

**Rich
Valentine
is sold:**

MERION MAKES THE SWITCH TO SOIL-SET SPRAY MULCH!

Rich Valentine, Superintendent of world famous Merion Golf Club, means it when he says: "Soil-Set works! At Merion it's been instrumental in establishing better turf . . . quicker!" No wonder he's all for Soil-Set's big advantages!

Late in March, he sprayed this amazing elastomeric polymer emulsion on freshly seeded areas around the course. Within a month, the turf was well on its way to a successful summer of use by Merion's crack golfers . . . thanks to Soil-Set.

Here's how it worked: Soil-Set formed a neat ground-hugging porous web on the prepared soil and controlled erosion and prevented seed displacement during the spring winds and rain. Soil-Set also eliminated the litter and extra labor of straw mulching. And, by absorbing the sun's heat

and holding water and fertilizer in the soil, Soil-Set actually speeded seed germination!

What Soil-Set has done at Merion and at other clubs such as Akron's Firestone Country Club, Soil-Set can do at your club . . . around the grounds and across the course. Write today for a free, fact filled report on tests and other actual case histories.



MILLER CHEMICAL & FERTILIZER CORPORATION
a division of **ALCO CHEMICAL CORPORATION**

Trenton Avenue & William Street • Philadelphia 34, Penna.

SCHENUIT

Turf Glide

TIRES

SOFT ON THE TURF AS A SUMMER BREEZE



... and they glide along as easily, too. Schenuit Turf-Glide Tires are scientifically engineered to the ideal combination of easy-rolling car economy and turf-saving flotation with firm but gentle traction on wet or dry fairways.

Ask the equipment manufacturer where he gets the service and economy to pass on to you.



THE SCHENUIT RUBBER CO.



50th Anniversary Year

RAILROAD AND UNION AVE.

BALTIMORE 11, MARYLAND

Agree on Working Pact

Pro and Officials List What to Expect from Each Other

A new England club and its professional, in a friendly and intelligent search for a mutually profitable working pact, listed what each should reasonably expect from each other.

If you have any additions or changes to suggest in the following list, please write to GOLFDOM. We get numerous requests from pros and clubs for information about specific duties and responsibilities of professionals and their employers.

What Management Should Expect From the Pro

1. Convenient opening and closing hours six days a week;
2. A well-stocked shop, clean and attractive;
3. A convenient teaching program to

accommodate most members;

4. Cooperation with caddiemaster, tournament, green, rules, entertainment and other committee chairmen;
5. Participation in occasional tournaments.

What a Pro Should Expect From Management

1. An adequate salary commensurate with hours and duties;
2. A 3-5 year contract (April 1 to Nov. 15th);
 - (a) A guarantee of members' accounts;
 - (b) Retirement fund contributions;
 - (c) Management of salary payments to employees with Blue Cross-Blue Shield coverage, Workmen's Compensation, etc.;
3. A satisfactory Pro Shop.
 - (a) Sufficiently large for displays of all kinds;
 - (b) Adequate for club storage, cart (and perhaps car) storage;
 - (c) A toilet and wash basin;
 - (d) A work bench and shelving, and a motor stand;
 - (e) Adequate shelving, peg boards



NEW GOLF CART SENSATION!
Quality Plus at an Economy Price



GOLF CART COMPLETE
ONLY **\$399⁹⁵*** RETAIL

MODEL 5600

"Creates Tremendous Interest in Golfing Circles Everywhere"

Never before has there been such enthusiastic response to a new cart announcement. Just recently introduced, Par-Pony has been received with overwhelming interest. Here are just a few of the comments:

FAMOUS CLUB—

"Par-Pony is the absolute answer to our course needs."

DAILY FEE COURSE—

"This is the cart we have been waiting for."

