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Only a few of the boys looked up in these photos, so the food must have been good. Ben Chlevin (r) led the community sing.



## Golfdom Luncheon

Fathers, sons, sons-in-law and GCSA officials were guests at the Golfdom luncheon, which has become a fixture at supts' conventions. It was held for the sixth time this year and about 70 persons crowded into the El Cortez's Cotillion room to snap chicken wings and talk turf with Herb Graffis and his staff. Joe Graffis, who had been a regular at the host table since the luncheons were started in 1958, wasn't able to attend the convention due to a prior commitment.



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Frank Catania, owner of 100 plus golf car fleet, is standing surveying part of his fleet with Howard Capps, golf professional at the Desert Inn.

A veteran golf car fleet operator, Frank Catania has used Trojan Mileage Master Golf Car Batteries for over ten years. Proven dependability and low maintenance cost over the years are responsible for Trojan Golf Car Batteries being adopted exclusively by Frank Catania.

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*John G. Outland, manager of Dallas CC, is the new president of the Club Managers' Association*

## **At Chicago Meeting . . .**

# **Taxes, Recognition of NCA Give Club Managers Plenty to Think About**

Taxes and the controversial question of supporting the National Club Association highlighted the 36th annual conference of the CMAA at the Palmer House in Chicago in February.

John G. Outland, general manager of the Dallas CC, was elected CMAA president for 1963, succeeding John W. Bennett, general manager of the San Francisco Commercial Club. Clem Young, general manager of the Cleveland AC, was elected vice president, and Charles E. Smith, general manager of the Chevy Chase (Maryland) Club, is the new secretary-treasurer.

Tax problems were discussed at two different sessions by Walter Slowinski and Michael Waris, Washington members of the firm of Baker, McKenzie and Hightower. The two legal counselors for the CMAA explained the new tax laws and also conducted a tax clinic during which they answered questions on tax problems in club operation.

### **Stirs Up A Storm**

The appearance of Frank Hathaway, secretary of the fledgling National Club Assn., who outlined the aims and plans of his organization during the opening session, touched off one of the most hotly contested debates in many a recent conference at the final business meeting, when the pros and cons of supporting the NCA were aired by several delegates. As a final action, the delegates gave the members of the CMAA board of directors a rising vote of confidence. Thus it will be the directors responsibility to decide

whether the CMAA shall give the NCA the directors' responsibility to decide ed by Hathaway.

The conference was officially opened Thursday morning by President Bennett and G. V. Marlatt of Flossmoor (Ill.) CC, conference general chairman. Marlatt and members of the Greater Chicago Chapter planned the meeting.

Carrying out the conference theme, "Chicago, the International City," each luncheon, dinner and special event saluted a particular country or region featuring native foods, dress, customs and song. The many social events were crowned by the formal reception and an international ball.

### **It's Hawaii in '64**

The 1964 conference, awarded to Hawaii will be held Jan. 22-26 at Hilton's Hawaiian Village in Honolulu.

Two chapter awards were made. The Mile High Chapter, whose president is Laurice T. (Bud) Hall of Pinehurst CC in Littleton, Colo., won the chapter achievement award. Utah won the Texas Lone Star Chapter attendance plaque for having the greatest percentage of its members present for the conference.

Winner of the publicity award was the Houston Club, Henry Barbour, manager. Runners-up were the Interlachen CC of Minneapolis, in the country club division, and The Pacific Club of Honolulu, in the city club division. Hall's Pinehurst CC also won first prize for club publications without advertising. The Olympic Club, San Francisco won the award for club publications with advertising.

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## Convention (Continued)

own right, but helps to give the advertising effort more punch."

Toro, Norton said, tries to win public acceptance by concentrating on five things in its p.r. program: Letting people know that it is primarily service minded; quality conscious; and civic spirited. It plugs attention to its research whenever possible and, finally, the Toro firm tries to impress the customer that it realizes it has an obligation to build the best possible product.

