

**Amchem Products, Inc.**, has invented a helicopter boom, called Microfoil, for aerial pesticide spraying. Fifty-two six-inch nozzles, which contain 60 needles, are mounted along the 26-foot boom. Low liquid pressures and correct nozzle positioning create uniform droplets, with a minimum of fine droplets, a major contributor to drift control, according to the company. The boom is still being tested and is not yet on the market.

For more information circle number 116 on card



**Stihl American, Inc.**, offers a portable water pump, model 040. It is capable of throwing water up to 160 feet and pumping up to 4,300 gallons an hour. Other features include: built-in siphon breaker, self-lubricated seal, free suction hose strainer and free self-service replacement kit.

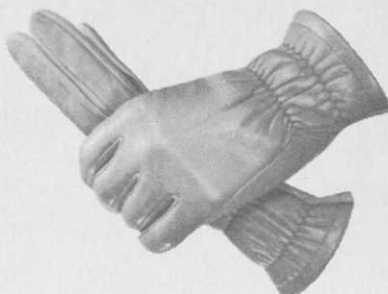
For more information circle number 117 on card

**Utica Duxbak Corp.** introduces a new line of casual, permanent press golf slacks. Offered in blue, green, gold and brown, the Fairway slacks are made of 60 per cent Dacron, 35 per cent cotton with stain-resistant finish. List price: \$9.95.

For more information circle number 118 on card  
Continued on next page

## GET A BETTER **GRIP** ON FALL SALES WITH **COLD WEATHER GLOVES**

Warmth without bulk. Comfortable fit. No-slip grip. Good-looking. That's what you get with Par-Mate gloves. Recommended for golf, driving, skeet shooting, paddle tennis.

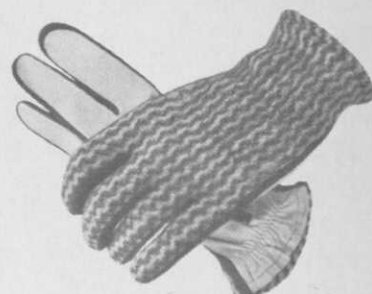


### **S-82**

All capeskin. Dacron & Wool lining on backs. Black or Pecan. Men's sizes S-M-ML-L-XL, also cadet sizes for Men. Ladies sizes S-M-L.

**\$9.50 pair**  
Pairs only.

Write for Folder



### **S-84**

Stretch gloves. Wool tweed back, capeskin palm. Black or Pecan. Men's medium size fits S-M. Men's large size fits ML-L-XL. Ladies: One size fits all.

**\$6.25 pair**

At Your Pro Shop  
or write

## **PAR-MATE**

10 WEST 33rd ST., NEW YORK, N. Y. 10001

For more information circle number 264 on card

## **WORLD'S MOST DESIRABLE IRRIGATION SYSTEMS ARE DESIGNED BY**



**LARCHMONT  
ENGINEERING**  
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*Larchmont*  
**AUTOMATIC GOLF COURSE IRRIGATION**

CONSULTANTS  
DESIGNERS  
INSTALLERS

For permanent  
underground  
irrigation systems  
we use

**Johns-Manville  
TRANSITE**  
Asbestos-Cement  
**IRRIGATION PIPE**



For more information circle number 177 on card

# New products

Continued

Harley-Davidson Motor Co., has introduced a new two year warranty on all electrical components, including batteries, of Harley-Davidson's Electric cars. The maximum speed of its electric cars is 11 mph.

For more information circle number 119 on card

The Eterna Watch Company of America, has introduced the "golfer" watch. It was designed for men who cannot or will not wear wristwatches playing golf. The "Golfer" is the only pocket watch that is completely automatic, claims the company.

For more information circle number 120 on card

Pilgrim Pty., Ltd., an Australian manufacturer, introduces Snapaway, a golf car which can be stored in a car

trunk or club locker. When needed, the cart snaps into position. Leather straps and iridescent, baked enamel finish are features.

