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a jolt **BEN**, but can you
MAKE IT LAST?



When Ben Franklin flew that kite he got quite a jolt—but it didn't last. ■ "Jolting" turf with high-analysis, quick-release nitrogen doesn't last either. That's why you have to jolt so many times a season. Nitroform® feeds turf at the slow rate turfgrass thrives on, lasting up to five times longer than conventional plant foods. Fewer applications are needed, saving you money. ■ Nitroform resists leaching, is nonburning, builds a nitrogen reserve, frees labor for other work . . . and is easy to apply. Listen to your Hercules representative. Then you can tell those other salesmen to go fly a kite. ■ Hercules Powder Company, 910 Market Street, Wilmington, Delaware 19899.

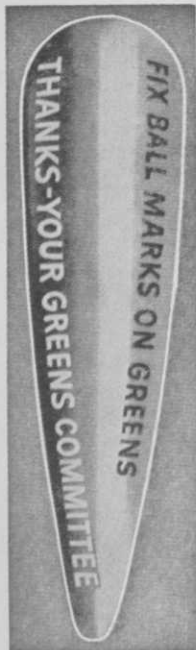


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NITROFORM®

*HERCULES TRADEMARK

SN 64-1

STOP BALL MARKS ON GREENS!



ACTUAL SIZE

Deep or shallow ball marks can now be a putting hazard of the past.

If only 20% of the approach shots hit the greens, it would total thousands of ugly ball marks per green, each year.

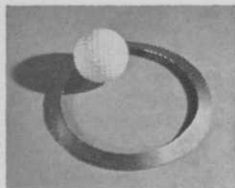
The golfers who wait for the Superintendent and his men to do this expensive repair job will continue to putt over the shallow and deep ball marks.

Remember these holes must be repaired a few minutes after they have been made. Your Superintendent does not have enough money or men to repair ball marks as soon as made.

This and other years, be kind to those beautiful greens, your fellow golfers and that proud and hardworking Golf Course Supt.

PRICES: For plain or imprinted as shown — F.O.B. Des Moines, Iowa
1,000 — \$65 500 — \$35
250 — \$20

Superintendent's Labor Savers!



CUP-LESS

... practice putting target ring inside diameters are same as regulation putting cups — 4 1/4

inches; easily moved with putter blade, spreading traffic wear and tear over entire green instead of localizing it.

Packaged in dozen lots — Shipment prepaid
1 doz. _____ \$10; 2 doz. _____ \$18

**WOODSIDE GOLF
& Park Supply Co.,**

Des Moines 13, Iowa

Women Make Register Ring

(Continued from page 64)

This 85 or 90 per cent, by the way, is willing to buy top quality goods at pro shop prices. The Algonquin shop in the eight years Marusic has been running it, never has introduced much second-line merchandise because it doesn't want to start a bad precedent. If cheaper apparel or equipment were to be brought in, the shop wouldn't be able to compete with the department and sporting goods stores. In addition, very little stock is sold through sales. Almost every week during the busy season, however, Marusic runs a specialty promotion in which one or a few items are played up in preference to other merchandise. Discounts on these are held to a minimum, if they are given at all.

Algonquin is open all year and play continues fairly heavy through November. The fact that it does, opens up the Christmas season and makes December one of the better sales months. Marusic and his assistants, Jim Barton and Bob Willett, agree that the elaborate gift wrapping service they have set up has had as much to do as anything with the successful holiday business they have enjoyed in the last four or five years. It particularly impresses the women players who are Algonquin's most active gift shoppers.

Don't Discontinue It

Barton, incidentally, advises other shops not to put the wrapping paraphernalia away at the first of the year. Christmas gift buying can spill over to other holidays on a fairly large scale if a shop is always prepared to wrap gift merchandise. "There is something in that colorful paper and those pretty bows that excite people," Barton points out. "A plain box and an ordinary piece of string doesn't produce the same effect. You might say that the gift without the wrapping paper is bare."

