

by the plant. The excess is removed in the clippings.

Recommends Straight Materials

The troubles of the present help us to plan a more trouble-free future. We share the belief that professional managers of turf will come closer to providing a more perfect balance of nutrients by using straight materials. In this way each nutrient element can be supplied in the proper quantity at the best time. Excesses largely will be a thing of the past.

Many supts. have directed justified criticism against granular materials which tend to lie on top of the turf on putting greens. In this position much material is picked up by mowers and wasted. Some of it has caused severe burning. The greatest sin is that the particles lying on the turf do not contribute much to nutrition. They may even tend to attract roots to the surface and help to develop more thatch and mat. Material on the surface may be washed into low places where excess accumulation tends to create serious troubles.

In summarizing the total situation we are forced to recognize that Nature has shown us the weaknesses in our systems.

Nurseries Still Needed

Many of the nurseries we have urged clubs to build are just now being planned. It is like locking the stable door too late, but, we will have other winters like the one just past.

The sturdy dependable creeping bents in the trouble areas are Washington, Old Orchard and Toronto. Cohansey is looking better all the time. But, be sure you get the real McCoy in any stolon bent.

Drainage (surface, internal and sub) is of prime importance, the critical factor in severe seasons.

Fairway Fertilization

Q. Our course is now in the process of a complete fairway fertilization program. We recently purchased several thousand lbs. of chemical fertilizer and the constituents of this fertilizer consist of the following: 21 per cent nitrogen, 24 per cent combined sulphur and 55 per cent inert materials. The trade name of this fertilizer is "Sulfate of Ammonia."

As there are no agronomists in our immediate area, we would appreciate it very much if you would answer the following questions relative to our program and also advise us as to the desirability of this type of fertilizer. Our main problems are as follows:

1. Will this type of fertilizer alleviate in any way our serious clover problem?
2. Should we aerify our fairways, which has not been done for 10 years, prior to the applica-



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No other golf tee approaches its 33 year record of — continuous, dependable service



For 33 years—made, sold and serviced by PAR-Inc. For 33 years—hundreds of PAR-TEEs in continuous use, and still the most modern tees, with lowest upkeep and unflinching performance. No other tee has as many years or years of use as the PAR-TEE. That's the record behind PAR-TEEs. Complete with driving and standing mat — ready for use in a jiffy. Available for rent or for sale.

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Sole it... Sight it... Stroke it... Sink it

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The TEE-BALL looks and "smacks" like the REAL THING! Approved by leading pro's. TRUE FLIGHT pattern. Helps correct hooking, slicing, topping. Tee may be trimmed off for iron practice. SHORT FLIGHT! Durable Vinyl Plastic — NON-BREAKABLE. Gift packed 3 for \$1.00 at pro shops and dealers everywhere.

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 ST. LOUIS 11, MISSOURI

S/R

tion of the fertilizer, or should we put the fertilizer on and then aerify?

3. What would be the best month to start the program?

4. Should we have a soil analysis taken of our fairways?

5. Should this type of fertilizer require a surplus of water to prevent burning? (Montana)

A. Sulfate of ammonia is a well-known chemical nitrogen fertilizer material. It furnishes nitrogen quite inexpensively compared to most nitrogen materials initially, but has the big disadvantage of leaching out of the soil (up to 70 per cent) and burning the grass severely. Properly used, lightly and frequently, sulfate can help to alleviate a clover problem, but the labor cost of the frequent applications nullifies the advantage of the original low cost.

Fairways may be aerified any time they need it. Chances are good that, if your bluegrass fairways have not been aerified for 10 years, it would do them a lot of good to be thoroughly cultivated prior to the application of fertilizer. Since the sulfate of ammonia is completely soluble, it really doesn't make a great deal of difference whether you fertilize first and then aerify, or whether you aerify first and then fertilize. If the water will penetrate into the soil at all, it will carry the soluble sulfate with it.

It makes little difference when you start your program — I would say the sooner the better. The time to apply sulfate, of course, is during the growing season.

Soil analyses represent the inventory of your assets. It is well to have soil analyses made once a year in order to check on the conditions of the soil pH and levels of calcium, phosphate and potash.

If the sulfate is applied when the grass is very dry and the spreader is working well so that the distribution is perfectly uniform, your chances of burning are minimized. However, sulfate, applied late in the afternoon, can draw enough moisture from the air during the night to cause severe burning. The burning will be accentuated if there is any traffic or foot-printing. It certainly helps to wash the sulfate in with water to minimize burning.

