

What Are Your Turf Food Needs?

The **NUTRO** line of turf foods has products to meet your specific needs

NUTRO Turfgrass Food 10-3-7

NUTRO TURFGRASS FOOD was specially formulated to meet the need where soil analysis shows high phosphate content. It is high in Nitrogen and Potash, with sufficient Phosphorus to meet seasonal needs without build-up.

TURFGRASS FOOD is available in pellet form—clean and uniform. Makes spreading easy, saves labor, and insures even coverage.



NUTRO SUPREME

Safe to apply any time

NUTRO SUPREME contains special tri-Nitrogen formula of 15 units of Ureaform and Nitrate Nitrogen. There are also 5 units of Phosphorus and 5 units of Potash. Ideal mechanical condition—clean, lightweight pellets. Safe to apply any time.



NUTRO G and F

The Greens and Fairways turf food (10-6-4) is high in organics. Has been preferred by many greens superintendents for many years.



Other NUTRO Products are:

- **NUTRONITE**—100% natural organic with 7 units of Nitrogen.
- **NUTRO PELLETS**—balanced 8-8-8 formula with rare micro-nutrients.
- **NUTRO CRYSTALS**—high analysis, completely soluble. Can be combined with fungicides for application to greens.
- **NUTRO PELLETS PLUS DIELDRIN**—kills grubs and lawn insects while feeding.
- **WEDO**—kills broad-leaf weeds while it feeds with special 15-5-5 formula.



All NUTRO products can be spread fast and easy with the NUTRO Spreader.

For golf course prices and name of nearest NUTRO distributor, write:

SMITH-DOUGLASS
COMPANY, INC., HOME OFFICE: NORFOLK, VIRGINIA



this reason some part of the schedule should be left flexible so that unexpected work, requiring immediate attention, can be taken care of and work that is less pressing can be kept ahead in sufficient amount to keep the crew fully occupied at all times.

One must have a genuine interest in his work, for work without interest is drudgery. No one can efficiently take care of his responsibilities unless he has a real interest in his work. From the laborer to the supt. every man should get two things out of his work — a decent living and satisfaction in work well done.

In this machine age it is wise to make changes when constructing or revamping that will fit in with the many labor-saving devices now available for course maintenance. Be on the lookout constantly to see what improvements can be made in design or maintenance so time and labor expense can be saved without sacrificing the pleasure of the golfer.

Fair Trial for New Ideas

New ideas in maintenance should be given a fair trial to prove or disprove their merit, and those methods which show their worth in increased efficiency should be retained. Doing a thing in the same old way, just because it has always been done so, often results in excessive cost of maintenance.

Appropriate equipment, handled by operators who take pride in their work can increase efficiency by 50 percent, thus

cutting labor costs greatly.

At Hartford we have five key men who are kept on a year-round basis and who, I believe, feel that they are important to the successful operation of our club. Additional men are hired during the busy season from early spring until late fall. Our modern, roomy equipment building houses all machinery without crowding, allowing plenty of room for the men to work comfortably while repairing and repainting equipment when they cannot work outside.

Daily Time Cards

We keep daily time cards for each man, recording each operation he performs and the time it takes. Totals are recorded at the end of each month so we know at all times just how much time is spent and the cost of each procedure. Comparisons of records show where one man is better suited to one type of work while his fellow employee might be more efficient on another job. Thus it is easy to place each man where he can do his best work.

Records are the basis of exact knowledge. Only by keeping records with care and regularity can one know exactly where he stands in regard to costs at any time. The knowledge gained by keeping such records provides the basis for future improvement because it takes the guesswork out of all phases of course maintenance and improvement.



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

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Company

World Wide Sales Through Leading Turf Equipment Distributors



GREENSAIRE



SPIKEAIRE



MOTORAIRE



ROLLAIRE



SOD CUTTER



TRACAIRE



RENOVAIRE



MAT-A-WAY



REN-O-THIN

Introducing the all new "BOGEY BUGGY"

Engineered with all the desirable gas cart features . . . at half the normal price!