Another tip that the Algonquin pro staff passes on is to strongly encourage persons who buy new clubs to keep the old sets they ordinarily would trade in. The idea is to impress them that a second set of clubs comes in handy if they do much travelling. The new set can be kept at the club and the old one perhaps in the trunk of the player's car, or at his home, where it is readily accessible in case he has to make a flying trip and doesn't



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Welcome*

Literature available on request.



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have time to pick up his clubs at the club.

Trade-In Solution

"This idea," says Milon Marusic, "is slowly catching on. Pros should push it more than they do. Some players are very happy to get a suggestion of this kind. What is most important, though, is that it can help to solve our trade-in problem. It could mean that we won't have to beat the bushes like we have in the past trying to get rid of the old clubs that have had to be taken in when we make a sale of new ones. If people can own a second car maybe we can convince them that they should own a second set of clubs."

Weekend tournaments play a very important part in the St. Louis club's activity calendar. Possibly it is because Marusic has campaigned over the years to keep the Algonquin events uncomplicated and easy to enter. This encourages the 120 and 130 shooters to be just as enthused about playing in the Saturday and Sunday tourneys as the low handicap golfers. The result is that possibly 50 per cent more members take part in the weekend specials than would be the case

if the less talented players were reluctant to play with their betters. That 50 per cent is vital from the pro's viewpoint. It means that many more people are passing through the pro shop — and buying.

Fine Caddie Program

Algonquin's caddie program, which is indirectly connected with the pro operation as it is at most clubs, is one of the country's best. Many members go out of their way to encourage high school boys in their neighborhoods to carry clubs at the course during the summer. Thus, the services of the highest type youngsters are pretty well assured. New caddies are given thorough indoctrination by Caddiemaster Al Rudder and then are required to walk the course three times with experienced club carriers before they are sent out on their own. Caddie Day, held at the end of the summer, has become something of a blue ribbon affair. The boys attend a party, are dined, given pool privileges and take part in a tournament. Merit prizes are awarded and, in addition, each of the 90 or so caddies is given a gift of some kind. In the last eight years, eight Algonquin youngsters have qualified for Evans Scholarships.

Ponte Vedra

PONTE VEDRA BEACH

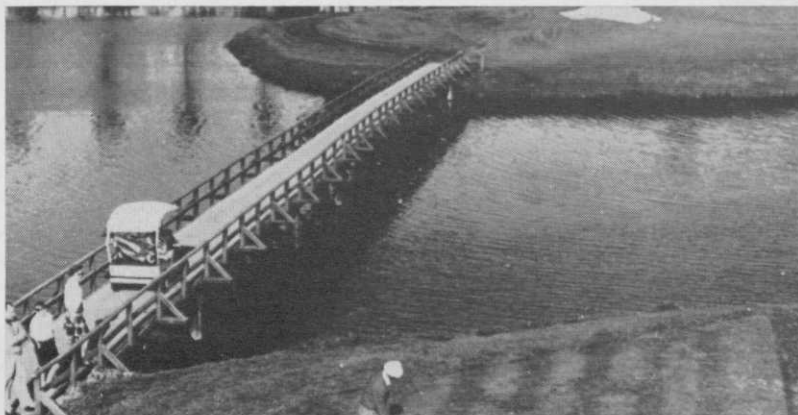
FLORIDA



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CADDY-ROLL RENTAL SERVICE
Three Rivers, Michigan

Before coming to Algonquin, Milon Marusic worked as an assistant for several years at clubs in California. His introduction to the pro shop, however, came at Wolfert's Roost CC in Albany, N.Y., where personable Jack Gormley presided immediately after World War II as pro-supt. Jack, in fact, induced Milon to study turf management at the University of Massachusetts. However, when Marusic moved to the West Coast he concentrated only on the pro side of the business, probably figuring that he'd be farther ahead to cultivate women golfers and their purchasing potential than turf-grass. His success at the St. Louis club leaves no doubt that this was a wise choice. Milon is not a stay-at-home professional, by the way. He manages to play a dozen tournaments a year, winging down to Central and South America every spring for the PGA's Caribbean circuit events and making Mexico City in the fall for the Mexican Open. He has played in ten PGA Championships and four Opens.