For more information circle number 121 on card

Atwater-Strong Co., Inc., introduces Lo-Blo, a tractor-mounted blower, which keeps areas dry and free of litter and leaves. The blower, consisting of four fans, produces a 125-150 mph velocity air blast with 10,000-12,000 cubic foot air volume a minute, right or left. Tractors are available in 4, 6, 8 and 12 hp.

For more information circle number 122 on card

The Goodyear Tire & Rubber Co., has announced a major improvement in the method for locking golf spike receptacles into Neoliteflex golf soles. In the new Goodyear Anchor-Lock receptacle, two of the four flanges are bent at 39-degree angles to prevent cutting action, thus giving 50 per cent more anchoring power and increasing the life of the shoe.

For more information circle number 123 on card

Companion Heaters Pty., Ltd., of Australia, makes a portable, backyard golf practice range with which an 18-hole round can be played in any



## THE GUY WHO DID EVERYTHING RIGHT... ALMOST EVERYTHING

It hurts to see a picture like this . . . especially when almost every precaution was taken to prevent such a disaster.

Under certain conditions, any synthetic fertilizer can burn. Play it safe with naturally organic Milorganite . . . the non-burn fertilizer. Milorganite cannot burn. Milorganite is *unconditionally* guaranteed not to burn.

The Sewerage Commission  
P.O. Box 2079 • Milwaukee 53201

Golf Courses Use More

# MILORGANITE

Than Any Other Fertilizer



## THE FINEST GREENS ARE PLANTED WITH Warren's STOLONS

Perfect even texture and color are maintained with clean, pure-strain WARREN'S STOLONS. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons. They are apt to develop a "patchwork" look after a few years.



The cost of STOLONS over the cost of seed is insignificant compared to the overall cost of the establishment of a golf course. Why be satisfied with anything less than perfect greens only obtainable from pure-strain STOLONS.



THE FINEST LAWNS  
FROM COAST TO COAST  
**WARREN'S**  
TURF NURSERIES  
PALOS PARK, ILLINOIS

For more information circle number 203 on card

For more information circle number 265 on card

space measuring 20 by 15 feet. Measuring 10 feet long, the range weighs 35 pounds, is compact, portable and weatherproof. A sliding indicator will record shots up to 260 yards and the range can be angled. It can accommodate four players at one time.

For more information circle number 124 on card

**The Bucket Elevator Co.**, has invented a new device that prevents any blemishing during the final coats of painting of golf balls. In an operation known as Corratrough belting, balls are fed from a hopper to a continuous painting machine, thus eliminating any of the balls contacting metal during the final painting process.

For more information circle number 125 on card

**Menu Promotions, Inc.**, makes a complete line of restaurant promotional material. Menus for holiday and everyday use come in various types and sizes. Included in the line are miniature folders for mailing, menu cards, table tents, napkin rings, posters and poster frames. Items are available for holiday, special occasion or everyday use.

For more information circle number 126 on card

# GLAMOUR FLOORS- TUFLEX

*World's Most  
Resilient Flooring... Now  
Offers Embossed Finish*

**CASCADE**

Tuflex, having proven itself in hundreds of golf course installations over the years ... now announces Cascade, the handsome embossed finish ...

available in any of the 31 new color patterns. Constructed of  $\frac{3}{8}$ " of live rubber, Tuflex won't pit or chip. Write for free sample brochure.

