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Club Managers Elect Daley

Col. Richard E. Daley, mgr. of the Army-Navy CC, Arlington, Va., was elected pres. of the Club Managers Assoc. of America at that organization's annual conference in February. A veteran of 27 years in hotel and club management, Daley served in the Air Force during World War II as a properties officer.

Royce Chaney, Northwood Club, Dallas, is CMAA's new vp; and Dan Layman, Union League, Philadelphia, is secy-treas.



Col. Daley

N. Y., are two new courses that expect to get heavy traffic this year . . . Mike Bello coming back to pro job at Tecumseh GC, Syracuse, N. Y., from his winter job at Pine Needles CC, Southern Pines, N. C. . . . Bert Purvis, who reports these notes on upstate N. Y. pros, is changing jobs after 31 years with Spalding . . . He's going with Stan Thompson Golf Club Co., Beverly Hills, Calif . . . He'll cover N.Y. state.

Fire completely destroyed Newark (Del.) CC clubhouse in January . . . Loss, \$50,000 . . . Joe Aneda, pro-supt., had total loss in his shop with only partial insurance coverage . . . There were 176 sets of clubs in storage and 90 per cent of members' clothing in lockers were destroyed . . . Club built new 9 holes and swimming pool last year . . . Ewing Richardson from Brookwood CC (Chicago dist.) to be pro at California CC, Whittier, Cal. . . . He is husband of the energetic and talented Aileen Covington, publisher of Golf Life.

Son of John Arrowood, supt., Hickory Hills CC, Springfield, Mo., took a week off from high school to come to GCSA conference with his dad . . . The boy, who's always lived at a golf course, is going to be a supt. . . . And a good one, too.

Peggy and Bobby Cleary, daughters of Bill of W. A. Cleary Corp., are adding a par 3, lighted 18-hole course to their range and miniature course at New Brunswick, N. J. . . . The par 3 course greens are C1 and C19 . . . Tees are Bermuda and bent.

Mr. William Lloyd Deming announced his arrival 4 a.m., January 26 at Cleveland, O., with all 6 lbs., 4 oz. yelling like a guy who has missed a 10 in. putt, says the boy's pappy, Cliff, supt. at Sleepy Hollow CC.

Phil Martignetti, pro-mgr., in winter at Kenilworth Lodge, Sebring, Fla., returning

to his summer job at Maplewood (N. H.) Hotel CC . . . John Boda of Andover (Mass.) CC and Joe Cirasella of Vernon Hills CC, Tuckahoe, N.Y. were on Martignetti's Kenilworth Inn staff as teaching pros . . . "Dumpy" Hagler will switch from being line coach of Duke's football squad to be pro at the university's new course when it's opened . . . Joe Turnesa to be pro at new Lido CC being built adjoining the famous Lido course in NY Met district.

Dick Metz and Jack Harkins, chmn. of the board of the Professional Golf Co. of America, Inc., announce that Dick has sold his stock to the company and is no longer connected with the firm . . . Fifth annual Tournament of Champions at Wilbur Clark's Desert Inn, Las Vegas, Nev., April 18-21 expected to have field of 25 winners of major open championships during previous 12 months playing for \$38,500 . . . Winner gets \$10,000, second only to what pro who pulls down the jackpot at George S. May's World championship, gets.

Earle F. Tilley, 74, widely known Chicago attorney who died Feb. 5 at Lake Worth, Fla., while on a vacation, had one of the prize golf libraries which, he had told friends, he planned to will to the PGA . . . Minnesota GCSA at 29th annual turf conference had a topic that revived memories and lessons of headaches; a panel discussion of "My Most Serious Case of Turf Injury" . . . Informative folder on the four eight-week terms of instruction in Turfgrass Management at Pennsylvania State University may be secured by writing the Director of Short Courses, College of Agriculture, Pennsylvania State University, University Park, Pa.