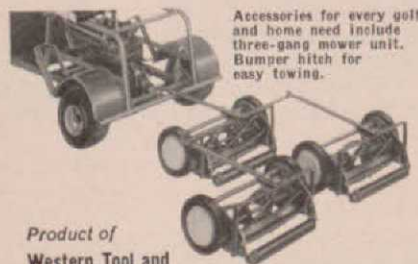
RENTAL—

"At last a cart I can pay off free and clear, in addition to making a profit the first season. It's the greatest thing I have seen in golf carts."

Weights only 204 pounds—readily accommodates two adults and equipment. Durable steel construction, is virtually service-free. Easy to drive—one foot control for stop and go. Automatic transmission and brakes. Special spring construction and foam rubber cushion assure smoothest ride ever. Bag side mounting makes it easier to select the proper club. Powered by famous, dependable

performing Briggs and Stratton 4-cycle engine with easy pull recoil start.* Measures 36" high, 38½" wide and 60" long. Finished in a beautiful metallic blue. Full dealer discounts—find out all about the easy to sell Par-Pony now. Why not mail coupon today—you'll be glad you did!

*F.O.B. Des Moines, Iowa. Model also available with push button electric starter at additional cost.



Accessories for every golf and home need include three-gang mower unit. Bumper hitch for easy towing.

Product of
Western Tool and Stamping Company, Des Moines 13, Iowa

WESTERN TOOL & STAMPING CO.

Golf Cart Division 21
2725 Second Avenue
Des Moines 13, Iowa

Gentlemen:
I am interested in PAR-PONY. Please send me details without obligation.

Name _____

Address _____ P.O. Box _____

City _____ Zone _____ State _____

Some select territories still open for sales agents.

PLEASE CHECK

- I am a Pro
- I am a retailer
- I am a rental
- I am interested for club or course ownership
- Other Please state _____



WEED KILLERS



INSECTICIDES



GOLF BALL WASH



MOLE & GOPHER KILLER

DOLGE PRODUCTS for MAINTENANCE

FREE TURF OF DANDELIONS, PLANTAIN E.W.T. (2, 4-D) WEED KILLER

Selective. Rids turf of dandelions, plantain, other broad leaved weeds without injuring good grass. Non-poisonous. Dilute up to 400 parts of water; spray.

RID TURF OF DESTRUCTIVE INSECTS SOLEXTO

Kills bugs in and on turf. Dilute in up to 400 parts of water.

EXTERMINATE MOLES AND GOPHERS NOMOLE

Finishes moles; punch holes in runs and pour in. Kills gophers, too.

Eradicate Weeds on Parking Lots, Roads SS WEED KILLER

Can kill any weed it hits. Use on parking lots, drives, walks, sand traps, and other places where you want no growth whatsoever.

Wash Golf Balls, Quickly, Thoroughly DOLCO PINE BALL WASH

Right for rotary or paddle machines; has pine aroma; efficient and agreeable.

For literature on above products write to The C. B. Dolge Company, Westport, Connecticut



- and flooring;
- (f) A telephone;
- (g) Rubbish receptacles conveniently emptied;
- (h) Proper lighting, heating and screening;
- (i) Intercom system with office, locker room and caddie house;
- (j) Bulletin boards;
- (k) Racks for golf clubs;
- 4. A satisfactory teaching and practice area;
- 5. A day off (shop closed up);
- 6. An opportunity, if desired, to play tournaments;
- 7. Locker and shower facilities;
- 8. A caddiemaster (and perhaps a starter);
 - (a) Caddy shelter or house (with toilet facilities);
 - (b) A play area with adequate facilities;
 - (c) A private canteen away from the clubhouse exclusively for caddies;
- 9. Permission to engage his own help;
- 10. Permission to invite his friends to play occasionally on the course, without charge, when not inconvenient to members;
- 11. A regular discussion opportunity, with management or the board of governors for solving mutual problems.