Rubber Products, Inc. / 4521 W. Crest / Tampa, Fla. 33614

FOR: PRO SHOP • DINING ROOM • 19TH HOLE • LOCKER ROOM • CARD ROOM • HALLS

For more information circle number 250 on card

**GOLF  
SPIKES**

*can't hurt Tuflex  
it recovers 100%  
... stays new  
looking!*

**Tuflex®**

# LINDIG ... For Full-Circle Preparation Of Soil



L-25, L-40, L-60



CL-75, CL-125, CL-200

Treatment Cart and  
Steam Aerator



For additional information  
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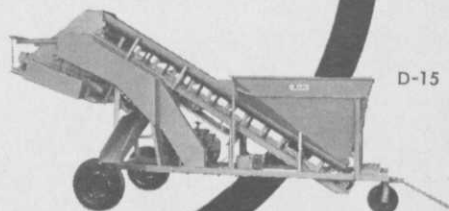
1875 WEST COUNTY ROAD C • ST. PAUL, MINNESOTA 55113



1 B/2 B Shredder



K-10



D-15

Lindig Shredding and Screening equipment processes wet or dry materials and removes unwanted debris. Exclusive Hammermill action maintains uniform texture for "topgrade" soil. • For the best quality and most productive soil obtainable ... look to Lindig's Complete "Soil-Service Systems." The Lindig Soil Cart and Aerator provide the correct low temperature of 145° to 165° which destroys harmful elements without damaging beneficial bacteria. • There are models available to economically fit your specific requirements.

- SHRED • AERATE
- SCREEN • MIX
- TREAT

For more information circle number 268 on card



# News of the industry

## **Golfcraft—Acushnet marriage Sets industry precedent**

The recent acquisition of the Golfcraft Company, Escondido, Calif., by the Acushnet Golf Equipment Company, New Bedford, Mass., (reported in GOLF-DOM, September issue) sets a precedence for mergers in the golfing industry.

For the first time in this field two renowned pro line manufacturers on the "inside" of the golfing business have brought together their products. All other acquisitions of golf manufacturers, such as Wilson Sporting Goods Company, MacGregor and the Ben Hogan Company, have been by larger corporations wishing to diversify their interests.

With the merger, Golfcraft will operate as a wholly-owned subsidiary of Acushnet under the leadership of Ted Wolley, its president, who also becomes a director of the Acushnet Company. Both firms will maintain their separate sales force selling to golf course pro shops only.

"This merger," says Wolley, "brings together several ingredients that we feel will offer unique benefits to the golf professional and consumer as well. The combination of our products and technical know-how, with Acushnet's broad marketing experience and resources, will be an exciting one."

Although Golfcraft now has a small amount of non-pro shop business, this will be phased out in the near future.

"Now, for the first time in the history of golf," says Dean Cassell, sales manager of Acushnet, "golf professionals will have a complete line of golf equipment... balls, clubs, bags, gloves and headcovers... with no competition from any other outlet by the same company under different brand names. At long last," continued Cassell, "pros will have access to a complete line of equipment with 100 per

cent protection against downtown competition."

Bob Murphy, winner of the Philadelphia and Thunderbird Golf Classics, and Chuck Courtney are among the leading name golfers who currently endorse Golfcraft clubs. Acushnet, however, will maintain its non-endorsement policy, under which no touring pro or club pro is paid to use its Titleist ball, or any other of its pro line equipment, according to one of its officials.

## **PGA inaugurates new Pension plan for club pros**

The Professional Golfer's Association has recently announced details of its new pension program, that will pay as high as \$510 per month to a retired recipient at age of 65.

In a special interview with GOLF-DOM, Robert T. Creasy, the PGA's executive director, said, "the plan has been in the works for several years, and is now following its natural course. We have not allowed the dispute with the touring pros to interfere with the plan."

When the program becomes effective, the PGA will contribute more than \$250,000 annually. The club employing the pro will contribute \$50 monthly. A club may or may not require the club pro to contribute half. However, no benefits will be paid until the member has been in the plan at least 24 months.

The least amount a recipient could receive would be \$50 monthly upon retiring at age 65. But a club pro in the program for six years with 25 years service as a PGA club pro could receive \$300 monthly. A pro in the plan for 25 years could receive \$510 monthly.