As I recall, your fairways are made up mostly of Kentucky bluegrass. Recently, in conversation with experiment station personnel, it was developed that the leafspot disease of Kentucky bluegrass appears to be accentuated by the use of inorganic nitrogen fertilizers. Some of your clover problem quite likely could be the result of leaf-spot infection and consequent weakening of the turf, which would allow the clover to invade. It is entirely possible that this situation may be accentuated by the soluble, quickly-available fertilizer.

Usually, in planning a complete fertilizer program, the soil analyses are made first and then the fertilizer is purchased on the basis of the interpretation of the analyses so that the grass will receive proper balanced nutrition. May I suggest that, when you have your state experiment station run the soil analyses, I will be happy to review a copy of the test results and help you interpret them.

Clover Infestation

Q. We have a bad infestation of white clover on our fairways and want to do something about it this season. When should we start and what shall we use? We can get the use of a farm sprayer with pressure tank that has about a 30-ft. boom. Is 2,4-D the right product to use and if so in what proportions? (Minnesota)

A. White clover in your fairways is indicative of a shortage of nitrogen. In your plans to reduce the clover with chemicals, be sure to include in your budget enough money to buy nitrogen to feed the grass so that it will be dense and thick so that clover cannot re-invade.

A mixture of 2,4-D and 2,4,5-T called "Brush Killer" is better than 2,4-D alone for killing clover. Rates for best results are found on containers. Rates vary according to the percentage of active ingredient in the product. Follow directions closely with respect to rates and temperatures.

Chemical clover control will be far more effective when followed by a generous application of nitrogen fertilizer.

What Grass to Plant

Q. We are building a new golf course and will plant the greens late this summer. We are undecided about what grass to plant. We have been advised to use Old Orchard. May we have your opinion of this grass? (Iowa)

A. Old Orchard bent has turned in a fine performance record among the creeping bents. Permit me to quote from a letter written by Chuck Zwiener, Golf Coach, State University of Iowa, Iowa City:

"... our greens are as fine as you will find any place. . . . Old Orchard makes a fine putting surface. It has beautiful color and texture and is not grainy as some bents are. I would heartily recommend it to anyone in the country as an excellent grass. Our supt., Harold Brown, is sold on its fine maintenance qualities. . . . if anyone is skeptical about Old Orchard, send him here to look at our greens".

It was on this course that R. R. Bond, developer of Old Orchard, planted a demonstration green in fall, 1958, before 107 supts. New fertilizers in the seedbed were part of the demonstration.

Personalized Pro Stationery

If you are looking for a way to personalize your letterheads and other stationery, why not take a tip from Les Frisinger, pro at the Rockledge (Fla.) G&CC and have your photo or portrait printed on them. Pen and ink sketches of Les and his wife, who assists him in the shop, appear on the Frisinger letterheads. It is relatively inexpensive to have either a reproduction of your photo or a sketch printed on your stationery when it is made up. Your printer can give you all necessary details.

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1/2" brightly colored, easy-to see, metal golf ball marker. When not in use it clings to attractive white plastic, magnetized golf-ball design pin. Instantly at hand, on shirt, blouse, belt loop or golf bag. Continuous convenience—fine gift.

Pro price: \$7.20 doz. Retail: \$1 ea.

Free — attractive self-seller counter display — holds 12 Putting Pals.

PUTTING PAL CO.

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St. Paul, Minn.

Pro Merchandising Hints

(Continued from page 36)

to keep pros stocked with shoes to fit every size and shape of foot, there are always feet that can't be fitted except through special orders.

Too many pros, Gajda says, buy their merchandise with an eye only to the traditional stocking of playing equipment. They haven't yet come to the realization that a pro shop is really a variety shop and that sportswear and even some clothing staples are the merchandise that keeps the pro in business.

At any rate, Bob continues, every effort should be made to cut down on that tired old phrase, "I'll order it for you." You may eventually get the articles and not make the sale because the customer may have cooled off in the week or ten days that it took to get it. But even worse, if your shop gets the reputation of having to "special order" too many regular line



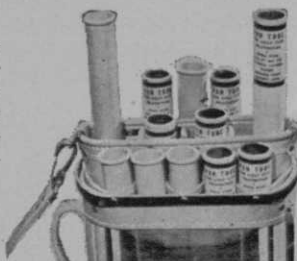
Regular • SELL PAR TUBES • Plastic

No matter which tube you buy, you can be assured you will be handling the best • The Regular is tough, moistureproof and proven • The Plastic is tough, non-brittle with rolled edge • Both will give full length protection to clubs and grips • Will fit any bag • Allows full unrestricted use of each club in individual compartment type bags • Regulars packed 42 and 144 per carton — Plastic 42 per carton.

