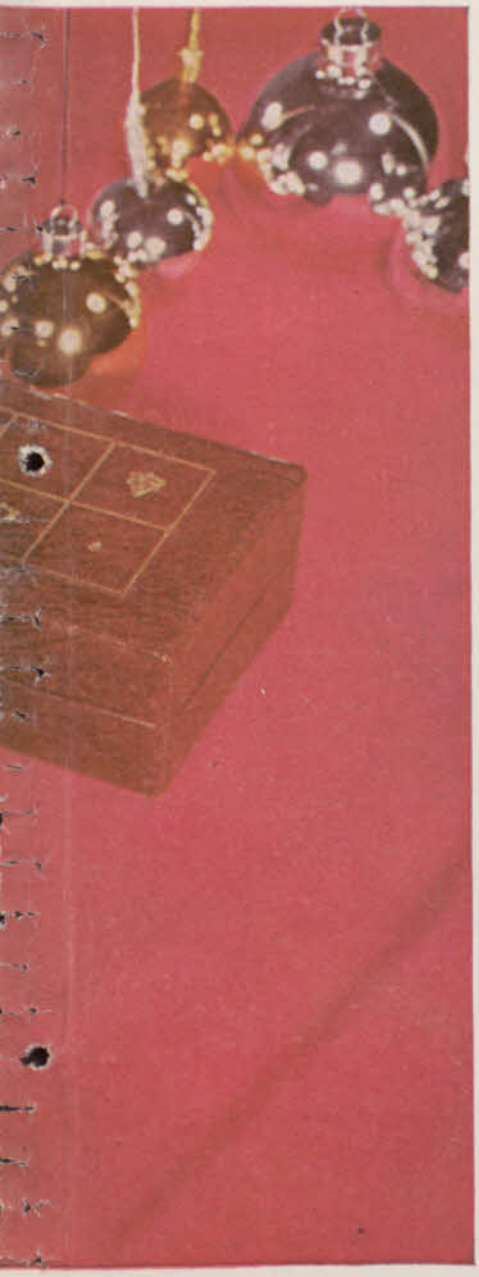
profits

THIS CHRISTMAS?



Once again Acushnet offers you an unbeatable deal for the Christmas gift market.

Titleists, in dozens, personalized, in beautiful gift boxes of rich, simulated gold embossed leather—boxes of a thousand and one uses after the balls are gone. (Also in boxes of ½ dozens – but, sorry, no personalizing on half dozens.)

Price and profit set up same as it has always been. *No extra charge* for personalizing, *no extra charge* for the gift boxes — that's one reason why golf players and their friends go for these wonderful gifts in ever increasing numbers each year.

As always with Acushnet this is a "pro-only" arrangement. No "downtown" competition of any kind. All profits are pro shop profits—even those resulting from sales made by us directly due to our advertising in national magazines during October and November.

Samples are on the way to you now or will be shortly. See your Acushnet salesman as soon as possible and get your orders in *early*. The demand grows each year and we don't want to disappoint anyone. Acushnet Process Sales Company, New Bedford, Massachusetts.

Sold Through Golf Course Pro Shops Only

ACUSHNET

GOLF BALLS

Titleist 3

TRADEMARK

the safest, most effective g diseases of fine turf

MASSACHUSETTS

"I have kept my greens free of all disease with a straight 'Tersan' 75 program. My schedule has been to spray once a week with a pound of 'Tersan' 75 per 5000 sq. ft.,"

reports **JOHN KEALTY,** *Supt.*
The Country Club
Brookline, Massachusetts

MINNESOTA

"I've been getting 100% control on brown patch with 'Tersan' 75 and feel it's a general preventative for all major fungus problems during the summer months. I spray 'Tersan' 75 once a week throughout the season, and diseases are not a problem,"

reports **PAT JOHNSON,** *Superintendent*
Interlachen Country Club
Minneapolis, Minnesota

On all chemicals, always follow label instructions and warnings carefully.

ZATE® Zineb Fungicide • **VPM** Soil Fumigant

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BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

Grau's Answers to Turf Questions

If you've got a question you want Dr. Fred V. Grau to answer, please address it to Grau Q&A, Golfdom, 407 S. Dearborn, Chicago 5, Ill.