"Tee Topnotchers," featuring Paul Hahn of trick shot fame, produced by Columbia Pictures Corp. and filmed at Wilbur Clark's Desert Inn CC, Las Vegas, has recently been released . . . Your local theater mgr. can tell you when it will be shown in your town . . . Summing up for 1956, Mid Atlantic News Letter points to golf building boom in the area . . . New construction accounted for five regulation 18-hole courses; an 18-hole Par 3; a 27-hole course; and four 9-hole courses . . . Rebuilt greens also dotted the landscape throughout the Mid Atlantic territory.

Florida supts. are so intent in permanently retiring "greenkeeper" and using "superintendent" in describing their titles that at a recent state meeting at Lake Worth, C. C. Shaw, Riviera CC, Daytona Beach, proposed that members be fined one dollar for infractions of terms . . . "I make a motion," said Shaw, "that any greenkeep . . ." He immediately paid a buck to the fellow who collects fines . . . Later, two other members were assessed for similar slips of the tongue.

Report of the Pres., Northern California Golf Assn., for 1956 is a thorough, well handled brief of association doings that similar organizations might well use as a guide in

preparing annual reports . . . Bob Hanna, executive secy. and field rep for NCGA, is presently riding off in all directions visiting each of the 101 clubs in the association . . . His territory is 700 miles long and about 350 miles wide.

Morrie Talman moving into new, larger and beautifully appointed pro shop at Whitmarsh Valley CC, Philadelphia, this spring . . . Fire gutted his old quarters last October . . . The Internal Revenue service has issued a ruling which exempts gasoline used to maintain golf courses from the highway tax . . . Alex Cunningham, one of the founders of the PGA Seniors' association was at Dunedin taking part in a lot of reunions . . . Alex is interested in a golf course at Pass Christian, Miss., and owns a big pecan grove, Hill Top Farm . . . The pecans sell to club at \$1.25 a pound and many managers who, with their pros, are old friends of Alex, are among the customers.

Cherry Mills CC, on Chicago's southwest side, will not be closed to be subdivided into real estate, says Roland Boyer, who owns controlling interest in the club . . . In scotching the rumor, Boyer said the club has spent \$75,000 in improving clubhouse and course . . . Ernest J. Galbos named mgr. of Cheyenne (Wyo.) CC . . . City-owned Lake Wales GC sold to members who take up buying option given them in 1945 . . . Los Angeles opens first 9 of municipal course in Sepulveda Dam Park in January . . . Second 9 to be ready by fall.

New county course in Santa Fe Dam area near Azusa, Calif., now being planned . . . Rochester, N. Y. city officials report three local municipal courses, enjoyed a boom in 1956 with record fees being collected . . . Palo Alto (Calif.) Times points out that many firms find best way to woo good workers is with golf and insurance.

Spokane Valley CC, Spokane, Wash., offers city extensive piece of property it owns for public golf course . . . An Albuquerque, N. M. golfer's reaction to USGA's announcement of bogey score for the moderately good golfer: "Few of us ever reach the \$64,000 category, but now we can shoot for the \$32,000 plateau" . . . Architect Bill Bell undertakes survey of 280-acre site of Palos Verdes area near Los Angeles to determine whether it should be developed as a golf course and recreation center.

Carlton E. Treat, supt. at Montclair (N. J.) GC wows audience at club's Seniors' dinner by reciting several choice poems . . . All touched on "Turf" and one was an original Treat composition . . . Allen Burton's pro shop at Army-Navy CC, Arlington, Va., burgled four times in last six months . . . On last occasion, Burton came back at 8:30 in the evening to do his book work and discovered place had just been looted.

Greensboro (N. C.) Record carries extensive table showing number of rounds played at city's five courses from 1948 through 1956 . . . Nine-year totals show that 751,140 rounds

Educate Members on Merits of Clubs

Ade Jensen, pro at Racine (Wis.) CC, remarks: "Professionals have to pay more attention to educating members on clubs. We might as well admit that a big reason clubs often are bought away from the buyers' own pro shops is that the buyers don't know anything about clubs except prices.

"We're the fellows who have to educate the players if we want their patronage.