Membership in the PGA can serve as a substitute for proof of employment as a club professional if a pro cannot verify his employment. Under the program, if a member leaves the golf pro-

fession before age 65 he is guaranteed at least 50 per cent of the money accumulated in his fund, plus interest.

Joseph Dey, Jr., Executive director, of the United States Golf Association, was elected chairman of the board of Trustees of the pension program; and Max Elbin, president of the PGA, was named secretary-treasurer. Other trustees include: Marshall Dann, executive director of the Western Golf Association; Robert Hanna, executive director of the Northern California Golf Association; Leo Fraser, PGA secretary and Warren Orlick, PGA treasurer. Robert Creasey was designated administrator for the plan. The headquarters for the set-up will be in Palm Beach Gardens, the home of the PGA.

"I hope" said Joe Dey, "I may be able to contribute in some small way to the success of this pension plan which the golf professionals have wanted for some time."

"This is another indication," said Elbin, "of the support the PGA continues to receive from these great golf associations. The members of our own association sincerely appreciate their participation on our pension plan board of trustees."

The Travelers Insurance Company was selected to assist in the administration of the plan of which more than 6,000 members of the PGA are eligible to participate.

## **Surtax effect: Wilson's net Fails to keep pace with sales**

A recent financial report from the Wilson Sporting Goods Company, River Grove, Ill., shows how the new federal income tax surcharge has affected its record six months sales.

While Wilson's sales of \$53,209,000 for the first six months of this year were an 11 per cent increase over the same period last year, net income of

\$2,989,000 was only a four per cent increase over the net income a year ago, and not a record high.

For the second quarter of 1968, Wilson reported earnings of 85 cents per average residual share, compared to 88 cents in the same period a year earlier; net sales of \$29,836,000 compared to \$27,041,000 in 1967, and net income, after tax surcharge \$2,046,000 as compared to \$2,105,000 last year.

Wilson declined to reveal details of its sales in the golf equipment field.

### Golf car owners beware

When your homeowners insurance policy is renewed, under the comprehensive liability section of the newly revised policy, personal owners of golf cars that are operated on public roads will no longer have liability insurance coverage. In fact, liability coverage for this use on any recreational motor vehicle is excluded.

The only exception to this ex-

clusion is that liability coverage will apply for operations of any golf car while actually being used for golfing purposes. Coverage still applies on the named insured's premises but any other use away from that premises (other than on a golf course) must be covered under a separate contract for liability.

Futhermore, the revised homeowners policy will no longer afford direct damage coverage for golf cars. A floater policy will be required to protect against loss or damage to a personally owned golf car.

While these two important coverage revisions apply after Oct. 1, 1968, they do not affect a golf car owner until his present homeowners policy is renewed.

### New rep, additional lines For Louise Suggs clothes

Green Tee Associates, New York, has announced that it will represent the Louise Suggs line

manufactured by the David H. Smith Co., for pro shops only.

Beginning with the 1969 spring fashions, the Louise Suggs line will have such innovations as a new construction in knit shirts, newly designed play dresses and new culottes—all tied together in color coordinated groups.

*Continued on next page*

### '69 fashion preview

*Continued from page 52*

to the use of knits and a perfect after-golf complement to the new knit slacks now on the market.

**Croston and Carr**, also blazer manufacturers, have added new colors to their line; among the most outstanding are a festive red and a rich forest green.

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to GOLFDOM Magazine, 235 East 45th Street, New York, New York 10017. □

## "finally, the perfect vehicle for Golf Course Superintendents" **SUBARU SAMBAR**



Mr. Ray Hansen, Superintendent of Essex County Country Club, West Orange, N.J., happily expresses his thoughts on the new versatile Sambar. "Strong, rugged, ready Sambar handles your loads with ease, where and when required."

The light truck with an established record of achievement and wide applicability has been accepted as a "top performer" by many leading golf course superintendents. In addition to its excellence on the Golf Course the Sambar can also be driven on the Highway.