Classified Ads • P. 132

Countering Corrosion

(Continued from page 40)

The final major problem was that of irrigation. Since my introduction to golf back in 1925 consisted of being paid \$4 a night for watering the Annadale golf course in Pasadena, I have always realized the importance of irrigation. In the Far West, every aspect of course design is complicated by water — either too much of it or not enough. In the majority of cases, it is the latter.

I feel that a golf course can be no better than its irrigation system and the materials used for it. It is a waste of time and money to design and construct a course only to have it burn up during the first dry spell.

Design and installation of the irrigation system for the Shore course offered problems that were consistent with the other aspects of our work. Proximity to the Pacific, and being situated in a forested area, meant that we were working in extremely corrosive soil. Piping, valves,

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75% Dry Thiram Fungicide

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Liquid Cadmium for Turf Disease

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

PM2,4-D

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

ALL-WET

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

AMA2, 4D

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

THIMER

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

AMA

Amine Methylarsonate, liquid, for Crabgrass and Dallisgrass control.

STOMA SEAL

to check wilt on Greens, Fairways and other turf areas.

25% GRANULAR CHLORDANE

pre-emergence control of Silver Crabgrass, grubs, insects.

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LOCKE



and other equipment must be resistant to this kind of soil condition to assure that the irrigation system will operate without requiring replacement. Also, because of budgetary considerations, all materials, while of the highest quality, must offer maximum economy.

Pipe Combination

A combination of asbestos-cement pipe for mains, and ABS plastic pipe for sprinkler supply lines seemed the most logical way to overcome the prevalent corrosive soil conditions. Both being non-metallic, the problem of rust was non-existent. Installation of both types of pipe was an extremely simple matter, requiring a minimum of labor and offering maximum economy.

A total of almost two miles of Johns-Manville Transite pipe, in 3, 4, and 6-in. diameters was used, along with about eight miles of J-M ABS plastic irrigation pipe, ranging from 1/4 to 2 1/2-in. in diameter. The system was installed by the Sunshine Landscaping Co. of Fresno.

Transite and ABS are light in weight. They require no heavy equipment for installation or transportation. In addition, laying the pipe is so simple and fast that a course job can be finished in a minimum of time.

Semi-Automatic Sprinklers

Fairways and greens at the Shore are irrigated. The fairways incorporate three rows of semi-automatic sprinklers that are sufficient to allow each fairway to be watered every four days. Quick-coupling valves are spaced in 60-ft by 80-ft triangles, requiring a total of 690 Buckner No. 15 valves. Sprinklers that cover a 110-ft diameter circle are plugged in early in the evening. Through an automatic clock device, a battery of sprinkler heads will be turned on automatically and run for a predetermined time. Following this, a second battery is turned on. In the morning sprinklers are removed, and re-located the following evening in another area requiring watering. Sprinklers on greens and tees are operated manually as needed.

Water is supplied by the Del Monte Water Company to an elevated reservoir. This eliminates the need for pumps.

Installation of the pipe was complicated by the native wire grass. Cutting through a mat of roots, four to six inches deep finally was solved by use of plows, followed by brush cutting discs after farm-type discs proved inadequate for the job.

