

**THE COATING ON THIS TINY GRANULE  
HOLDS THE SECRET TO A TOTALLY NEW  
CONCEPT IN CONTINUOUS PLANT FEEDING!**

THE RESIN COATING ON ADM SLOW-RELEASE FERTILIZER METERS THE RELEASE OF ALL THREE MAJOR ELEMENTS, MINIMIZES LEACHING LOSS, HELPS PREVENT OVER-FEEDING AND CHEMICAL BURN.

Now you actually can ration out plant food each and every day with only a single seasonal application.

Like other slow-release fertilizers?

Not by a long shot, if you're comparing it with others on the market. This one is different.

Nitrogen, phosphorous and potassium are stored inside a tough, permeable film. Moisture soaks in, liquid plant food meters out by osmosis. The shell remains intact. It shelters each fertilizer granule from the wasteful effects of heavy rainfall. Works wonders with irrigation.

*This gradual metering of plant food through a permeable coating is a major breakthrough in control of leaching in all kinds of soil . . . especially sandy soil.* ADM resin-coated slow-release fertilizer therefore delivers more useable fertilizer to plants.

These incredible coated granules avoid the feast-and-famine cycle of conventional fertilizers. ADM resin-coated slow-release fertilizer puts tiny, sheltered warehouses into the soil, rationing out a steady supply of nutrients to fit plant needs throughout the growth cycle.

*Many other advantages*

Other advantages you gain through the

proper use of this product include:

1. Used as directed, ADM resin-coated slow-release plant food can't burn.
2. There's no over-feeding, hence no forced growth or "luxury consumption."
3. No vapor drift, no dust haze.
4. Early, one-shot application eliminates mechanical injury to seedlings and plants.
5. Steadier plant growth because fertilizer is delivered more uniformly.
6. Resin coating is not attacked by soil bacteria.
7. Available in 14-14-14, 18-9-9, and 36-0-0 mixtures.
8. Unimpaired by freeze-thaw cycles, or steam sterilization of soil.

Over the past four years, ADM resin-coated slow-release plant food has been tested by several colleges and by many growers. Comments have been uniformly and enthusiastically favorable. One team of university scientists, after extensive testing, said that ADM resin-coated slow-release fertilizer "may mark the beginning of a new era in fertilizer technology."

Buy enough to establish use levels for next season. We think you'll decide to use nothing else. Ask us for technical data that applies to your kind of operation: Nursery, Greenhouse, Lawn and Golf, High Cash Row Crops. We'll also put you in touch with a nearby distributor. Write or call collect. Area Code 612: 888-7931.



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**COATED CHEMICALS**

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**SAFEST MARKER EVER MADE!** Shatter proof, pliable Polyethylene absorbs impact of hard-hit ball; turns whizzing ricochet into harmless bounce. Extremely durable! 4 HIGH VISIBILITY COLORS: red, white, blue, yellow spheres of 3 $\frac{5}{8}$ " diameter stand out sharply. 7" steel shafts are zinc plated, rust proofed for extra long service life.

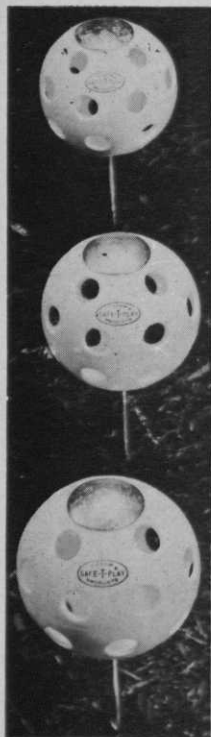
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ONLY 80¢ EACH!**

**Order from your TURF SUPPLY DEALER.  
Stock No. S-645. Dealer inquiries invited.**

## C O S O M

C O R P O R A T I O N

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## For the Horse Players

*(Continued from page 34)*

feet from the tee area and which runs the length of the lower mat line, is a boundary marker for spectators. Persons using the tees aren't permitted to bring their bags beyond the yellow line. These are precautions that the Arlington management feels that it has to take in the interest of safety. In addition, children under 14 aren't allowed to hit balls off the second deck tees. There is parking space for 250 cars at the combination range and Par 60.

As for the depth of the range, even the big hitters don't have to worry about stroking a ball into the stable area, which is about 350 yards from the tees. Flags in the center of 50-foot diameter circles are spotted at 50-yard intervals to give the patrons targets to aim at. The width of the range is about 200 yards.