- Wide space Cargo Bed with easy loading & unloading
- Side gates swing easily and smoothly and are even removable
- Independent suspension for big loads over rough roads
- Outstanding mobility for narrow roads
- Lightweight (under 1,000 lbs.)
- Up to 60 mi./gal.
- Takes steep grades with heavy loads

**\$1395** p.o.e.

Call or Write Now for Further Information!

**SEEN AT THE MIAMI GOLF SHOW / JANUARY / FOUNTAINBLEU HOTEL**

Many distributor areas now available Now used industrially by many of America's largest corporations.

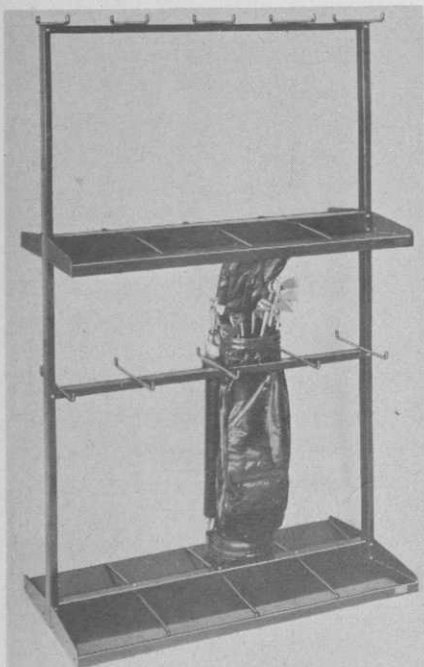
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For more information circle number 259 on card

## INCREASE EARNINGS, SERVICE & SPACE

Remodel your present storage  
space, bring your bag racks  
up to date

## WITH NEW *Stafford* VERTICAL BAG RACKS



U.S. & CANADIAN PATENTS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available.

Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Provides a neat appearance
- Faster, easier storage
- Easy to install and add more as needed —

Send us your floor measurements, we will plan a layout and quote you — no obligation.

**THE A. G. STAFFORD CO.**  
2000 Allen Ave. S.E. • P. O. Box 287  
Canton, Ohio 44701 • 216/453-8431

For more information circle number 217 on card

# News of the industry

Continued

Green Tee also will represent for pro shops only: H.I.S. men's slack line, McMullen, Duca Di Siena, Gregg Draddy, Marco Vello, Avant Garge, Dawsons Ltd., Hugger slacks, Carrabella Inc., and Bear Brand Ltd. of England.

### Project Hope staging a Tax-deductible golf tourney

Project Hope, a charity organization that raises funds to keep the hospital ship *Hope* on the high seas, is staging a benefit golf tournament this fall.

Private clubs throughout Florida are encouraging their members to make a \$10 tax-deductible donation to participate in the event. Each club will conduct its own

competition to select winners in each of the four handicap flights. The winners will represent their club in a statewide competition in early spring.

Project Hope forecasts that between \$5,000 and \$7,000 will be raised. Each year it costs \$5 million to operate the *Hope*.

### Golf equipment sales up 13 per cent

Golf equipment sales increased in 1968 by an estimated 13 per cent over 1967, to a total of \$279 million. This increase compares with a 9.1 per cent rise from 1966 to 1967. The figures include all retail and pro shop sales, but do not include the sales of soft goods, according to a recent survey by the National Sporting Goods Association prepared by Richard E. Snyder, economists.

Since 1960, according to the NSGA, sales of golf equipment have risen from \$123.8 million to 1968's estimate of \$279 million, ranking golf fourth in sales in 24



# **FEBCO**

## The Case for Automatic Irrigation

## AUTOMATIC CONTROLLERS WITH "BUILT-IN" BRAINS

Put water where you want it, when you want it, in the amount you want, with Febco, the automatic controller with the built-in brain.