Practice vs. Proved Principles

A SUBJECT frequently assigned to after-dinner speakers is that of tracing the pattern of progress in some particular field. The writer has been asked to do this in August before the joint Chairman-Supt. meeting sponsored by the Philadelphia Golf Assn. We welcome the opportunity to compare the way we used to do things with the way we do them now (or at least the way we would like to do them now). Based upon current observations, it seems that practice has not always conformed to proved principles.

Principle 1: Putting green turf is easier to maintain when, during construction, all ingredients have been thoroughly blended to provide uniform conditions for plant growth. Practice: Greens are being built that must be rebuilt before being put into play because the ingredients (sand, organic matter, soil) are so non-uniform and so poorly mixed that satisfactory turf for play can't be developed or maintained.

Principle 2. Surface drainage that carries excess water off the green in at least two or three different directions make maintenance much easier and need not affect playing character. Practice: Too many newly-built greens are like saucers tipped toward the fairway. Surface water is dumped into the approach area making it nearly impossible to maintain good turf on either green or approach. Principle 3: Improved grasses exist that are known to provide superior turf with less disease and trouble and with fewer maintenance headaches. Practice: Many turf areas on new courses are being planted with poorly-adapted grasses which will cause major maintenance headaches. Some eventually will have to be replanted with improved types.

Principle 4: Proper levels of nutrients for the various grasses have been proved for the several uses of grasses. Practice: Everywhere we see starvation causing emergency expenditures which exceed original cost of the balanced diet that should have been provided in the first place to render such expenditures unnecessary.

Principle 5: Sharp mowers make all turf look better and stay healthier. Practice: Everywhere we see sad looking turf — on courses, athletic fields, home lawns, even experiment station plots — where even the best grasses and the best fertilizers have no chance to show to advantage under the dull mantle of chewed, frayed grass blades.

These are but a few of the pet peeves we have developed as a result of the pattern of progress failing to relate practice to proved principles. We hope that every new golf club, before it signs a contract, will make very certain that it has the very best recommendations of agronomists and supts. on grasses, contours, drainage and other factors that influence maintenance. Good architectural design can be achieved that recognizes the proved principles underlying plant growth without sacrificing one iota of character.

Grau Photo

Fertilizer burn on turf aggrevated by type of spreader that released material in stream. Goosegrass and crabgrass replaced turf that was killed.

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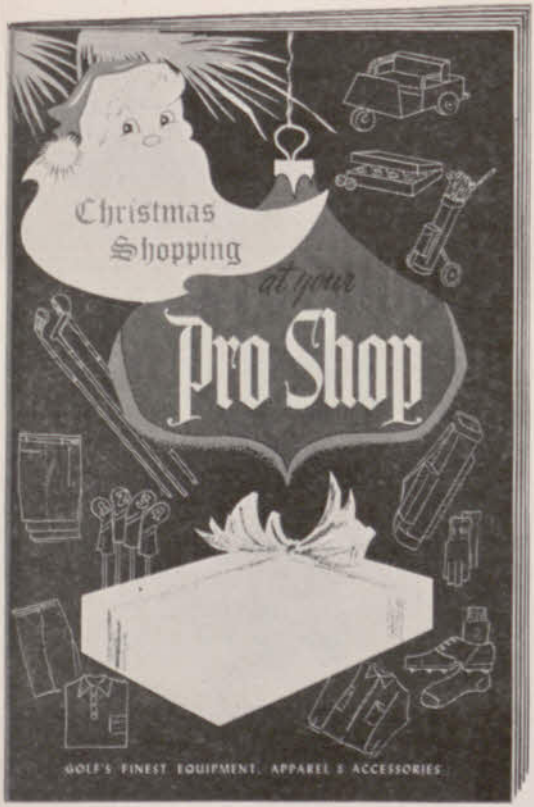
Maintaining Tifton 328

Q. We put in Tifton 328 in August, 1957. The growth has been fine and we have as good greens as any in the area. I am wondering about how much water the greens will require to main-



PROS...

watch your mail for details of the

1958 EDITION OF

CHRISTMAS SHOPPING

Take it from Santa — the world's best salesman — this year's edition is the best yet for building Pro Prestige, Customers and Sales

Although the descriptive folder announcing this year's edition of "Christmas Shopping" is scheduled for mailing August 7th, advance orders indicate another new record in the number of pros participating in this year's drive for their golfers' Christmas gift business. Through July 25 over 56,000 copies had been ordered by professionals.