Suggests Fringe Benefit Inquiries by Clubs

The superintendent is not predominantly mercenary in his aims, but he has professional status and responsibilities that his employer at a private, public or semi-public course must consider. When clubs compare superintendents' salaries with those in industry it becomes obvious that the superintendent is not overpaid.

A recent check of industry shows an average expenditure of 32 cents per hour for fringe benefits such as insurance and retirement plans. These are benefits too few clubs provide.

The superintendent never has been a 40-hour-a-week man. He has to be on the job pretty much at all times and certainly during emergencies without overtime pay.

In examining the increased costs of golf course maintenance, chairmen and other officials usually find that superintendents' salaries are not advancing nearly as fast as other items in a budget.

—Samuel O. Sears



Ryan SPIKEAIRE builds better turf, saves on hot weather watering

- *Touch-control spiking eliminates tearing*
- *Loosens compacted areas, speeds fertilizer results*
- *Turns without lifting or tearing*
- *Travels on permanent transport wheels*

Here's the thorough and economical way to spike greens and lawns for better growth and appearance, even in hot, dry weather. The Spikeaire is easy to operate and transport, dependable, fast (up to 24,000 sq. ft. per hr.), and adjustable to all turf conditions. Call or write for specifications and a demonstration.



LANDSCAPING EQUIPMENT

Division of K & N Machine Works

871 EDGERTON STREET • ST. PAUL 1, MINN.

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World Wide Sales Through Leading Turf Equipment Distributors



GREENSAIRE



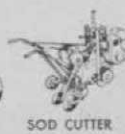
SPIKEAIRE



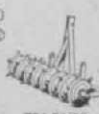
MOTORAIRE



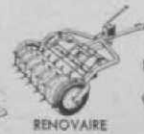
ROLLAIRE



SOD CUTTER



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RENOVAIRE



MAT-A-WAY



REN-O-THIN

Sweep-Flare Spectaculars



...only MacGregor could create

**DISPLAY THEM! THESE LUXURIOUS CLUBHOUSES
IN DRAMATIC COLORS WILL SELL THEMSELVES**

Sweep-Flare Sales Stars! MacGregor, pioneer and developer of Kangaroo leather golf bags, offers this Sweep-Flare Professional Model golf bag in a wide range of prices and colors. It's a style success, a sales success—and so soft to touch. No other bag offers the durability, the excitement and the status of bags with Sweep-Flare symmetry. No other bag combines such bag-building know-how with such customer-creating color. No wonder almost every Kangaroo leather golf bag you see is a MacGregor.

Show the wide range and see for yourself how quality, style and color can sell. MacGregor has created the most sales-minded bag you could ever display. These colors collect compliments—the golden tan, the rich crimson, the classic black—and new this year: glistening gunmetal and avocado green. Luxurious Kangaroo leather abounds in these MacGregor bags, just as it does in the color-matched head covers and carryall. Selling them is a snap because owning them is pure, pure pleasure.

Check These Exclusive MacGregor Features

Sweep-Flare Symmetry...the high-style shape that makes all pockets actually a part of the bag, not an afterthought

Eye-Catching Colors...golden tan, crimson and classic black—and the new glistening gunmetal and avocado green

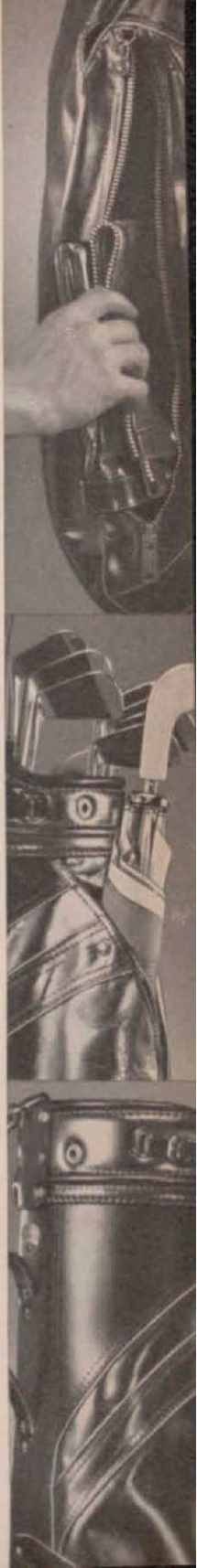
Hidden Hood in Clothing Pocket...out of sight but never wadded up and buried out of reach