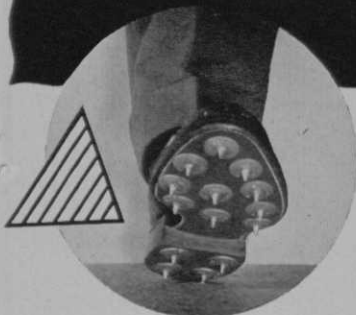
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in their locker rooms, halls and corridors because it has proven through years of service to be the one floor that —

DEFIES DESTRUCTION BY SPIKES

Made by the originators of Nyracord, a high quality rubber and Nylon synthetic compound. Resilient. Slip-resistant. Standard sizes. 13 colors.

Write for free sample piece, literature, prices and names of clubs in your area which have it.

AMERICAN MAT CORPORATION

1802 ADAMS STREET

TOLEDO 2, OHIO

products, your golfers are going to become so disgruntled that before long they'll start patronizing stores where they can get merchandise on the spot.

Why Sales Are Lost

(Continued from page 26)

price. This unfair advertising is misleading and tricky and many golfers have been lured into getting caught."

Impress your members with the fact that it is the pro's duty to protect his members from buying inferior merchandise.

Countering Cut-Price Competition

Another way to meet low price competition is to have a set of inexpensive clubs prominently displayed with a large price tag. It will not be long before interested bargain hunters will be asking questions about it. You have then "spotted" your bargain prospect and have an opening for a sales talk.

Whether pros like it or not, stores must be considered another legitimate outlet for golfing merchandise. They usually attract bargain hunters who will not pay regular prices or the beginner who does

not know the value of trading with a pro. This type of business will always exist, so why worry about it? If a pro can get 75 to 80% of all the business in his club, then he is doing about as well as he can expect.

Who The Member Is

The most important man in your life is your member because he looks to your for service, and you look to him to set the standard of your income.

A member

— is not a drinking, playing or gambling partner.

A member

— is not someone to fuss, fight and argue with.

A member

— is not a bother. It is always a pleasure to serve him.

A member

— is not a chronic kicker. His feelings and desires must be served.

A member

— is not dependent upon us. We are dependent upon him.

A member

— is a fellow who brings his golfing

Rental Customers Want These Carts

Rugged — Durable — Minimum Maintenance

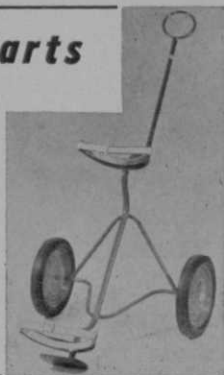
Pro designed — Floats like a feather — Comfortable Ring Grip — Removable Handle — Effortless handling. 12" ball bearing wheels—24" tread—weight 15 lbs. Brazed steel tubing — Baked Red Enamel.

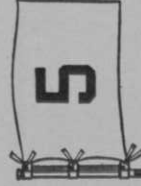
\$16.00 each in multiples of 4, (4 to a carton) FOB Little Falls, N. Y.

5% discount—cash with order. 2% 10 days—net 30 days.

ALBERT H. BOSBACH

R. D. 2 — Altamont, N. Y.



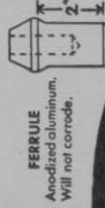


FIBERGLASS POLES

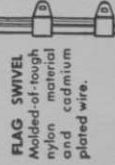
New fiberglass poles have been designed with attention to quality and appearance that has made PAR AIDE products the standard of the industry.

Cap is made of alloy steel cadmium plated button head Allen type screw for positive locking with furnished lock washer.

Body is of molded fiberglass reinforced polyester material. Will not deteriorate in any climate. Available in white with red stripes. Other colors available upon request. Seven or eight foot lengths.



FERRULE
Anodized aluminum.
Will not corrode.



FLAG SWIVEL
Molded of tough
nylon material
and cadmium
plated wire.