"The ordinary golfer rarely knows anything about the differences in club design and construction that account for the difference in price. His pro hasn't shown him a good club and a cheap club side by side and given the golfer a bit of schooling in engineering, materials, design, checking weights and assembly, finish and other elements accounting for the value and playability of a club.

"We in pro golf are proud of our reputations and results as teachers, but we've done very little teaching on the subject of clubs."

were played, with 1956 being the best year for three clubs, Green Valley, Gillespie Park and Starmount . . . Play was heaviest at Sedgfield in 1951 and at Greensboro CC in 1950 . . . Jim Foster, the Record's asst. sports editor, handled massive job of compiling and totaling the figures . . . Only alarming footnote is result of developments at Sedgfield . . . Steady but slow decline in number of rounds played there in last four years attributed to the fact that enough young players aren't replacing oldsters who are giving up golf.

The group headed by John Handberg, which recently acquired Shackamaxon CC, Westfield, N. J., has appointed Alec Tierney, veteran N. J. pro, manager . . . Frederick A. Marsh, renamed pres. of Metropolitan Golf Assn., recently declared he favors going all out to promote Junior golf . . . More competition for the youthful clubswingers is the answer, he adds . . . John Knipe, a protege of Henry Cotton, will take over as pro at North Shore CC, Glen Head, L. I. this spring . . . He moves over from Quaker Ridge in Scarsdale and succeeds Charlie Smith, who retired.

Ray F. Garrett and wife now co-managers at Statesville (N. C.) CC, having transferred from Cape Fear CC in Wilmington . . . Gastonia, N. C. to build new clubhouse at Municipal course with money received from Duke Power Co. for power line right-of-way across the course.

Veteran golf operator, Fred Bingham, given 5-year lease by Virginia Beach, Va., city fathers to run new Stumpy Lake GC . . . Already, Bingham is dickering for Virginia State Open, planning a name-golfer exhibition for his opening and bombarding press, radio and TV with information about the new layout . . . Bill and Dave Gordon, Doylestown, Pa., architects, designing 36-hole layout for Bethlehem Steel Co. near Buffalo, N. Y. . . . Gordons also are completing fourth 9 at Saucon Valley CC, Bethlehem, Pa., and getting ready to put finishing touches on Whitford CC, Downingtown, Pa. . . . New watering system at Philmont CC, near Philadelphia, part of a \$700,000 improvement project, is a Gordon installation.

Annual report of Northern California sect. of PGA on Junior golf shows that in 1956, 66 pros instructed 3,347 young players . . . The pros sponsored or promoted 144 tournaments for Juniors including high school, college, club and sectional meets.

Comments highly favorable on work of Jerry Murphy, supt., Rancho course where Los Angeles Open was played . . . Numerous contestants said the Rancho was in as good condition as any fine private club course.

Rush of pros and assistants during assistants' school and Seniors week at PGA National course was remarkably well handled despite small clubhouse facilities and other limitations . . . Pro department's service was especially good notwithstanding small space and demands of the large crowd . . . Exhibition booths were O. K. for makeshift deal . . . Heavy rain made aisles muddy one day but Spanish moss was spread out to give pretty fair footing . . . Gen. mgr. Irv Schloss, Emil Beck, Leo O'Grady, Tom Crane and others have a great idea of eventually building a combination clubhouse, PGA national offices, lecture rooms and exhibition space at the PGA club.

Each one of PGA Seniors' Week programs is bigger than ever before . . . The PGA has been lucky in having Irv Schloss move to Dunedin after resigning his pro job at Baltimore and getting all the operations at the club organized . . . It's a lot of work.

Dave Hendry came from his pro-supt. job at Moscow, Pa., to become supt. of the PGA National course . . . Course condition has been a brutal headache for the man in charge ever since the PGA has had the course . . . The Seniors' Week draws biggest play before the Dunedin course gets into its best winter shape which, to tell the truth, never has been anything to brag about.

Greens and tees were rated reasonably good and three fairways were OK'd by many of the pros playing at Dunedin . . . But generally, condition of the course doesn't compare favorably with that of most others in south Florida . . . That's the very pressing problem of management of the Dunedin club . . . Maybe the explanation of the unsatisfactory condition is a common one; budget too small.