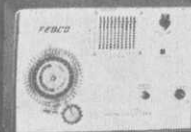
### CHOOSE FROM 3 ICM MODELS

ICM 12E — 12 Stations

ICM-Dual 12E — 24 Stations

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— 14 day programming — 15 minute starts — Accuracy within 20 seconds — Daily or every-other-day scheduling — Multiple recycling every day — Stations may be omitted — Wall or pedestal mount — Can be converted to manual — 24 volts



**NEW!**

### CR-10 10 STATION CONTROLLER

— Simplified controls — Accurate 0 to 60 minute timing — 14 day programming — 48 start trips — 24 hour clock — Automatic-off-manual switch — Internal terminal strip — Manual advance button — Pump control circuit included

12 OTHER ELECTRIC OR HYDRAULIC MODELS FROM 1 TO 18 STATIONS

# **FEBCO** Incorporated

Now in our fifth decade

9121 Glenoaks Blvd. — P. O. Box 368 — Sun Valley, California 91352

For more information circle number 272 on card



categories of sporting goods.

The 1972 consumer purchases of golf equipment will be almost \$350 million, NSGA estimates.

The over all economic growth of the sporting goods industry has been a dramatic one since the end of W.W. II. From 1947 to 1966, inclusive, U. S. consumer purchases of sporting goods amounted to \$37.2 billion. Last year there was \$3,320,400 worth of sporting goods purchased, a 7.9 per cent increase compared to 1966.

Yet as big as some of the figures appear, the sporting goods market as an economic entity accounts for barely 11 per cent of all recreational expenditures by the American people.

In a special section, the survey projects the future of the recreational dollar.

"We have already seen that the sporting goods sales share of the total recreation dollar has been stalemated at 11 per cent," writes Mr. Snyder. "It does not seem

likely that product competition will subside in large degree in the foreseeable future. Accordingly, it may be logical to suggest that future profits in the recreation business are likely to depend more upon ingenious management planning to achieve the utmost in internal, operating efficiency than upon me-too sales gimmicks and curious marketing concepts."

## Get out of the red

Continued from page 32

reasonable accuracy. The membership committee can give reliable information as to the prospects for new members.

Another budget principle to consider is that all expenses can be divided into two general classes: non-variable and variable. The former, including mortgage interest, taxes, insurance and similar items, cannot be changed by the management. It can be calculated accurately by the accounting office, because it is not affected by

fluctuations in income.

Variable expenses are not all equally flexible. The costs of heat, light, power, and water, for example, may vary with the different seasons, but the amount of income will have very little effect on it. Payroll expense is also generally easy to estimate on the basis of past records and the present trend.

On the other hand, certain other expenses fluctuate sharply in accordance with increases or de-

Continued on next page

THAT'S NOT EXACTLY THE KIND OF A TRAP I HAD IN MIND.



DAVID GILL GOLF COURSE ARCHITECT  
National Bank Building, St. Charles, Ill. • 312/JUN 4-2883

For more information circle number 155 on card

## DIVOT-FIXERS

Golfers insist on good greens! Furnish them with a **DIVOT FIXER** and they will do their part helping you maintain these beautiful greens.

**DIVOT FIXERS** are now available in both aluminum and highly polished nickel steel, with standard imprinting "FIX BALL MARKS ON GREENS THANKS—YOUR GREENS COMMITTEE." Samples furnished upon request.

Prices effective Jan. 1, 1968 (plus shipping charges):

Nickel steel (FOB Des Moines)	Aluminum (FOB Des Moines)
100 — \$20.00	100 — \$12.50
250 — 35.00	250 — 25.00
500 — 52.50	500 — 40.00
1000 — 95.00	1000 — 75.00

\$12.50 extra per order for special imprinting aluminum only), 1 or 2 lines, one side only. 1st line limit 26 letters and spaces. 2nd line limit 29 letters and spaces.