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**FERTILIZE EASIER,
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GRO-
GREEN**
**LIQUID
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Now . . . lawns, flowers, shrubbery, fairways, golf greens can be greener, healthier, harder all summer with regular applications of Campbell's GRO-GREEN. Goes to work instantly . . . feeds the plant not the soil. Easy to apply with any conventional sprayer. Saves work, time, and money on maintenance. "A little does so much." Apply weed killers, insecticides, fertilizer all in one operation. In 5, 30, and 55 gal. containers.

Write For Price List and Free Samples For Testing.

H. D. CAMPBELL CO. (Est. 1928) Farm Products Div., 233 Campbell Bldg., Rochelle, Ill.

problems to us. It is our job to make him happy.

A member

— is the life of our business. Without him we have no job.

Very few sales are lost when a pro is enthusiastic about his work and what he is selling. Enthusiasm is generated from within, from surroundings and from the pro's own outlook. I have seen many pros on small nine hole jobs more enthusiastic about their work than others on large 18 hole jobs. Most men are what they think they are; they must be happy to be enthusiastic. If you think you are whipped, failure or disappointed because you do not have a better job this will be reflected in your daily work. If you are enthusiastic about your work, optimistic about the future, success will soon be in your hands. There has never been a successful man on any job without a great deal of enthusiasm for his work. The pro is no exception.

The 1959 Rutgers Turfgrass Field Day will be held Aug. 6 in New Brunswick, N. J., according to an announcement by Ralph E. Engel of the research dept.

More than \$150,000 in prize money is being offered by sponsors of the PGA fall tournaments. Biggest of these will be the Golden Gate Championship, to be played at San Francisco late in Sept. Prize money in this event will total \$40,000. No October dates are scheduled and the tourists will resume work, Nov. 7-8, with the Ryder Cup matches in Palm Desert, Calif.

Wilson Promotion Director

Joseph P. Wolfe has been named Golf Promotion dir. of Wilson Sporting Goods Co., according to a recent announcement by William

P. Holmes, pres. In this important post, Wolfe succeeds J. G. (Plug) Osborne, previously named manager of Wilson's newly formed Atlanta sales division office.

One of the foremost golf club design men in America, Wolfe has been serving for many years as supt. of the Wilson Chicago club factory. Thoroughly experienced in all

manufacturing processes and techniques and enjoying a widespread acquaintanceship with top pro golfers and outstanding amateurs throughout the U. S., Wolfe is particularly well adapted to his new position. He has been a Wilson employee since 1937. Wolfe's successor as supt. is Arthur J. Lezatte.



Wolfe

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FERRULE
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Now... lawns, flowers, shrubbery, fairways, golf greens can be greener, healthier, harder all summer with regular applications of Campbell's, G.R.O.-GREEN. Goes to work instantly... feeds the plant not the soil. Easy to apply with any conventional sprayer. Saves work, time, and money on maintenance. "A little does so much." Apply weed killers, insecticides, fertilizers all in one operation. In 5, 30, and 55 gal. containers.



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Wolfe

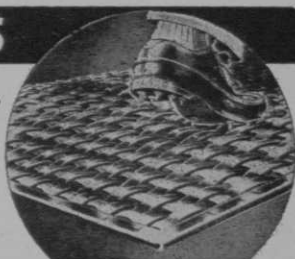
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Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

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Litter Bag, made by Seely Assoc., Eatontown, N. J., can be belted around the waist and is so light that it does not burden the worker. It is



made of long wearing, waterproof nylon mesh, will not rot or mildew and is easily kept clean. Used for ambling cleanup work it eliminates the need for a truck, thus greatly reducing the cost of gathering litter, and is highly comfortable and sanitary. The companion of the Litter Bag is the Belmar Litter Picker which picks up all kinds of trash with speed and ease.

Bob Wren Named Jacobsen Ad, Sales Promotion Manager

Einar A. Jacobsen, pres. of Jacobsen Mfg. Co., Racine, Wis., has announced appointment of Robert L. Wren as mgr. of advertising, sales promotion and public relations. He succeeds Harold E. Jordan who has retired. Wren formerly was with Wilson Sporting Goods Co. for eight years, three as ad and public relations dir. A graduate of the University of Missouri, he was assistant Freshman football coach there before leaving to join Wilson.



Wren

Crab-E-Rad in Various Quantities

Super Crab-E-Rad, marketed by West Point Products Corp., West Point, Pa., is available in quarts, gals., and 15 and 55-gal. drums. The prime objective of this AMA chemical is to curtail or eliminate crabgrass growth.