### Salesman Best P.R. Man

Practically the entire public relations effort of B. Hayman & Co., said Warren McCleary, the firm's turf equipment director, is channelled through the sales staff. "We think," McCleary stated, "that we're being more realistic that way. The fellow who is out visiting golf courses every day is our eyes and ears and, in many cases, a large part of our brains. He hears all the complaints and, in that rather rare instance, the good things that are said about us.

"The salesman," McCleary continued, "can usually tell us when there is need for improvement in our products and when, perhaps, a new product is either needed or wanted. Finally, and probably most important, he is building goodwill for us. Sooner or later that leads to acceptance of the thing we're selling, and that is what people in business are striving for."

### Perseverance Makes the Sale

The second most talked about actor in the GCSA educational drama (right behind the reformed Russian) probably was Joseph E. Burger, the finalist of the public relations program. Mr. Burger, gentleman, is an old podium pro. Like most of them he is touched with brimstone around the edges, but down the middle he burns with a true white flame that quickly gets an audience ignited. He had the greenmasters on the edge of their seats all the way even though, according to the clock, he sneaked in about six extra holes. But nobody seemed to mind.

The gist of Burger's remarks was that every man is a salesman whether or not he wants to be. Definitions of what a salesman is probably are as numerous as salesmen themselves, but Burger tried to restore order to all these speculations in this way: The first requisite of a salesman is character; next is industry; then comes

ability; No. 4 is courage; and, finally, a fellow has to have a taint of personality. Enlarging on these points, Burger said that statistics prove that 46 per cent of all salesmen back out the door without scoring on their first call, and that 60 per cent of all sales are made on the fifth.

Maybe the moral is the grubworms won't get the hell off your property until you give them five passes with the spray boom.

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### Third session

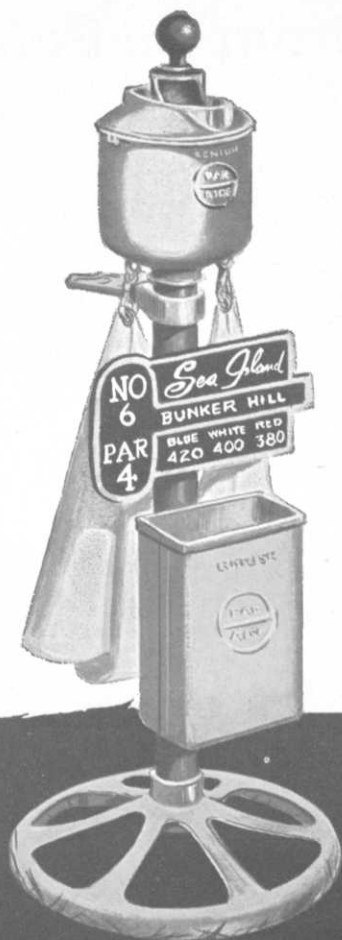
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## Uclans Tell of Studies in Turf Technology

John Madison, assistant turf specialist at the U. of California, Davis, introduced a group of UCLA professors who, dwelling on the advances in turf technology, discussed water resources, plant responses and slow-release fertilizers. These speakers were Warren A. Hall of the water resources center, Victor B. Youngner, assistant professor and turf specialist, and O. R. Lunt, associate professor in the agronomy school. At the conclusion of the meeting, the Bell Laboratories' weather film, "The Unchained Goddess," was shown.

The water situation in the West is critical, according to Warren A. Hall, because much of the water now available is too salty for human and agricultural consumption. Historically, federal usurpation of states' rights hasn't done much to alleviate the overall condition. There is no guarantee that things won't get worse before they improve because the supreme court traditionally upholds the right of the federal government to intervene and divert water resources to its own use. California, the UCLA expert said, is presently contemplating spending \$1.7 billions to improve its agricultural and recreational waterways, but it has no guarantee that Washington once again won't step in and exercise total or partial jurisdiction over the improvements.