This is the fifth year of the highly popular and productive "shopping guide" that has given such a strong personalized flavor and prestige to the golf professional's advertising and sales promotion efforts. More than 160,000 copies of this distinctive pro-only promotion will be available this year, for a total of over 615,000 copies mailed into golfers' homes since its first appearance in 1954.

Deliveries start the first week in September. Pros who want to make certain of receiving copies are urged to make immediate use of the order form attached to the folder which is being mailed to every club golf professional in the U.S. If you haven't received your announcement folder by August 12th . . . write GOLFDOM for a copy.

GOLFDOM ● PROmotion Department

407 S. DEARBORN ST., CHICAGO 5, ILL.

tain their beautiful color and active growth in the long, hot Florida summer. We are presently keeping them pretty wet all the time. However, we try to stay away from middle of the day watering. How often do you think they should be watered? And what time of the day would be best?

I have noticed small brownspot mixed in with the lush green. I do not know whether this is from too much water in the hot sun or actually not enough water.

I have read advertisements concerning the wetting agents, xxxx, in particular. We have well-drained greens built on a rather sandy base. If we do not use plenty of water they will show some compaction on the surface. Do you think xxxx, or something like it, would be of benefit to us? (Florida)

A. The amount of water your Tifgreen requires depends upon how well you have fertilized. Tifgreen does not require constant soaking to keep it beautiful. Keeping greens constantly wet makes it difficult to maintain good color and vigor. The time of watering will have little significance if the grass is properly fed.

The small brown spots could be insects or they could be the result of constant soaking. You should send affected material to Dr. Gene Nutter at Gainesville, Fla., or to Dr. Homer Wells, Tifton, Ga., for examination.

Well-fed grass stays beautiful on about 1/5 the amount of water that hungry grass needs. Try to use minimum water to develop deep, sturdy roots which, in turn, will produce good resilient turf that will hold a well-played shot even when the green is dry.

With well-drained greens built on a sandy base you should not have trouble from drainage. Occasional spiking or aerating should let water through any surface crust that might develop. I do not know if a wetting agent would help. If you already are using too much water it might accentuate your problem — it is hard to say from here. I suggest that you consult your experiment station for data on wetting agents.

Compaction in the surface could be the result of keeping greens constantly wet. This requires more and more water to keep the surface soft. Soon this leads to deterioration of the grass and then something besides water is blamed for the grass dieing. My suggestion is to start tapering off on the constant watering, use the spiker or aerator more frequently, keep up the fertilizer applications. Regardless of the kind of fertilizer you use, use plenty of nitrogen — up to 20 lbs. of N to 1,000 sq. ft. a year. Also, keep the phosphate level low.

Clover, Weeds in New Greens

Q. We have new greens that were seeded with Astoria and Seaside bent. We now seem to have quite a lot of clover and chickweed coming in. The greens are a year old and I suppose that some of this weed will be crowded out by next year, but I would like to know what you recommend for over-all protection against clover, broadleaf plants, chickweed, etc. In reading GOLFDOM, I noticed that you are not in favor of 2,4D, which we have been using for spot spraying of plants. Clover seems to be our main problem now along with some chickweed. (Vermont)

A. Your best defense against clover and chickweed is good management, adequate fertilization, minimum watering, aeration and everything else that goes to make good turf. Next, arsenate of lead at 10 lbs. to 1,000 sq. ft. annually in early fall or spring, whichever suits best, with treating stubborn spots with light dustings of calcium arsenate is recommended.

Actually, Astoria and Seaside bent are not your best grasses for putting greens in your area. Both are highly susceptible to snow mold and they contain weak strains which are highly disease susceptible. I suggest that you give serious consideration to introducing Penncross creeping bent seed into your greens. I would also suggest that you check very carefully for soil conditions, compaction, drainage, etc.

Peat Fouls Up Greens

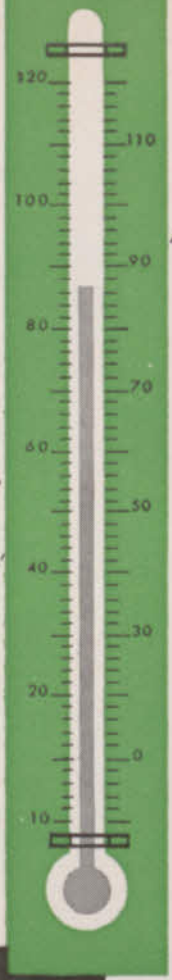
Q. Eight of our 18 greens have a layer of peat 2 to 4 ins. thick and about 6 ins. below the surface. The top 6 ins. of soil is very good. Below the peat layer there is sandy clay. These greens never get a deep root system and are especially bad in the spring. They give one the feeling of walking on foam rubber and it is usually June before they are O. K. Aerating tools will not penetrate into the peat area. Outside of a complete rebuilding job, is there any remedy? (Wisconsin)