Speaking of condition of greens, it's amazing at the Par 3 course at Sarasota owned by Dare Davis and Bert Montessor where smart and energetic Timothy Francis Fenton is in charge of maintenance . . . Greens are of Everglades No. 1 . . . They are small (largest one about 3,100 sq. ft.) and about 1,000 balls a week drop onto each green . . . Neither heavy traffic nor ball marks has damaged these greens . . . Fairways are Ormond . . . Sixty four-player teams — some of them mixed — help to account for Sarasota Par 3 course average of 250 rounds a day the year around.

Jimmy Burns, Miami Herald sports editor, quotes La Gorce CC pres., Daniel J. Mahoney, as saying it was a good thing for golf when La Gorce discontinued the gambling tournaments and other high class clubs in south Florida followed . . . Jimmy Demaret's second consecutive win in Thunderbird's invitation tournament is another sign the old pros aren't thru . . . Jimmy is a granddaddy . . . Demaret revival stirred some to the hunch that Ben Hogan may still be young enough to win the Open this year.

Sam Snead to headline instruction session at New England PGA spring meeting April 8, day after the Masters' ends . . . Excuse me, I don't go for that stuff about a great golfer being through when his legs go . . . What he loses first in big competition is the knack of getting down in one putt . . . Knocking 'em up from 5 to 12 ft. from the flag and then holing a lot of them is what wins the major titles . . . Barring that one thing in the past few years, Hogan has been as good as when he was taking the big ones.

Dow Finsterwald to be pro at Tequesta course Dick Wilson is building in fine new subdivision near Jupiter, Fla. . . . Southern Seniors' second annual invitation tournament at Naples (Fla.) CC just a few short of the limit that the Naples club and SGA officials agree is most comfortable size of the field for this event.

Members of Women's Auxiliary of PGA Seniors did grand job of selling tickets to pay for prizes for women's golf program at Dunedin . . . Harry Moffitt, PGA pres., says he was away from Toledo 66 days last year on PGA business . . . Burke Golf, Etonic Shoes, Plymouth Golf Ball and Jack Moore Enterprises were hosts at cocktails preceding PGA Senior banquet.

Seven pros from Canada at big U. S. Royal banquet which began the social affairs of PGA Seniors' week . . . Chuck Lewis and his tiny and talented daughter, Linda, put on their trick shot exhibition at the PGA National course . . . It's a good show . . . Chuck is competent and entertaining and the kid, a perfectly behaved and soundly poised young lady, really belts the ball.

Dave Truffelli from Crestview CC, Wichita, Kan., to pro job at Riverview CC, Derby, Kan., 18-hole private club . . . Wilfred Reid at PGA Seniors with great selection of new English stories he picked up on his trip to the old home last fall.

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*Player demand and need for economical maintenance call
for architect to compromise his ideas on layout*

Lower Costs, Lower Scores Asked in Course Design

By ALFRED H. TULL

THERE has been a lot written about the relation between modern golf course design and the cost of course upkeep. There also has been a lot said about the things a golf course architect can do to reduce maintenance costs. I wrote a booklet on that subject, almost 30 years ago. Then and now good design lowers maintenance costs.

Most of the improvements in design have been forced by players' demand for more pleasurable golf, and supts' demands for courses that can be economically maintained in spite of high labor costs.

The player eventually pays the piper and calls the tune. If he wants to play a round without losing a single ball, if he refuses to climb a steep grade, if he wants to shoot a 90 when his skill and ability is only half that of a scratch player, his demands will be recognized because he pays the bills.

There is a continual battle between course architects steeped in traditions of the game and the vast majority of players who, imbued with the American spirit of attempting the impossible, expect to come within measurable distance of Sam Snead's or Bobby Jones' ability.

The result is that a good course architect must compromise. He must weigh good against bad. When he finds an irresistible demand for some modification of design on the part of the golfing public he must make every effort to satisfy this demand without sacrificing those essentials of design which keep golf a competitive sport, in which each player reaps a reward — or penalty.