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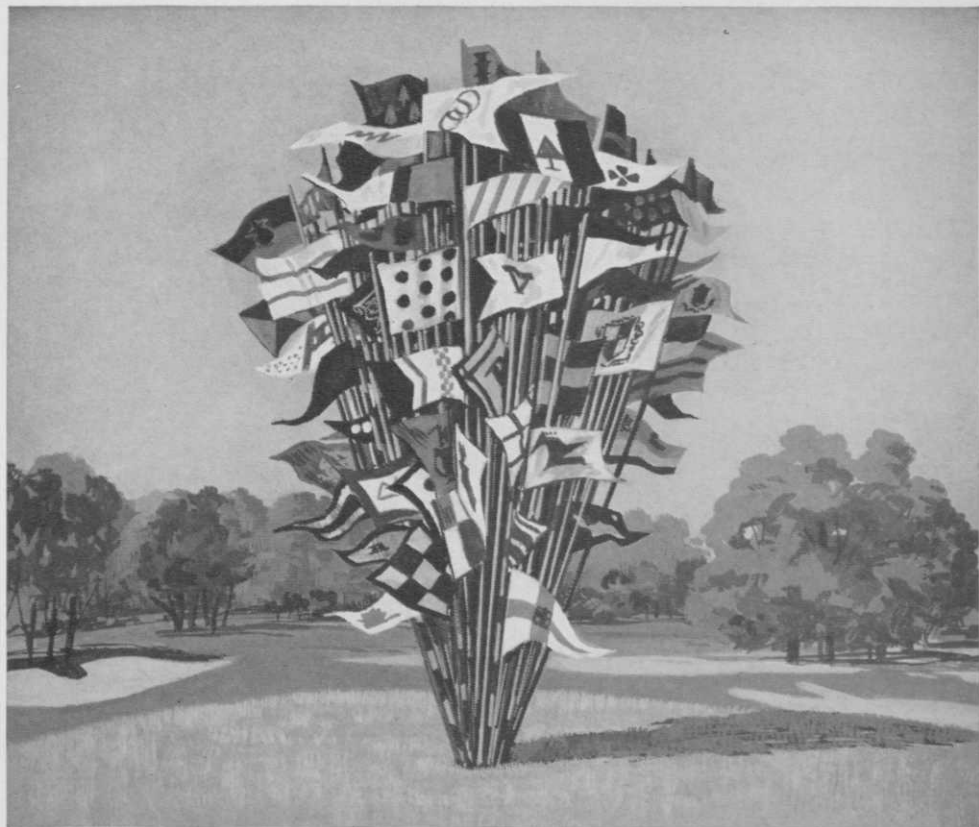
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Tee Mats
Keeps clubs from marring.

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Golf courses are like fingerprints—no two are alike. But there is one characteristic common to 1088 of them...Johns-Manville pipe products.

Why have so many of America's golf courses chosen these products? Two words sum it up...economy, efficiency. Take J-M Transite* Irrigation Pipe, for example. Made of asbestos and cement, it can't rust and resists rot and corrosion. It is easy to install and virtually eliminates maintenance problems. And, its permanently smooth interior keeps pumping costs low... saves power and equipment.

Then there's J-M Plastic Pipe. Used for laterals, this product, too, does its job day in and day out, without fail.

Get the full story on why 1088 golf courses in this country use J-M pipe products. Write for manual TR-359, Johns-Manville, Box 362, GO-2, New York 16, New York. Cable address: Johnmanvil.



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Irrigation at the Shore

Automatic system — Fairways only. Manual system — Greens and Tees
 Three Row System — 60' Centers each sprinkler on Freeways — 600 outlets on Fairways
 Greens — 5-6 sprinklers each
 Tees — 2-3 sprinklers each
 125 valves operated each night on fairways.
 Valves — Buckner #14 Quick Coupling. Sprinklers — Bucknew #865 — 1/4 x 5/32 nozzle. Each sprinkler output — 17 gpm.
 Automatic Valves — 75 Moody automatic valves controlling stations — quick coupling valves.
 General Information — 90 ft. difference of elevation required two time clocks — one clock at high elevation required normally open valves. Time clocks are Moody ten station clocks.
 Pressure supplied by gravity with water originating from reservoir located at an elevation higher than golf course. Pressure at sprinkler varied from 90 psi at low point and 45 psi at high point.
 Pipe sizes reduced through automatic design providing positive control of output. Cost savings made on material basis as well as labor saving in operation.
 Volume of Water — 350 gpm on fairways with 12-18 sprinklers running at one time. Greens and tees watered separately.
 Cost of System — Materials and installation \$77,000.00.
 Pipe sizing reduced resulting in pipe cost reduction affording monies to be applied to cost of automatic equipment.

False Economy

(Continued from page 28)

the shots; what is fair through the green and on the putting greens, and what conditions or design lead to interesting play. Also, he should know the limitations of players of all ages and degrees of skill to make the shots required.

From the technical standpoint, the golf course architect must know enough about soils to work with the problems of texture and structure, drainage, aeration, and fertility. He should have enough technical background to understand the environmental needs of plants and be particularly well advised on the playing qualities and cultural requirements of fine turf. Of