"BOGEY BUGGY" requires no costly recharging, no replacement batteries, no expensive charging facilities. One tank of gas provides hours of golfing enjoyment.

"BOGEY BUGGY" increases rental profits with less maintenance. Single seat design allows golfers to follow *their own ball* . . . speeds up play! Continuous operation produces greater profits.

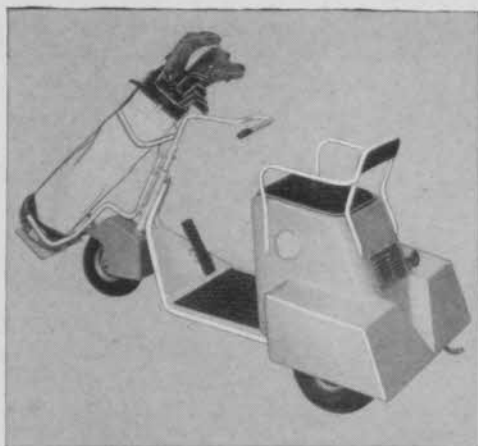
FEATURES: Simple steering control. Single-pedal accelerator and brake. Airplane type tires for turf protection. Spring loaded fork for smoother ride. One piece molded fiberglass body mounted on tubular steel frame. Super-quiet muffler and non-skid drive.

**EXCELLENT TERRITORIES STILL AVAILABLE
FOR INFORMATION WRITE, WIRE OR PHONE**



BOGEY BUGGY

NORTHWEST DEVELOPMENT CORPORATION



specially designed to . . .

- **INCREASE PROFITS**
- **CUT MAINTENANCE COSTS**
- **SPEED UP PLAY**

Dept. B-2 • Box B • Kohler, Wisconsin

Sunset Style Show

(Continued from page 88)

had looked around for a while, we put on the show. When it was over, we just kind of slipped in behind the counters and started selling and taking orders. It isn't often that a pro has a day like this — it was just like a supermarket at high noon on Saturday.

Stimulant to Sales

I think a style show is the kind of stimulant to sales that won't wear off for two or maybe three months after it is held. Maybe that means that we should stage another one when the midsummer lull sets in. It is, at least, a thought! Every woman golfer at a club is, I am sure, fully aware of the high class merchandise that is handled in the pro shop. Most are cognizant of the fact that styles are ever-changing, and they want to keep abreast of them. Day to day selling probably assures the pro a fair percentage of the women players' business, but he isn't going to get anything like all of it until he stirs their imagination with an occasional eye-opener such as a style show.

Lee W. Coleman Named Foundation Field Rep

Lee W. Coleman, former athletic public relations director for Arizona State University, has been named Midwest field rep for the National Golf Foundation. Appointed to the position in mid-April, he covers 14 states in the Midwest in addition to Montana and Wyoming.



Coleman is a graduate of Arizona State University and at one time was executive sports editor for the Arizona Republic newspaper. During the Korean War, he spent three years in the Navy as a public information specialist. He and his wife and a daughter make their home in Evanston, Ill.

**Tell Them You Saw the Ad
IN GOLFDOM**



CREATIVE RESEARCH • QUALITY PRODUCTS • PROFESSIONAL SERVICE



There's nothing on earth like **TURFACE** ...for building greens to last!

Good greens *need* TURFACE®! It *prevents* compaction by breaking up soil mechanically, keeps it loose and granular. TURFACE provides a sturdy, healthy, resilient turf that stands up under heavy use.

TURFACE—Wyandotte's inorganic soil conditioner—never decomposes. It aerates the soil season after season . . . allows greens to drain quickly . . . eliminates soggy surfaces. TURFACE absorbs moisture and holds it at root level. It checks summer burn-out.

For new course construction or rebuilding present greens TURFACE is a must. It has no equal. Ask your supplier.