The federal government isn't the only one that has been guilty of unwise handling of the water problem, Hall continued. Forty or fifty years ago, and even more recently, states, local governments and even individuals staked out reservation rights that were in too many cases inequitable. The result is that a precious resource was grossly wasted. More beneficial use of water is being made today, but the



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CLEAN  
THIS BALL-



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## Turf Talk by Bob Miller

The golf course superintendent of today is not only an agronomist, pathologist, mechanic, purchasing agent, personnel director, etc., but he is also a budget director and planner for future course improvements. With all of these responsibilities to shoulder, it is surprising that some superintendents do not keep adequate records to help guide them in their daily work and in both long- and short-range planning.

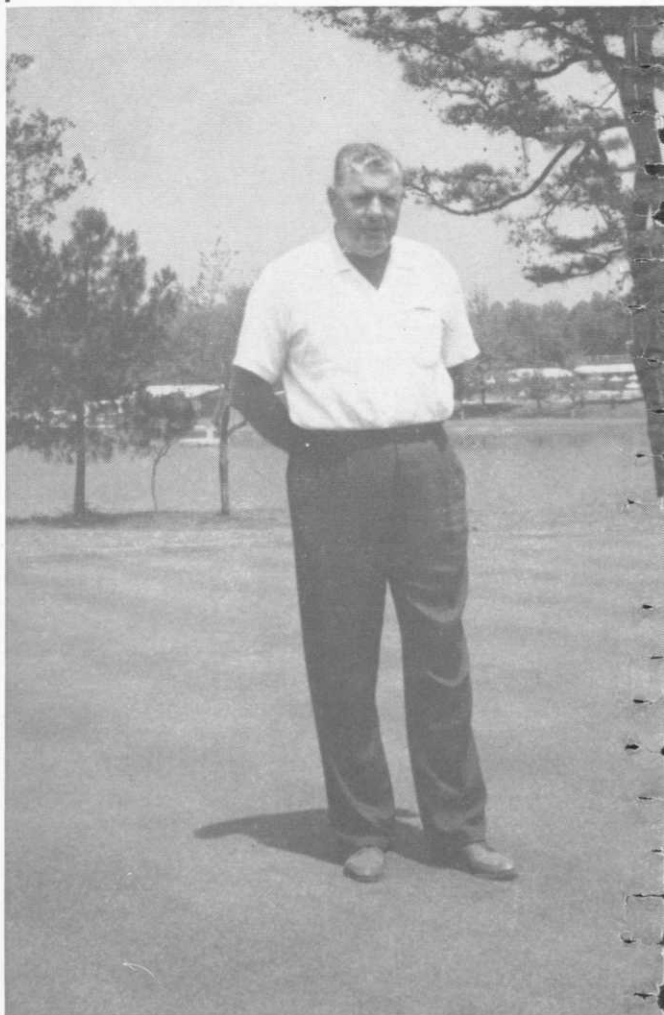
We believe that well-kept records aid the superintendent in preparing cost-estimates for future course improvements and are essential in preparing the annual normal maintenance budget. Everett Queen, Superintendent of Wichita Country Club, Wichita, Kansas has given several excellent talks about his method of keeping records and he has told me he has been able to increase the efficiency of his manpower (the big cost in maintenance) through a study of past records. The article by Morgan Boggs of Lindsey Golf Course, Ft. Knox, Kentucky, in the January issue of "Golf Course Reporter," entitled "Are Your Available Man Hours up to Par?" gives a detailed description of his studies of the labor requirements for his course, and I seriously doubt that anyone could question his needs under his planned maintenance program.

No business can be successful without a record of performance—i.e. "where we have been," "where we are going," and "how we plan to get there."

Many superintendents have told us that the Du Pont Planning and Record Guide is an excellent aid in setting up their record system. See your Du Pont Turf Products distributor for your copy.

*Bob Miller*

# "I like the information from Du Pont representa



*Superintendent Mel Warneke, standing on the sixth green, is confident that his entire course at the East Lake Country Club, Atlanta, Ga. will be in top shape for the Ryder Cup Matches this season.*



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# and cooperation I get representatives and their distributors...

**and I know DuPont products  
are dependable every time."**

*—says Superintendent Mel Warneke  
East Lake Country Club, Atlanta, Georgia*

"I've been working on golf courses for 38 years," Mr. Warneke says, "and I've been using DuPont fungicides as long as I can remember.