Sam Rauworth's pro shop is located in what formerly was the snack bar. Last year the shop occupied a wing of the

restaurant, but it was decided that this location is too far from the tee line to give proper control of the range operation. It was also thought that more merchandise could be sold if the shop were moved closer to the double-deck tees.

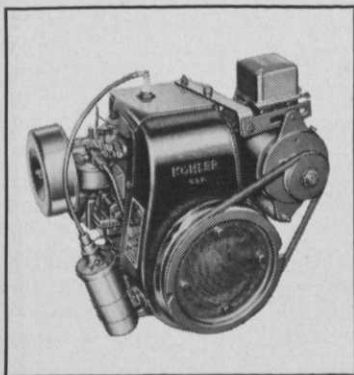
In 1963, according to Lou Ruef, Rauworth's assistant who was at the Jockey Club center last year and is staying on as a teacher, sportswear sales at Arlington were satisfactory but equipment sales lagged. It was something of a problem to lure golfers into walking the short distance to the pro shop in the restaurant wing where they could look over the equipment displays. But this situation is expected to be corrected now that the shop is only 50 feet from the tee area.

"Golfers," says Ruef, "are funny people. You have to shove the merchandise right under their nose or they won't buy. They'll walk 10 miles in playing a round of golf but they won't walk 50 yards to take a look at what you'd like to sell them. So, the thing to do is bring your shop to them."

Sam Rauworth, who has the big stake



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Kohler  
Engines**  
play round after  
round without  
rest—or recharge



Kohler-powered golf cars never take time out to get their "batteries charged." They keep running, two, three, four rounds a day, seven days a week, as long as there are players to use them. Maintenance is minimum, profit maximum.

Kohler proves gasoline engines need not be noisy. Quietness is built into Kohler engines with the famous cast iron block to cut vibration noise. Plasticized blower housings and non-metallic cam shaft gears, plus low idling speeds all keep noise down to a polite purr. Keep your golf cars rolling and profitable with Kohler "quiet engines." For more information write Dept. E4-605, Kohler Co., Kohler, Wisconsin.

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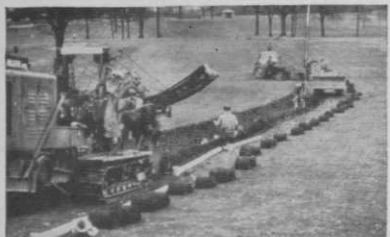
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Miller designed systems were installed in over 35 miles of fairways in a single season.



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in Arlington's operation, hopes Ruef's theories are correct. If the horse players mistake the shop for the \$2 windows he won't be unhappy.

### June 1 Deadline for Ladies' PGA School

Officials of the fifth Ladies' PGA National Golf School have announced that June 1 is the final date for registration. The 1964 session is co-sponsored by the Ladies' PGA and the University of Vermont and will be held in Burlington, Vt., June 22-26. Attendance is limited to teachers of golf at recognized institutions of learning, golf clubs and civic groups.

Shirley Spork and Betty Jane Willis are co-chairmen of the 1964 school. This year's faculty will include Patty Berg, Shirley Englehorn, Vonnie Colby, Peggy Kirk Bell, Ellen Griffin and other members presently competing on the Ladies' PGA tour.

Since its inception in 1960, the Ladies' PGA school has had a total attendance of 289. The school provides instruction for

teachers, workshops and clinics in merchandising and sessions on the selection and care of golf equipment, rules, and course management.

Complete information and registration forms are available from the Ladies' UGA National Golf School, Southwick Building, University of Vermont, Burlington, Vt.

### Cullenward Wins GWA Tourney

In the annual Golf Writers tournament at the Dunes Golf and Beach Club in Myrtle Beach, S.C., in early April, Nelson Cullenward of the San Francisco News-Call shot a 39-33—72 to claim first place. Tom Michael of the Memphis Courier-Appeal was second with 77. Ray McNally of Golf World and Gardner Dickinson, Sr., of the Panama City (Fla.) News tied for third with 78s.

NATIONAL GOLF DAY

MAY 30



Par 5, 596-yard 18th

## Ted Woehrle at Beverly chose AGRICO to hold his greens through the hot summer



Ted Woehrle

“With the Western Open at my club in late July—a bad time for us in Chicago with little or no rain—I wanted my greens to hold up under the heavy tournament play,” says Ted Woehrle, Superintendent at Beverly Country Club, Chicago, Illinois. “Agrico demonstrated hydraulic feeding on one green in '62 and I felt it had merit. So we tried it

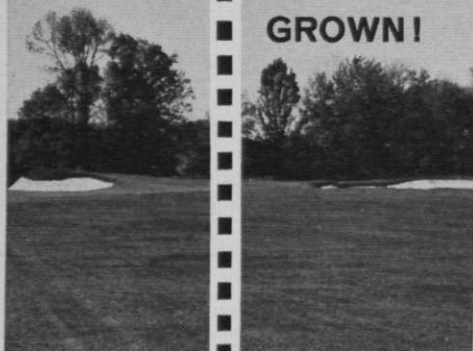
last summer and everything worked on schedule. The greens were in perfect condition throughout the tournament.”