Wyandotte Chemicals

J. B. FORD DIVISION

WYANDOTTE, MICHIGAN • LOS NIETOS, CALIFORNIA • ATLANTA, GEORGIA



TILE-LIKE RAMUC® POOL ENAMEL steps up attendance... makes maintenance costs dive!

Ramuc Enamel's tile-like finish and fade-resistant colors are *proved* attendance boosters. "We specify Ramuc Enamel for swimmer appeal, beauty, easy cleaning, long wear," says City of Austin, Texas' Joe Prowse, Jr. (Austin Recreation Department). The Lake Club of Wilton, Connecticut, ("The Executives' Club") reports: "Ramuc retains its color and glossiness remarkably well."

Thousands of managers of other commercial and public pools echo the same sentiments. Ramuc Pool Enamel saves money, because it *keeps* a pool attractive and cuts down on upkeep. The beautiful tile-like finish discourages the build-up of dirt and algae. It's easier to clean. Pastel colors promote safety by increasing underwater visibility.

Send us your pool's dimensions, tell whether it's metal, concrete or plaster, and the type of paint now on pool. On receipt, we'll send, *free*, color chart, 32-page Handbook on Painting Pools, and specific advice on your pool.

Write for name of
nearest distributor.

INERTOL CO., INC.

479 Frelinghuysen Ave., Newark 14, N. J. • 27-Y South Park, San Francisco 7, Cal.



Hahn, Si, Castro, No

(Continued from page 81)

among the Americans that Fidel doesn't like. But Captain Bruce Weber, commandant of the air station at Guantanamo, arranged a clearance for Hahn's Commanche and brought it in via radar-vector, which sounds just as impressive as if arrangements had been made for Paul to re-enter the atmosphere after having been in outer space for a fortnight.

Real Cook's Tour

What started out to be a short PGA junket finally turned out to be a deluxe Cook's tour for Hahn who touched down in Panama, Maracaibo, Kingston and the Grand Bahamas in addition to the places already mentioned.

Hahn makes his headquarters at Paradise CC in Crystal River, Fla. He can be booked through that address. Complete information on his show can be obtained by writing to him for the Paul Hahn brochure.

Mass. Turf School Gives Degrees to 32 Students

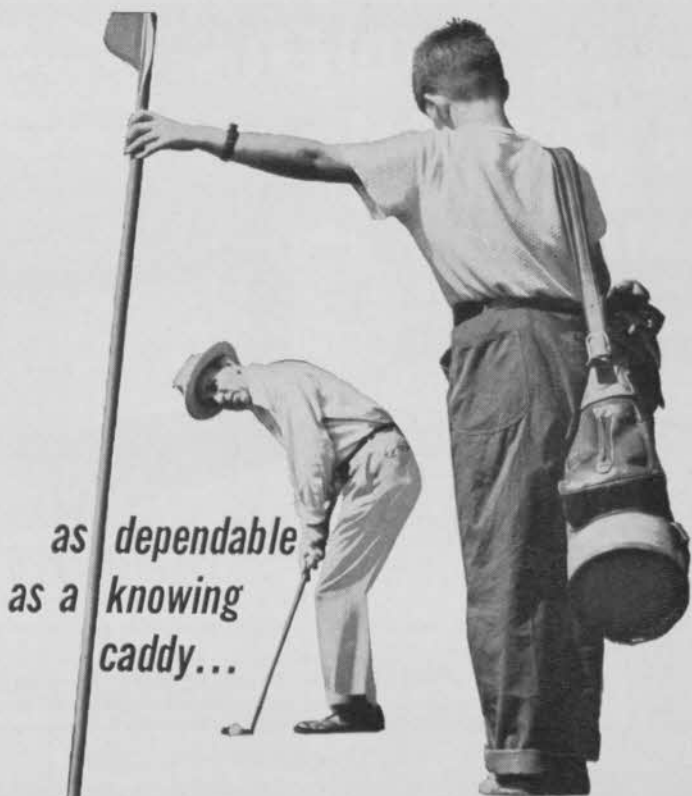
The University of Massachusetts' winter school for turf managers was attended by 32 men. Thirteen of the students were from Mass. Other areas represented were Conn., Ill., Mich., N.H., N.J., N.Y., Ohio, Pa. and R.I.; Ontario and Quebec also were represented. Most of the men in attendance came from golf clubs. Golf professionals and landscape gardeners also were among those attending the school.