A. Your very best remedy probably is to begin with one green at a time, stripping the sod, laying it aside and then thoroughly mixing the material that is under the greens, adding generous quantities of coarse sand, or sand and gravel mixed, so that there will be no further layers. If this is done, you can look forward to many, many years of practically trouble-free maintenance. The job need not be expensive and it can be done relatively quickly so that the greens will be out of play only a very few days at the most. By properly planning the work, having all materials and equipment needed on the job a thing like this could be done almost in one day and the greens could be back in play within a week.

After stripping the sod very thin (not more than 1/2 in. thick) and thoroughly mixing as deeply as possible with a heavy tractor-driven rotovator, have a sample examined critically to see how much coarse sand and gravel is needed to bring the mixture up to about 75 to 80 percent sand. During the operation be sure to incorporate any limestone that may be needed, if the soil test shows the need for lime, adequate quantities of phosphate and potash and then, as a final operation before re-laying the sod, rake your fertilizer into the firm seedbed. This is a factor in getting the sod to knit quickly and produce a good putting surface in the shortest space of time.

I am quite sure that this renovation job will give good results. Any attempts at trying to correct the situation without stripping and renovating would simply be a patchwork affair, would cost a lot of money and would not correct the basic trouble.

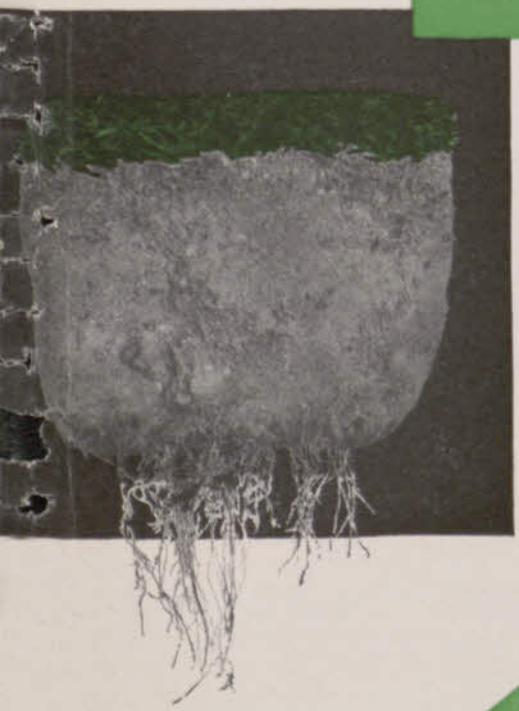
WHEN TEMPERATURES RISE AND HUMIDITY CLIMBS...



create a potent barrier against brown patch

WITH

CALO-CLOR®
CALOCURE®



Brown patch season is almost here. Start your fungi control program now!

Spray protection on your turf before climbing temperatures and high humidity set the stage for greens' destruction. And make your prevention program completely effective—use disease-defying extra-potent CALO-CLOR or extra-safe CALOCURE. You don't need to mix them with other fungicides to get results!

CALL YOUR MALLINCKRODT DISTRIBUTOR FOR YOUR SUPPLY NOW!

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Krueger instructs school teachers in golf tundamentals. They, in turn will help teach the kids.

Why I'm Helping to Put Over High School Golf Programs

By Ralph Krueger

GOLF IS going to be brought into high schools on a very wide scale!

When I first heard that statement, I was dubious. How can golf be put into physical education classes with from 20 to 50 students, and sometimes more, and have any good come of it? This question disturbed me for some time until all the facts came to light.

I did remember my own high school days. There was no golf instruction in our classes and no thought of ever including it. To be truthful, there wasn't any thought about golf for the rest of the students, either, except for those whose parents were members at private clubs or for the few of us who had the happy experience of caddying.

The National Golf Foundation is helping to develop the high school program. It estimates that roughly two million young adults a year will get an introduction to golf when the program is in full swing. When the impact of that statement became clear to me, I changed my thinking about golf in high schools.