John Bean on Mosquitos

John Bean Div. of Food Machinery & Chemical Corp., Lansing, Mich., has prepared a very thorough brochure on Mosquito Control. It includes basic biological data on the mosquito plus brief information on the habits of the more important disease carriers and pest species.

CREEPING BENT STOLONS

Arlington C-1

Congressional C-19

Old Orchard C-52,

Old Orchard Turf Nurseries

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R. R. BOND, Prop.

Madison 1, Wisconsin

Branch Nursery in Farmington, Iowa.

Old Orchard C-52 is an early bent and furthermore does not discolor after the first early frost — Therefore a longer playing season on both ends.

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**Move to New Plant Increases
PPT Caddy-Car Production**

Powered Products of Texas, Inc., announces greatly increased production of PPT Caddy-Cars following the mid-May move to its new modern



plant at 4711 E. Fifth St., Austin, Tex. Many improvements are incorporated in the 1959 models of the light-weight gasoline powered car. The two passenger cars, each weighing but 335 lbs. with battery, are powered with Kohler 7 hp, 4-cycle engines, governed to desired RPM and quieted by especially developed mufflers. The color-fast Fiberglass bodies are mounted on sturdy tubular steel frames. Four coil springs are used for suspension. Transmission is automatic with Delco-Remy starters and generators. Complete details, prices and optional equipment can be obtained from Powered Products of Texas at above address.

Putting Pal—New Ball Marker

Putting Pal Co., Box 3483, St. Paul, Minn., reports lively spring pro shop ordering for its greens ball marker introduced late last year. The ½ in. colored, magnetized disc stays put, ready for use, by clinging to ball-design holder pinned to bag, shirt, etc. Counter display card holds 12 markers. Folder and prices can be obtained from the company.

Stewart Busy on Water Systems

Interest in complete-course watering is keeping Chas. E. "Scotty" Stewart pinned to his drawing board between supervisory and inspection trips. Stewart, who has headquarters at Homewood, Ill., has designed the majority of the mid-west's complete course watering systems in the past 20 years. Four of his most recent jobs include engineering and design for complete fairway, green and tee systems for Rolling Green CC., Arlington Hgts., Ill., Maplecrest CC., Madison, Wisc., Somerset CC., St. Paul, Minn., and Vernon Hills CC., Half Day, Ill.

Buyers' Service • P. 107

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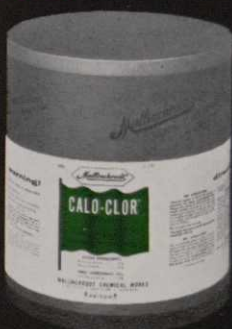
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SUPPLIES...**

He's familiar with your local turf problems and is well qualified to help you. He carries a complete line of supplies to serve you . . . including Mallinckrodt fungicides.

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BROWN PATCH
WITH A
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PREVENTIVE
PROGRAM**

USE



AND



**THE MOST
EFFECTIVE
FUNGICIDES
AVAILABLE**



Fairway Sportster

Foam cushion seat for 2; Push Button Electrical Starting; Automatic Clutch; Pneumatic Tires; 3-Speed Transmission—Reverse (6 h.p.); Half a Day on a tank of Gas; Will not tip.

Write for literature

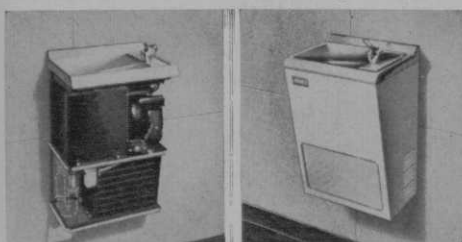


RED-E-TRACTOR CO.

6—64th St.
RICHFIELD, WIS.

Haws' "Slim Design" Cooler

A new, "slim design" wall-mounted electric cooler, which leaves floor areas unobstructed, is now available from Haws Drinking Faucet Co.,



Berkeley, Calif. It delivers 13 gals. of pre-cooled water an hour. Plumbing and electrical system are concealed in a hammertone enameled steel cabinet. Dimensions are 24 in. (high), 15½ in. (wide) and 13 in. (deep). Water is dispensed through the Haws shielded, push button, chrome plated brass bubbler.

K & M Forms New Products Dept.

Keasbey & Mattison Co., Ambler, Pa., has formed a new products dept. for the purpose of carrying new products along from the idea to the marketing stage. It is being headed by J. R. MacMaster, who also is serving as head of K & M's new products committee.