Comprehensive Instruction

The students received instruction in soils and fertilizers, insects, trees and shrubs, irrigation and drainage, and maintenance of turf machinery. Guest lecturers were Prof. Lawrence S. Dickinson, who began the winter school in 1927; Albert Allen of the Kernwood CC, Salem, Mass., and Leon St. Pierre, Supt. of the Longmeadow CC, Longmeadow, Mass.

Graduation exercises were held in conjunction with the Mass. turf conference on Mar. 8 and 9. More than 500 attended the conference.

Morning Deposits of All Mail
Means Better Service



as dependable
as a knowing
caddy...

K&M ASBESTOS-CEMENT UNDERGROUND IRRIGATION PIPE

So smoothly and dependably does quality K&M Asbestos-Cement Underground Irrigation Pipe supply water to thirsty fairways you hardly know it's there.

There's never a costly maintenance headache. Flow is uninterrupted. Your pumping costs remain low. This practically indestructible pipe won't tuberculate, resists corrosion and is immune to electrolysis. The exclusive, patented K&M FLUID-TITE Coupling forms a leak-tight and root-tight joint that wastes not a drop of water under all operating conditions.

Another plus is speed of installation, with minimum interruption to your playing schedule. This modern pipe assembles in two easy steps. A 5° deflection, permitted at each joint, enables the pipe to follow the contours of your grounds.

Choose K&M Asbestos-Cement Underground Irrigation Pipe for your fairways and heaviest water pressures. For sprinkler systems around greens, we recommend durable, economical K&M Plastic Underground Irrigation Pipe.

For more details, write: Keasbey & Mattison Company, Ambler, Pa., Dept. P-2052.



**Keasbey
& Mattison**
at Ambler

REPLACE WITH **BOWERS**

BIG RAM

BATTERIES

...and end your **GOLF CAR**
BATTERY Troubles

NEW
Snap-in...
Snap-out
Vent
Cap



BOWERS

BATTERY & SPARK PLUG CO., READING, PA.

(Div. of General Battery and Ceramic Corp.)

PLANTS: Reading, Pa.; Greer, S. C.; New Philadelphia, Ohio

BRANCHES: Charlotte, Baltimore, Philadelphia, New Haven,
Buffalo, Pittsburgh, Macon, Columbus

Forty years' experience building quality batteries for battery-driven equipment—industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.

Golf Economics

(Continued from page 34)

gets — particularly for clubhouse and course — compiled on the basis of past experience and the year's proposed operations. They are primary controls and may give warnings as to how operations are going. Not many professionals have learned budgeting as economic fundamentals. That is one reason why so many professionals do not have the net earnings and job security which is due them because of their strategic position in the golf market. The professional doing business without a budget is playing a blind hole without the aid of a scorecard.

Competitive conditions as well as vast opportunities for growth are forcing the professional to make use of every possible idea and tool of business. He is going to have to budget for advertising expenses. The professional has learned through such effective and profitable advertising operations as Goldom's "Christmas Shopping At Your Pro Shop" that he can protect, strengthen and enlarge his market position and pick up profits that previously went to other retailers.

The professional who studies the econ-

omics of golf business will see that the present is a critical time. Professionals now have about 45 per cent of the golf equipment retailing by dollar volume. When any one element in a widely competitive market has that high a position, other retailers are going to apply intense merchandising energy and buying and selling pressure to knock him down. That is a law of competition.

So, the leader has to demonstrate that he is the smartest, toughest and best businessman. Nobody can do that for him.

The professional may know how to hook and slice at will, and to show an awkward member how to score 85 consistently, but if he doesn't know and apply fundamental rules or laws of economics he will be out of luck and a lot of money in the future.