Hidden Umbrella Well...clean lines, out of the way, but ever handy

Tamper-Proof Lock-Hood...lock it. Clubs are safe for shipping

Sold by Golf Professionals Only

MacGregor[®]
THE GREATEST NAME IN GOLF
BRUNSWICK SPORTS
CINCINNATI 32, OHIO






PLAN FOR PERFECT CONTROL

of

CRABGRASS and DALLISGRASS

Use

PENN — CHEM'S



AMA — 16% ammonium methyl ansonates (liquid)

DSMA — di sodium methyl arsonate (70% powder)

CALAR — calcium acid methyl arsonate

For our new catalogue and complete information

Write **PENN-CHEM PRODUCTS, Lansdale, Pa.**

GOLF BOOKS

How to Coach and Play Championship Golf. Dave Williams. Prentice-Hall, Inc. Englewood Cliffs, N. J. 253 pages. Price: \$5.65.

"Building a championship golf team is similar to developing an outstanding football team," says Dave Williams, the man who coached the University of Houston golfers to a record-breaking string of five consecutive NCAA championships between 1956 and 1960.

In his new book, "How to Coach and Play Championship Golf," Coach Williams points out that golf is a team sport in high school and college. "Before taking notice of this," he admits, "I figured all you needed were a lot of good players. It's nice to have the players, but that's only a start. You have to do something with them after you get them."

When Dave Williams volunteered to coach the University of Houston golf team at the close of the 1951 season, it had won only a single match in the past year. At that time, Williams was an associate professor of engineering with no

previous experience as a coach. For him, the golf team was an extra duty that brought him no increase in salary.

"To prove the seriousness of my intentions," he declares, "I formulated a goal and announced it publicly: It was to win the National Collegiate championship!"

During the next five years, Coach Williams made a lot of real mistakes—but he profited from every one of them. By 1956, he had learned enough to pilot his team to victory at the NCAA matches and bring home to the University of Houston its first national championship in any sport.

This feat was repeated every year for the next four years, to establish a modern NCAA record!

In his book, Dave Williams digests all his experiences of the past 10 years in order to give high school and college coaches a complete guide to building a championship golf team—even if they have to start from scratch.

The book contains a step-by-step program for attracting players, organizing a squad, finding a place to play, instilling

(Continued on page 72)



New Ford Flail Mower

• SAFETY OF A REEL MOWER • CAPACITY OF A ROTARY CUTTER

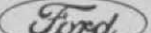
The new Ford 907 Flail Mower gives you reel mower safety and quality of cut . . . rotary cutter capacity. It's available in a 5' 27-blade offset model, a 6' 33-blade inline model, and a 7' 39-blade offset size. Blades can be removed for servicing or re-installed in about 15 minutes.

Big, heavy blades cut horizontally with the ground giving a smooth even cut in all conditions. Cut material is pulverized leaving a neat appearance and speeding decomposition. And, foreign objects are directed back and down, instead of

out and away, making the 907 safer for the operator and bystanders.

A large rear roller located close to the point of cut maintains a uniform cutting height from a fraction of an inch to five inches above ground level, and reduces scalping to a minimum.

See the Ford 907 Flail Mower at your Ford dealer's. If you'd like to see this mower at work give your dealer a call. He'll be glad to demonstrate. He also has a complete line of rotary cutters and cutterbar mowers to fit any job.

PRODUCTS OF  MOTOR COMPANY

YOU SEE MORE **FORDS** BECAUSE THEY SAVE MORE MONEY!