**Woodside Golf & Park  
Supply Co.**

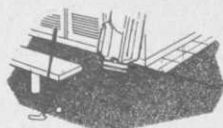
Des Moines, Iowa 50313

For more information circle number 244 on card

## END CARPET PROBLEMS!



## FORE! SPIKE RESISTANT MATTING



LOCKER ROOMS



BAR & GRILL ROOMS

Now you can buy a carpet matting that's spike and wear resistant . . . yet stunningly beautiful! Fore gives you outstanding carpet life in club rooms, pro shops, grill and bar rooms. Thick 1/4" solid vinyl backing keeps damaging spikes, mud and water off costly floors. Tough cut pile nylon can't snag on spikes . . . is stain resistant. Ends frequent costly carpet replacement!

**FREE SAMPLE**—Write for free sample of Fore matting to Crown Rubber Company, Fremont, Ohio 43420. Phone: 419-332-5531.

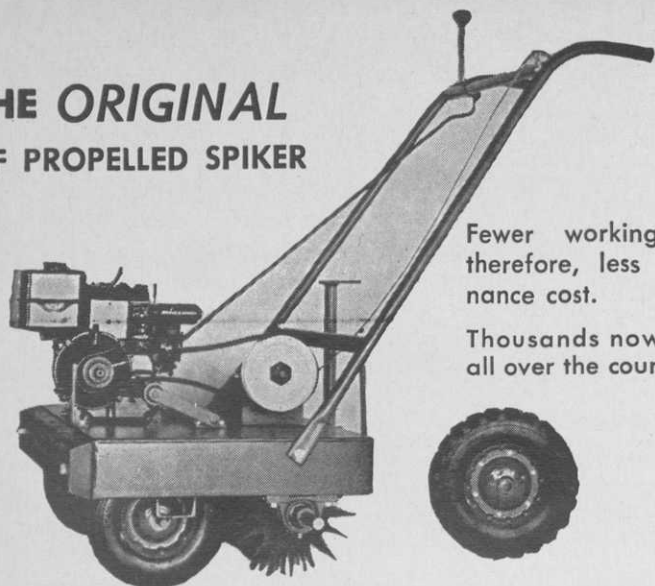
The Originators  
of New Ideas  
in Floor  
Coverings.



**RUBBER COMPANY**

For more information circle number 275 on card

## THE ORIGINAL SELF PROPELLED SPIKER



Fewer working parts  
therefore, less maintenance cost.

Thousands now in use  
all over the country.

WHY BE SATISFIED WITH LESS THAN THE BEST?  
**POWER SPIKE MANUFACTURING CO.**

113 E. Colorado •

WALTERS, OKLAHOMA

• Area code 405 - 875-2307

For more information circle number 263 on card

## Get out of the red

Continued from page 97

creases in departmental sales. The first example which comes to mind is the cost of food consumed. There is nothing complex about estimating the cost of food once the sales are carefully forecast. Some clubs estimate their food costs on the basis of the average percentage of the preceding year, or even for the preceding three years, or five. That is done even though it is known that the percentage of food cost is influenced by the volume of business.

For instance, with a large volume, food can be handled more economically. However, if there is a variation in food prices between one year and another, then the estimate of food costs must be made entirely on the basis of the present cost records, and the accuracy of the estimate will depend upon the accuracy of those records.

When making an estimate of many of the expense items, use



**DIALOAM**  
**Soil Conditioner**  
**HOLDS TURF**  
**MOISTURE BEST**

Dialoam is the soil conditioner/mulch/top dressing that ends green and fairway moisture problems. It is 99% stable — stays porous, won't compact or leach away. Absorbs 1½ times its weight in water, releasing moisture gradually. Dialoam is processed from diatomite — *it is not a clay*. Won't "puddle or mud". Is lighter to handle than ordinary soil conditioners.

And it's competitively priced. Want strong, healthy turf? Use Dialoam. Send today for complete information and free sample.