"I like them because I know I can depend on their performance every time. With the large amount of maintenance needed on golf courses, I cannot consider anything but a preventive program using 'Tersan' 75 and 'Tersan' OM."

Mr. Warneke also says, "'Uramite' has been the base nitrogen of my fertility program for the past three years at East Lake. I am using 'Uramite' straight for extra nitrogen and in a complete mixture on 328 Bermuda grass and bent grass. With 60 to 70 percent of the budget in labor, 'Uramite' saves time and money.

"The Ryder Cup Matches will be played over East Lake Country Club in 1963. I am looking forward to having these matches in Atlanta and plan to keep East Lake in tiptop shape with DuPont turf products."

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situation is still confusing and will only be straightened out when the different governmental bodies agree to a common sense compromise.

### Temperature Range Important

Victor B. Youngner, who for several years has been studying the factors of light, humidity and temperature in relation to plant growth, emphasized that there is no set pattern for the way in which different species react in their environments. The genetical constitution of any plant has much to do in determining its chances of survival, but sunlight intensity and the daily heat range or differential of the environment in which it grows are important if not equal factors.

Bluegrasses, for example, do not grow well in Southern California. It is not because they don't receive enough sunlight but because the diurnal heat range is too narrow. In addition, the annual temperature range in this part of the U.S. is not wide enough for bluegrass growth and propagation since it is recognized that deep chilling of a plant in the wintertime produces strong flowering in the summer. It is because of this that Kentucky blue thrives in the Mojave desert.

### Sunlight Not Enough

In Youngner's opinion perhaps the most neglected or overlooked factor in the growth of many plants is the nighttime duration of their environment. It is erroneous to assume, he said, that long, intense sunlight is the secret of growth. Bermudas need only about half as much light as bluegrasses and zoysias and red fescue about one-quarter as much. The only time this does not hold is when stolons of any grass type are planted. All need approximately 12 hours of strong sunlight when they are taking root. Thus, Youngner recommends that stolons be planted in June.

Speaking of *poa annua*, the UCLA turf specialist, said that it can survive only when the surrounding grass is cut low. It has a weak genetical background and thus is poorly adapted for any environment. The photosynthesis process has to work overtime to keep it alive, something it can't do when neighboring grass shuts off its sunlight supply.

### Tells of Fertilizer Studies

Conclusions reached from the study of the characteristics of five new slow-release fertilizer material types were reviewed by O. R. Lunt, third of the UCLA faculty representatives to appear on the



The Brinkworths of Canada descended on the GCSA conference in force. They are from l to r: W. H. (Babe), Hubert Cooke, W. H. (Bill) and Gordon. Cooke isn't an outlander, being related to the family. Bill, who has been at Jasper for 27 years and 55 years all told in the turf field, was given a Gold Bull by Toro Manufacturing Corp. at the show. It's the first time the award has gone to anyone other than a Toro employee.

program. The fertilizers were classified under these headings: Coated, low solubility, organic, synthetic organic and ion exchange.

Coated (plastic covered) fertilizer was described by Lunt as being promising. In moist soil, this material dissolves at a quite steady rate, with the thickness of the coating and the moisture content of the soil largely governing the speed of release. Sulfur coated fertilizers show some promise, Lunt said, and may possibly be developed at reasonable cost.

### Occasional But Not Steady

Low solubility types, the UCLA agronomist remarked, supply N on demand but a type such as metal ammonium eventually reach the point of no return. It reacts favorably in a moist environment but slows down appreciably as an extreme dry condition is approached. The conclusion is that metal ammonium is a fine compound for occasional but not steady feeding, and probably is best suited for shrubs, etc.

Organic sludge, Lunt said, depends largely on microorganisms to break it down and the same can be generally said for synthetic ureaform. The latter, however, is about 25 to 30 per cent soluble in water and this portion of the compound is quickly nitrified. Thereafter, it releases N at a fairly uniform rate. Not too much is known at present about ion exchange resins. These are water activated and react best in a near saturated situation.

The third session was concluded with