“I’m satisfied, even proud of our hydraulic feeding method and with the use of AGRICO Country Club Fertilizers. I am looking forward with confidence to top greens this summer.”

Get an AGRICO Country Club-Agrinite Feeding Program for your course. Write: American Agricultural Chemical Company, New York 7, N.Y., or Agricultural Chemicals Ltd., Toronto 15, Ontario.

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IS  
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- MILORGANITE comes in easy-to-handle 50 lb. bags
- MILORGANITE is economical



MILORGANITE and SPREADER

- MILORGANITE contains all the elements needed for healthy plant growth
- MILORGANITE is dust-free, free-flowing, does not cake or spoil in storage

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**MILORGANITE**  
The NATURAL ORGANIC FERTILIZER

## Day for Williamson

(Continued from page 38)

to put into his job. One big extra at Lincoln are the three hours or so per week that Bud and his teaching assistant, Frank Moss, give to women and junior golfers. "We haven't come up with a better method of selling ourselves, yet," Bud says, "These free lessons don't cut down on the number of paid lessons we give. In fact, they encourage them. Frank and I always have the schedule book filled."

### Handicap Board in Shop

Another extra that Bud has successfully turned to the pro shop's advantage is the club's handicap boards. Knowing that one big problem any shopkeeper has is attracting potential customers into the store, Bud has placed the men's and women's handicap boards in the pro shop. The glass-encased boards are felt-backed and specially designed to accommodate the frequent changes that have to be made. The handicaps are figured twice a month. Every golfer is required to register in the shop before teeing off and must fill in his gross score after each round. Literally, Bud gets his golfers into the pro shop coming and going and makes the gimmick pay off in sales.

### Plenty of Help

Helping Bud handle his various duties as pro are eight assistants and his wife. Frank Moss is the teaching assistant. Bill Forsell is in charge of the shop and repair jobs. Alan Sochnik, Bill Berliwitz and Jeff Shneider also are shop assistants with Barbara Stempski helping with sales. Howard Wear serves as a part time golf car and cart maintenance man. Mike Williamson handles the range and miscellaneous jobs. Bud's wife assists in buying women's sportswear and handles the master inventory for the shop.

The smooth operation of any pro shop is the result of efficient business techniques that are seldom seen by the customers. Williamson's books were installed by an accountant to assure that the records would contain complete, accurate and concise accounts of the yearly transactions. Set up in the proper manner, the pro shop accounts are ready to be of serv-

# 45 years of quality battery building has gone into today's newest, finest Golf Car Battery...

# KARGO

*Sure Drive*

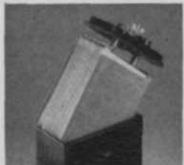
HERE's a brand new — **new brand** Golf Car battery especially designed to withstand the toughest most rugged treatment on any golf course. Says Henry Williams, Jr., Consultant, Price Battery Corporation's Golf Car Battery Division, "It was only after seeing the wonderful results of the grueling tests Kargo batteries were put through — tests made on the only real proving grounds — the golf courses — that I decided to become associated with this outstanding product. I recommend these shock-conditioned batteries to anyone interested in **reliable** performance, day in — day out!"

Henry Williams, Jr.  
Golf Pro  
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## EXCLUSIVE POLYK<sup>LAB</sup> PLATES make the difference!

An entirely new process, the only major advance in internal battery design during the last decade, encases the plates in a protective polyethylene jacket that provides superior performance in every Kargo Sure Drive battery. Laboratory tests backed by extensive field testing over the past several years prove the "PolyKlad" plates better withstand the severe conditions of constant vibration and deep cycling that golf car batteries are exposed to in everyday use. This new, exclusive method cushions the plates from shock and because no plate edges are exposed, the danger of internal shorts is eliminated completely. The Kargo battery with "PolyKlad" protection will out-perform any conventional type battery because it is especially designed for rugged service under severe conditions.