**EAGLE-PICHER INDUSTRIES, INC.**

Celatom Products, Dept. G-1068  
Cincinnati, Ohio 45202



For more information circle number 267 on card



the assistance of the accounting office and the various committee heads responsible for the operation of the club. The accounting office can furnish analyses to show in detail what specific items are included on the various expense accounts, and the committees, which spend money, can supply information on present and future commitments. If all the persons who can be of assistance are cooperative, the preparation of a reliable monthly budget can become a matter of routine in a very short time.

After the tentative budget has been completed, it should be given an over-all review. The trend of food costs, for example, may call for raising individual menu prices or even revising the entire selling price structure. The inflationary trend in the whole economy will probably necessitate raises in dues every two or three years.

After all basic decisions are made, each section involved in the proposed budget should be reviewed by its department head or committee members who will be responsible for making it work. Any valid adjustments resulting from such review should be effected. Only then can the over-all budget be presented for approval or revision by the decision-making individuals or group.

Then it is possible to find a non-essential here and a superfluity there. Consequently, what often develops is the sport of "beating the budget." And each department head will be on the alert to better his own goal. ☐

## THE WORRY-FREE **LESTER-MATIC** CHARGER

Even your greenest employees can keep carts fully, dependably charged with a Lestermatic. Foulups are eliminated.



Set it and forget it. Works automatically. Charges carefully, precisely to give you maximum battery hours. Proven a wise investment by courses nationwide. See your distributor or write for complete specifications.

# BATTERY STRETCHER

**LESTER ELECTRICAL**

625 West A St.  
Lincoln, Neb. 68522

**LESTER EQUIPMENT**

151 West 17th St.  
Los Angeles, Calif. 90015

For more information circle number 215 on card

## What is compaction?

Could it be that all turf management textbooks today are missing the point...that plain water can be changed? At turf conferences we still hear fresh coats of paint being put on conventional water practices. Such an awe-inspiring edifice to soil physics and PLAIN WATER has been erected that we can't "kick the habit".

What is compaction? We'd like to simplify it by saying that when the superintendent can't grow grass using the accepted, fashionable, maintenance practices...the area is compacted. Failure by the book doesn't make the superintendent right... but it does make him acceptable.

DOES COMPACTION EXIST IF A SUPERINTENDENT GROWS GOOD TURF ON A HIGHLY TRAFFIC'D AREA...USING WETTING AGENTS?

Try Aqua-GRO. When faced with a specific condition on your course, reason with accepted theories of compaction and soil structure... then, kick the habit. Make this simple test. Apply Aqua-GRO every two weeks at the rate of 3 oz/1000 sq.ft. with extra fertilizer. Start this program by first establishing good moisture movement by using 8 oz/1000 sq.ft. for the first few applications. On an approach, collar, cart path, or tee, grow healthy turf on what you would normally consider a FAILURE area.

Check root growth and wilt on an Aqua-GRO program. Check water movement and disease control. Check thatch. "Kick the habit" of PLAIN WATER and write your own textbook. You will have the information you need within one or two growing seasons.

**AQUATROLS CORPORATION of AMERICA**

**CAMDEN, N.J. 08104**

For more information circle number 221 on card



ENHANCE YOUR COURSE  
ENTRANCE-TEES-GROUNDS  
with beautiful redwood  
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Easily maintained.

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quotations, send  
score card of  
your club to:  
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## Wetting Agents

*Continued from page 68*

To illustrate as he did: My cost for the agent is approximately \$900 a year (for 100 gallons). The cost of this is paid for several times over when you consider that I am reducing the amount of water I use, the electricity involved and the labor. Plus, there is the advantage of better greens.

Naturally, the location and size of a course makes every situation's needs different. So, he gave me another example. In another city, a superintendent at a public course recommended a wetting agent program. This would cost approximately \$1,400 to \$1,800. He was able to point out that the wetting agents would keep the dew off the greens for three day periods. This reduction in labor alone, he figured out, would cover three-fourths of the cost of the wetting agents.

We still get compaction, but here again, the wetting agent eliminates this. I've aerified and

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