There have been many such modifications forced upon us and our skill in adapting course design to these demands is a measure of our skill as designers.

Thirty years ago the epitome of design was the "sporty" course. In spite of the reflection it might have on my age I think golfers must have been younger in those days! Certainly they were more willing to climb hills. A course without a ravine or

two, a couple of water holes and at least one "eye-of-the-needle" terror didn't get much of a rating.

Power Mowing Influences Design

Greens in those days were not merely "undulating" — they were ruggedly contoured. The advent of power green mowers changed the design of greens very quickly. Today's supt. rightly demands plenty of cup space, and greens that can be cut in any direction by power green mowers without scalping.

Tees in the old days were pretty small. After all, back in the '20s, a hundred players a day on a weekend were a crowd. Now some metropolitan clubs can expect to reach a peak of 300 or more rounds a day and supts. demand tees large enough to handle the traffic without undue wear.

A more recent demand is for parallel tees, one planted to Zoyia or Bermuda for summer play and one planted to cool-weather grasses for use during the rest of the year.

Old timers can remember when rough was rough, and was cut with a hay mower once a year. At best it was Hard or Sheeps fescue or native clump grasses. At worst, it was a mat of trodden-down hay or its aftermath. Certainly no one expected to get out of it with anything less than a mashie-niblic. And if you know what a mashie-niblic is you are an oldtimer.

Player demand for faster rounds, or unwillingness to hunt lost balls, or acceptance of a penalty for being off line, has changed the picture. Coupled with the topflight golfer's demand for low-cut fairways, we now often find a better lie in the rough than on the fairway. Elimination of the penalty, inherent in oldtime rough, accounts for much of today's low scoring but it is one player demand that cannot be, and is not, ignored. In major tournaments, the rough is usually allowed to grow up a few inches to hold down the long, wild drivers but no club can afford to maintain



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such a condition for its members. What's more, they probably wouldn't hold still for it very long.

Many of the old "sporty" courses were as full of sand traps and rough mounds, as a dog is fleas. Most of them bothered nobody but the dub. Their presence could not always be blamed on the designer; many Green committee chairman have had a yen to add something of performance as a personal memorial. Today most reconstruction work consists of removing these duffer headaches.

Why Punish Duffers?

Modern trapping on a course is big and bold, designed to catch good players' bad shots only. Why not? The duffer pays the bills and why should he suffer a 110 when a 91 would make him happier?

This is not a plea for easier courses on which any dub can shoot an 80. I do think, however, that players have a right to expect courses on which par is improbable, and 90 is fair going for the average member.

Recently the advent of the caddy cart and the electric "golf buggy" has been a factor in changing golf course design. Their use tends to concentrate traffic and cause wear and tear. Proper routing and parking of these vehicles must be considered. I think it quite possible that eventually we shall have to hard-surface off-fairway lanes for golf buggies on hilly holes and provide mandatory parking space for both carts and buggies between the green and the next tee. Certainly the wear and tear on greens and aprons caused by caddy carts can't be tolerated much longer. This is a striking example of player demand creating a problem to which supts. demand a solution.

These are just a few highlights on the whole problem of designing golf courses as much as possible in the tradition of the Royal and Ancient game and still making them adaptable for the present day need of golf for the millions.

Par 3 Course Gets Former Golfers

Bernie Marzonic, gen. mgr., Arroyo Seco 18-hole par 3 course at South Pasadena, Calif., says it's amazing how many customers of the course are people who used to play golf but for various reasons gave it up. Lots of beginners are playing the par 3 course, too. Marzonic says the unique problems of maintenance under heavy play call for special procedure which supt. Bob Jones has devised.

Pro Confronted by Economic Problems

The club official or member who has even a dim idea of how pro department operating costs have increased in the past two years is a very rare person.

Inquiries by GOLFDOM show figures indicating that pro shop expenses in 1956 were from 15 to 20 percent higher than in 1954. The increase has been higher than those of course and clubhouse operations over a like period.

What makes the situation tough for the pro is that the cost of labor has been rising at a time when there is less opportunity to have the customer share the increased expense.