Demonstrator shows one group with plates "PolyKlad" protected



Close-up of single positive plate in protective polyethylene jacket

For full information write:  
**PRICE BATTERY CORP.**  
Kargo Golf Car Battery Div.  
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New York

ice at income tax time and in preparing the year-end profit and loss statements. Bud, his wife and Frank Moss keep these records scrupulously up-to-date. As with many pro shop operations, the CC of Lincoln handles Williamson's billings and collections.

Running inventory includes both the physical cost and selling price of the shop's stock. Moss and Williamson keep close tab on what is selling and what needs special promotion attention. Spot checking of any department at any time avoids embarrassing shortages that result in lost sales.

One complaint that Bud has concerning manufacturers' service to the shop concerns re-orders. "The shoe companies now have a speedy re-ordering service," Bud states. "Why can't other golf suppliers install better and faster methods of handling our re-orders? If we can't get merchandise in pretty much of a hurry we lose quite a few sales."

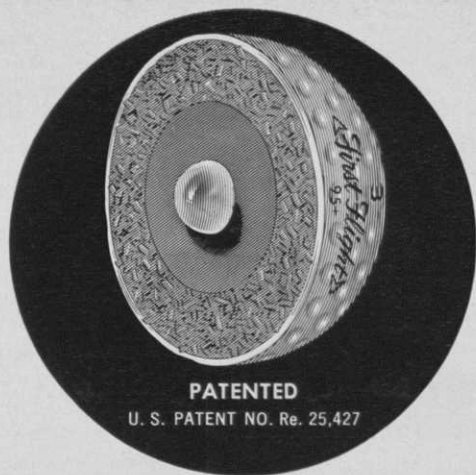
Bud's accomplishments over the years haven't been restricted to running the shop at the CC of Lincoln, Neb. He started his pro career at Decatur (Ind. CC and spent two years there. Then, he moved to Orchard Ridge CC in Ft. Wayne, Ind., for seven years.

In competition, the Lincoln pro has won the St. Louis Open and approximately 25 Indiana PGA, Indiana Open and Nebraska PGA titles. On the tour, Bud once placed third at Tam O'Shanter in Chicago and third in the Miami Open.

### Golf Writers' Officers

Members of the Golf Writers' Association elected Joe Looney of the Boston Herald, president at their annual meeting at Augusta National GC on the day preceding the Masters. Wallie Wallis of the Daily Oklahoman and Dana Mozley of the N.Y. Daily News were elected first and second vice presidents. Lincoln Werden of the New York City Times was re-elected chairman of the board. Charlie Bartlet will again serve as secretary-treasurer of the GWAA, a position the Chicago Tribune writer has held since the group was formed. Directors are Ben Garlikov of the Dayton, O., Daily News and Bill Fox of the Indianapolis News.





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Sold exclusively through pro shops

### 1 BUGS

Birdie even the "buggy" holes with GOLF PAL Insect Repellent. An aerosol spray, first container custom-styled for golfers. Easy-off plastic golf ball cap doubles as a practice ball. Long-lasting repellent keeps pesky insects away — except the "golf bug." Also for home use and other outdoor sports. \$1.25 retail with full pro profit.



### 2 SWEATY FEET



Mentholized FOOT SPRAY gives shoe-sore, weary feet an instant lift. A proven deodorant that keeps them socially acceptable for hours when the golfer changes only his shoes after his round. Simply spray through socks. Also \$1.25 and a real PROFIT-maker.

Both above items come 6 in this self-selling display carton.



### 3 GRIP SLIP



Brand new development in a grip slip preventive. SLIP-NOT is non-sticky, gives firm grip. Simply put a few drops in palms of hands and rub together until dry. Washes off readily. One application takes care of all clubs. Handy 4-oz. squeeze bottle. Also for tennis, bowling and other sports. Retail \$1.00, 12 in display carton.

Write for literature.

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Since 1914



## Use Chipboard for Racks

(Continued from page 40)

This comes in several densities and the hardest of these was selected for the La Cumbre racks. The thickness of the material is 1/2 inch which seems to be quite adequate for club storage.

La Cumbre construction provides cubbyholes 42 inches deep and with 13 1/2 inches net dimensions with several bays of larger cubbyholes for supersized bags. The contractor was able to pre-cut all material for 180 cubbyholes and installation was accomplished in less than one working day. The horizontal surfaces are continuous in 8-foot sheets. The top surfaces of these were grooved with a router to receive the vertical sections which were glued top and bottom and slipped into place, checked for alignment and nailed from above. Finishing consisted of glue nailing — 1/2 round, on horizontal faces.

The exposed vertical corners were touched lightly with a vibrating sander. The cubbyholes were then numbered and

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