Turf Talk by Bob Miller

It was a pleasure to see so many superintendents at the National in Miami. I personally enjoy seeing old friends and also making the acquaintance of so many new superintendents. This meeting has certainly grown since the first one we attended. I think it is our mutual hope that the meeting will continue to grow in the years to come.

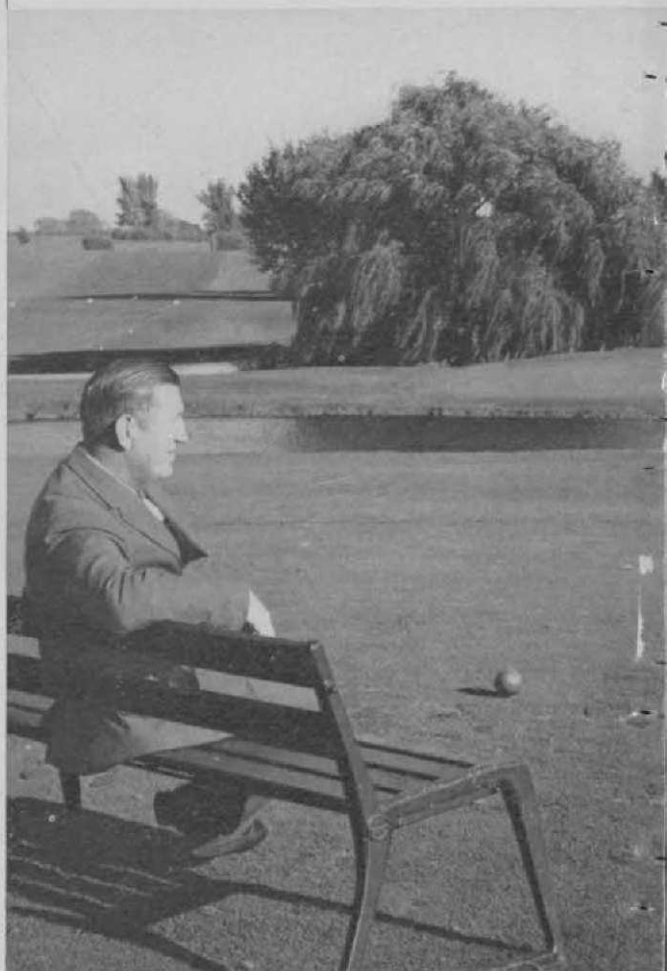
One of the biggest advantages I gain from attending this meeting is to learn from superintendents new and better ways to grow better turf. This year, two superintendents, Walter Fuchs from Glen Eagles Golf Club, Chicago, and Al Hoffman from Ohio State University Golf Club, told me that since they have been adding Parzate® C zineb fungicide to their regular preventive sprays, they have not had a problem from melting out or fading. They also said that several other superintendents in their areas have found this mixture to be effective.

Mr. Fuchs and Mr. Hoffman told me that they apply 3 ounces of "Parzate" C, in a spray, per thousand square feet commencing in the spring when leaf spot is apparent on bluegrass. They continue these applications on a seven-day schedule for three to four weeks. When they begin their regular preventive spray program, they simply add 3 ounces of "Parzate" C to the mixture. "Parzate" C is compatible with "Tersan" 75 and "Semesan" Turf Fungicide applied in combination, and also works equally well with "Tersan" OM.

I'll be visiting many of you this coming summer. Unfortunately, time will not permit me to get to see all of you. We do want you to know, however, that we wish you much success this season... the same degree of success we wish Sherwood Moore in his term of office.

Bob Miller

"In 16 years of use Du Pont turf fungicides



For 16 years, Ben Kronn has had excellent results with Du Pont turf fungicides. Safe and easy to use, they never discolor his greens or cause skin irritations to users.



TERSAN® 75
turf fungicide

Better Things for Better Living... through Chemistry