Kill WATER WEEDS!

Water hazards and lakes now may be cleaned of all rooted aquatic weeds, Lily, cattail, milfoil and many other aquatic weeds are easily killed with one application of R-H GRANULAR WEED RHAP. It is easily applied — will not harm fish or animals. This inexpensive application usually lasts from 18 to 36 months. Write for further information or ask your dealer.

REASOR-HILL CORPORATION

BOX 36GC, JACKSONVILLE, ARKANSAS

Sabayrac Appoints Two Sales Reps for Southern Sectors

Ernie Sabayrac, Inc., PO Box 1177, Hialeah, Fla., has announced appointment of two salesmen to its staff. Sam Patrick is covering North and South Carolina and Owen Chapman is the Sabayrac sales rep in Ark., Tenn., Miss. and La. Patrick, who lives at 1321 Lynhurst dr., Gastonia, N. C., replaces Herrmann Grover, who died recently. Chapman, who is located at 1041 Peyton ave., Jackson, Miss., formerly covered Miss. for a sporting goods company.

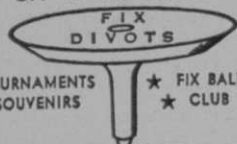
Amtmann with Stanley Hardware

Harry Amtmann has been named ad and sales promotion mgr. of Stanley Hardware, a div. of The Stanley Works, New Britain, Conn. Amtmann, who has spent his entire business career in advertising work, was formerly ad and publicity dir. for A. G. Spalding & Bros. He makes his home in Suffield, Conn.

LaClaire Newest Member of MacGregor Staff

Houston (Paddy) LaClair, 29-year old tournament golfer and a professional for one year, has been added to the advisory staff of The MacGregor Co. A native of Birmingham, Ala., LaClair made his best showing in the 1958 Rubber City Open, shooting a 275.

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- ★ SOUVENIRS

- ★ FIX BALL MARKS
- ★ CLUB NAME

- ADVERTISE YOUR BUSINESS
- Send for prices, samples, etc.

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A spacious 10' x 20' x 7' port — built to last a lifetime! Perfect for golf courses, driving ranges. Bolts together in 1 hr. Needs no paint or special foundation. Satisfaction guaranteed. Write for brochure.

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FREIGHT PAID

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Stuck with "Turkeys" that won't run?

Just ask us why

Victor Electri-Cars

are first choice at 805 Clubs
in 44 states

WRITE ELECTRI-CAR DIVISION
VICTOR ADDING MACHINE CO. • CHICAGO 18

Colburn, Hare Get Wilson Merchandising Appointments

Harry W. Colburn, Wilson Sporting Goods Co. vp, has been named to head the company's newly created marketing division which is being set up



Colburn



Hare

to coordinate all merchandising and sales of Wilson products. With the firm since 1937, Colburn was named vp and general sales mgr. in 1956 after having served in sales and merchandising at the Boston branch for several years. He is a graduate of Boston University.

Another Wilson appointment is that of Charles E. Hare as sales promotion mgr. He assumes direction of all golf, tennis, baseball, school and

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LABELS
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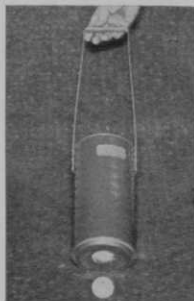
MILLER GOLF PRINTING

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SEND FOR CATALOGUE

college and other promotion activity. Hare is a veteran of 20 years service with Wilson and long was tennis promotion and merchandising director. He also has been in charge of sales in connection with several large volume private brand accounts.

Shag-O-Matic Retriever Has 48-Ball Capacity

Shag-O-Matic, made by Shag-O-Matic Sales, 1307 Wilson st., Eau Claire, Wis., is described by the manufacturer as the kit with the ball picker. It has 48-ball capacity and is said to retrieve the last ball just as easily as the first. It traps the ball, which after entering at the bottom, goes straight to the top. Shag-O-Matic is finished in baked enamel and has a cover for storage in a car trunk. It stands without tending and all parts are replaceable.



Tell Them You Saw The Ad
in GOLFDOM



LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per
washer per week!

- Keeps golf balls SPARKLING WHITE!... Golfers satisfied!
- Perfectly safe for washers... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

ORDER YOUR SUPPLY TODAY!
Per Single gallon.....\$4.75
5 gallons, per each gal. can 4.50
Order from your dealer or direct
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Also Try
Aero-San
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Another fine
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QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

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