Club-cleaning boys now get more than pros were paid as salary at many clubs ten years ago. Good assistants are hard to get and keep. The hours are long. The pay, while high considering pro department revenue, doesn't compare favorably with other businesses which have insurance, paid vacations, sick leave and other benefits not offered in professional golf work.

Pros state that the majority of youngsters looking for jobs as assistants want to play golf rather than work at it.

Club Fitting—All Important

The older professional whose bench clubmaking experience was a valuable part of his training has to teach his assistants what clubmaking taught him about club fitting.

Clubs are definitely better made in the leading factories than they were made at benches. But progress in manufacture is offset by diminished capacity for using the important fitting factor in the pros' effort to command strong club business. Pros made their club business great by knowing how to expertly fit the right clubs to the player's physique, swing, temperament and general type of game. They should look to protecting this advantage.

More attention and study should be devoted to the relationship between the lesson and practice tee and proper fitting of clubs.

George Heaney Pro, Brookside GC, Pasadena, Calif.

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Pro and Superintendent Alike Can Benefit

By Knowing How To Interpret A

Weather Map

KNOWING how to interpret or "read" the weather maps that are daily features of large newspapers as well as many medium size ones is of great practical planning value for course supts. and pros. Although these maps may seem a bit bewildering when a person first sits down to study them, he'll find that after a few days and probably no more than a week or two of familiarizing himself with their various markings such as frontal and low pressure systems, there really isn't much of a mystery either to the maps or to the way in which weather moves.

The most important thing the new student of forecasting should keep in mind when looking over the maps is that weather generally moves from east to west and that the fronts and lows, which generate and carry weather with them, move eastward at a fairly consistent pace. There are some exceptions (which will be explained later) to this latter rule, but from May through September, the period in which pros and supts. particularly in the northern states are most interested, frontal systems and lows move across the country at a rate of roughly 20 mph.

Forecasts made from newspaper maps can be projected quite accurately for a period of from 24 to 48 hours, and after a person has become sufficiently familiar with forecasting techniques, there is probably no reason why the forecast period can't be extended to three or four days.

But the do-it-yourself forecaster shouldn't make the mistake of attempting a 72 hour prediction and then ignore the maps for the next day or two. Even professional meteorologists don't fall into this kind of complacency. Practically all of them re-check their forecasts by consulting new maps that are drawn six or twelve hours after their predictions have been made.

The supt. or pro who looks over a newspaper weather map in the morning and makes a decision as to the kind of weather that can be expected will be wise to check an evening TV show to determine if his forecast is going according to schedule. This is particularly true if he has an im-

portant maintenance project planned for the following day or days or in the case of the pro, if he has an important club tournament coming up.

West to East Movement

Basically, there isn't much difference between a winter and summer weather map. Fronts and lows, as mentioned before, follow the same pattern on both in that they move from west to east. But the contrast in temperatures of air masses behind and ahead of a cold front in the wintertime is much greater than that which occurs in the summer. This, primarily, is what accounts for the extremes in weather in the U. S. between late November and March.

Since we're interested in summer weather situations, let's imagine we have a cold front extending from a low pressure system, centered in Bismarck, N. D., to Amarillo, Tex. The air to the west and north of the front will have pushed down from Canada, having been wedged in between the Rockies and the what has become frontal line. It will be approximately 10 to 15 degs. cooler than the air east of the front. If the front moves rapidly eastward (25 to 30 mph) and the air ahead of it is extremely warm and humid, severe thunderstorms or heavy showers will occur along the line of the front and clearing behind it will be quite rapid.

If the front proceeds more slowly and same humid and warm air is out in front of it, precipitation connected with it will be more in the order of a light, steady or intermittent rain which may last anywhere from an hour or two to 12 hours after frontal passage.

Many times fronts will pass without bringing any rain and only a slight drop in temperature. This is the result of the air mass behind the front being hardly any cooler than the air mass ahead of it, and also because both masses are relatively dry. Relative humidity of the air mass east of the front usually is a tipoff of what is to be expected in the way of rain. If it is below 50 or 60 percent in your area,