, Grosse Pointe, Mich.  
(At GCSPA convention)

**W**HEN a club hires their three top department heads, the course superintendent, manager and professional they expect these three men to work together as a team. In other words they expect these men to do things for each other. With that fact in mind this team should give some thought as to what they can do for each other to make a better operated club.

Upon first thought it might be easy to say to one's self that there is nothing I can do for him or there isn't much that he can do for me to make this a better operated club. Now this is the time to start giving it a second thought and you may come up with some of the following answers.

The course superintendent's first thought

is to give the other two members of that team a good golf course; he is making a place to which more people want to come. That might mean the difference between a club with a full membership and a waiting list, or a club that could stand a few more members so it can make both ends meet.

It can mean more sales from food and beverages sold by the club manager's staff and more pro shop sales and golf lessons by the professional.

In keeping a good golf course you are also helping the professional by the fact that he may be able to score lower and that can also apply to the members that he gives lessons to. Playing a better game is part of his profits.

You can help the manager by keeping some men on your staff who can at least handle part of the club house maintenance work in the off season. He can get this work done cheaper and at the same time he is helping you by making it possible for you to keep more key men on the year around. Laying good men off in the fall is a very good way to lose them next spring.

The course superintendent is handicapped by the fact that he is not brought in contact with enough of the members so they do not know enough about what his problems are or what his aims are. To be of any help to him they should be told of some of the things that are going on out on the golf course. That way they will be able to answer some of the questions intelligently if asked by a member in the event the superintendent is not around to answer them.

The three men, for the good of the people they work for, should take enough time off from their own busy world to set down over a cup of coffee or lunch to find out what the other man's problems are. You will be surprised how often some one will come up with an answer that might be of some help.

The superintendent should be encouraged by the professional to play more golf on his course. If the superintendent is a poor golfer maybe a few minutes' instruction now and then will help him. In playing his own course he will see things in the same light that the pro and members see things. He will see things that need correcting that he might miss otherwise.

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**NEED SUPPLIES? See Page 139**

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Light, and the beauty of the course as part of the picture, adds to the spirit of cheerfulness in the shop. Note club display at windows to be seen by passers-by.

## Members and Pro Share Pride, Improve Service in Shop

By MAURIE WELLS

Professional, Cascade Hills Country Club, Grand Rapids, Mich.

WHEN Cascade Hills CC, Grand Rapids, Mich., decided to modernize and enlarge the clubhouse, part of the \$80,000 allotted for that work was put into building a pro shop up to the standard of the rest of the club's facilities.

Before the new shop was made into one of the most attractive in the midwest professional Maurie Wells had a small shop, about as badly outgrown and outdated as a shop in a fine club could be. Members and officials felt the need of an improved shop as keenly as Wells did.

### Keyed to Members' Needs

Wells was authorized to consult with an architect and after the architect and the pro had visited a number of shops, studied all material available and considered what was especially needed for Cascade Hills' conditions they came up with a layout that not only has beauty but is workable in every respect—out front and back.

Wells has been at Cascade Hills since the club started in 1922 and he knew what the members needed. From top to bottom, from lighting to floor covering, the new shop in service to members and operating convenience to the pro staff has proved entirely satisfactory.

Let Maurie Wells tell about it, from the ground up:

"The floor covering is a cork and fibre tile, which we have used before and it stands the traffic of spiked shoes better than anything we have used before.

"The clubs displayed in front of the picture windows, which cover the whole front of the sales room, are putters, odd clubs and on one rack I display No. 5 and No. 6 woods, and with a couple of bags, the clothing display and hat and cap rack. It looks real fine from both outside and in.

"The sportswear, shoes, sundries, etc. are a big item these days and I do a good



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ROLLS WHEN FOLDED**

Con-Voy Bag Master is the cart that has more advantages for more golfers—pros and weekend swingers alike. It's a free-rolling cart that allows players to coast between shots on the toughest fairways. Con-Voy's exclusive design permits the wheels to fold in and cart to stand upright. Four Con-Voy's store in the space needed by just two of most other golf carts! Pros love 'em. Compare... and you'll see why Con-Voy is the golf cart golfers have asked for.



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## CON-VOY SEAT MASTER

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"Easy to get at" is the key of all display of merchandise in the Cascade Hills shop. Note that the cash register and ball display is located to give golfers a chance to be exposed to other items in the shop.

volume with them. Most of my business is done on a charge account basis but there are a certain amount of cash sales which are recorded on the cash register which also is handy to have in making change for the members.

"I usually keep a dozen or two of balls on the display case, slow movers or perhaps some new ball which I hadn't previously handled and I find it does help to move them.

#### Solves Cart Storage

"The caddie cart storage problem is sure a pain in the neck, any way you look at it, but is something that is here and has to be met. Our problem on this hasn't been too great up to now, as we haven't been swamped with them, as I understand some of the boys have in some clubs. But we do have about 50 or so, which are used by our members mostly in the spring and fall when the caddie supply is short. Previously there was no place to keep them except on top of their lockers and I assure you it made the locker room look like hell.

"The idea for the cart rack I got from a photograph sent out by the Bag Boy people and it has answered the problem very well. I had a couple of carpenters come in to install it, which they did in

half a day so the cost was quite nominal. The shop incidentally was designed to include this feature.

"The rest of the racks are steel and we added enough more to take care of all the members bags. You might be interested to know that I got these from the General Steel Products Corp., Flushing, N. Y. which I found through an ad in *Golfdom*.



This compact arrangement in Cascade Hills pro shop keeps new lockerroom looking neat, instead of having carts piled on top of lockers.