Western Seniors Close List

Western Seniors Golf Assn. has halted the submitting of applications to the membership committee. Those received after April 15 will be held until Oct. 1. Entries for the 14th annual Western Seniors championship, June 19-21, Black River G&CC, Port Huron, Mich., will close May 15.



KEEP GREENS, FAIRWAYS

in Championship Form

with

PMAS

REMEMBER -*There is only ONE*

the original, patented product
of W. A. CLEARY CORPORATION

**CLEARY
PRODUCTS**
for
**BETTER
TURF**

Apply PMAS right now for dual control of BOTH disease and Crabgrass. PMAS has stood the test of time . . . the genuine PMAS has demonstrated its worth, over the years, to the golf course superintendent and is now an established control chemical for BOTH disease and Crabgrass on courses in all parts of the country. Be safe, be sure . . . if PMAS does not appear on the label it is not the genuine PMAS, patented and manufactured by W. A. Cleary Corporation.

SPOTRETE

75% Dry Thiram Fungicide

CADDY

Liquid Cadmium for Turf Disease

METHAR

Highest concentration of DSMA-Disodium Methylarsonate for Crabgrass and Dallisgrass in both liquid and powder.

PM2,4-D

Phenyl mercury-2, 4-d dichlorophenoxyacetate for selective weed control.

ALL-WET

makes water "wetter" for better penetration in all turf areas, especially thatched or compacted spots.

THIMER

Fungicide combines Thiram and Organic Mercury in a wettable powder. Treats fungus diseases, like Snow Mold.

AMA2, 4D

Amine Methylarsonate plus 2, 4-D liquid for Dallisgrass and weed control.

AMA

Amine Methylarsonate, liquid, for Crabgrass and Dallisgrass control.

**W. A.
CLEARY**
CORPORATION

New Brunswick, New Jersey
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CONSULT WITH *Consultants*

Almost every day we enjoy consultations with specialists in golf course planning, construction or maintenance. Helping to solve their kind of problems has built up a vast reservoir of experience in the B. Hayman organization. Double checking construction plans, researching maintenance procedures, checking out new equipment—all of this is freely available at B. Hayman Co. This kind of service has built the reputation we now enjoy and intend to maintain. May we assist you?

B. HAYMAN CO. INC.

Since 1876

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Telephone: LUdlow 5-1851

Course Housekeeping

(Continued from page 38)

10. Flags, flagsticks, ball washers, etc. in good condition and kept clean;

11. Golf car and bag cart areas at first tee, 18th green and in storage areas neatly constructed and maintained. (Often there is a division of responsibility here and the supt. may get blamed for an unsightly sector with which he actually has little or nothing to do.);

12. Bridges and approaches properly maintained and repaired when necessary;

13. Service roads in good repair;

Walks Well Maintained

14. Walks around clubhouse and between greens and tees well maintained and trimmed;

15. Shelters on course painted and area kept neat;

16. Traps cleaned of weeds and edged;

17. Streams and ponds kept cleaned. This applies to the banks, too;

18. Fallen trees and limbs and underbrush removed;

19. Water fountains kept clean and surrounding areas kept drained.

20. Service areas around clubhouse attractively screened without interfering with their use. (Another place where supt. may get rapped without having a distinct understanding of responsibility.);

21. Caddie area kept free of litter;

22. Good care of Women's tee area. (Many women golfers are getting fussy, saying they are treated like stepchildren.);

23. Marking posts or lines for out-of-bounds, water hazards and ground under repair, clearly defined;

24. Snack areas kept clean with aid of containers for litter;

25. Leaf removal, especially in the fall;

26. Pencil and scoreboard container at second tee;

27. Course equipment attractively painted;

28. Algae and weeds killed in ponds;

29. Repair of eroded areas;

30. Trap rakes in good condition and available on every hole that has a trap;

31. Identifying marks painted on tree trunks to help locate balls.

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