What if every person that comes to the lesson tee is a high school youngster? What a delightful experience, for I am of the opinion that there is no one easier to teach. Young people have the ability of adding to their knowledge quickly. They are free from the problems of a job, a mortgage, or a sacroiliac. They understand things quicker, are more easily adapted to golf lessons.

Where will this 'youth interest' come from if it isn't nurtured in the high schools? Every course in the country has a problem of providing enough caddies. Carts and golf cars are ending the caddie era and with it a plentiful source of young talent.

Despite a tremendous boost in junior programs, the fact is that private clubs reach only a small percentage of the total number of children.

City recreation departments are understaffed, short on facilities and only geared to demands placed on them by interest created in high school. The recreation program usually does its biggest job in off-school periods and without demand for golf from high schools kids, there will be little or no inclination to undertake or continue a golf program, if one is underway.

Include the demands of parents to educators to 'teach them something about golf' and the answer appears to be that high school golf is coming and coming big.

Who will do the job?

Need Pro's Help

The high school physical education teacher will have the responsibility of putting this program into action. Chances are golf was not included in his college physical education classes so he must look to someone for assistance.

The golf pro is the logical choice. Who is better qualified? The pro, by working

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Ralph Krueger is teaching professional at Hickory Hills CC, Oak Lawn, Ill. A onetime caddie, Krueger attended Michigan State University, served 3½ years in the USAF as a flight instructor. His golfing tutor was Marty Walsh. He also worked under Tom Walsh and Sam Rahworth. Krueger has received a citation from the Visking Corp. for his work with the employees' golf program and was a consultant for National Golf Foundation at a recent Milwaukee, Wis., Golf Workshop.

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with local sections of the PGA in cooperation with local chapters of the American Association of Health, Physical Education and Recreation (AAHPER), can set up clinics and workshops designed for teachers' needs.

PE instructors are not golf professionals, nor do they have to be. They are competent, well-trained men and women whose speciality is training youngsters in basic skills of coordination, timing and other essentials necessary for athletic achievement. It must be remembered their scope is limited; their facilities inadequate; their time restricted. Yet, with all these limitations they can do an outstanding job in transmitting basic knowledge to large numbers of young students. They will actually create and inspire golf interest.

What happens then? The youngsters will search for an outlet, for the play is the thing, whether it's golf, baseball or dominoes. The only place to play golf is at a golf course.

I remember Mondays at Evergreen Country Club in Chicago. These were caddie days, and if I didn't play 72 holes I certainly played 54, or the rain was pretty heavy. I don't think I could have played that much golf unless there was some skill to whet my interest.

The interest of youth in golf forms a nucleus for tomorrow's vast army of golfers. The high schools will be the source that feed tomorrow's professional ranks. More golfers, better golfers, more jobs and a better profession! These are the reasons I want and will work for golf in our high schools. It's a plan that makes my business better today and insures it will be even better tomorrow.

Indianapolis Club Gives Lee Nelson Life Membership

74-year-old Lee Nelson, Indianapolis pro who has been making a living in golf since the turn of the century, was given a life membership in July in the local Riverside GC. The certificate, presented by Bud Owen, secy-treas. of the club, was only the fifth awarded by Riverside, one of the oldest municipal courses in the city.

Lee was introduced to golf in 1900 when he became assistant pro at the old Indianapolis CC where Woodstock CC now is located. In 1904 he was named pro at Riverside. Five years later he took over at the original Highland CC. In 1918, Nelson went to Miami Beach (Fla.) CC

How leading superintendents

"... promotes the best-looking and most playable turfgrass,"

reports John L. Matthews, Supt. and Mgr., Virginia Country Club, Virginia, Illinois

"'Uramite' has cut costs and helped maintain our course in such attractive condition for three years that play has increased. In spite of heavy rains, greens supplied with 'Uramite' are in beautiful shape—the best I've ever seen. Steady, season-long supply of nitrogen from 'Uramite' promotes regular and strong turf growth. I plan to continue and increase my use of 'Uramite.'"

A uniform supply of nitrogen from Du Pont "Uramite" promoted sturdy, regular growth on this turf at Virginia Country Club.

"URAMITE"—the nitrogen with built-in control

Du Pont "Uramite" is 38% nitrogen—from methylene ureas of the highest quality. Applied in the fall or spring, "Uramite" resists leaching, supplies nitrogen uniformly to assure your turf long-term, sturdy, healthy growth and vitality. Uniform granules of Du Pont "Uramite" are free-flowing, clean and completely odorless.