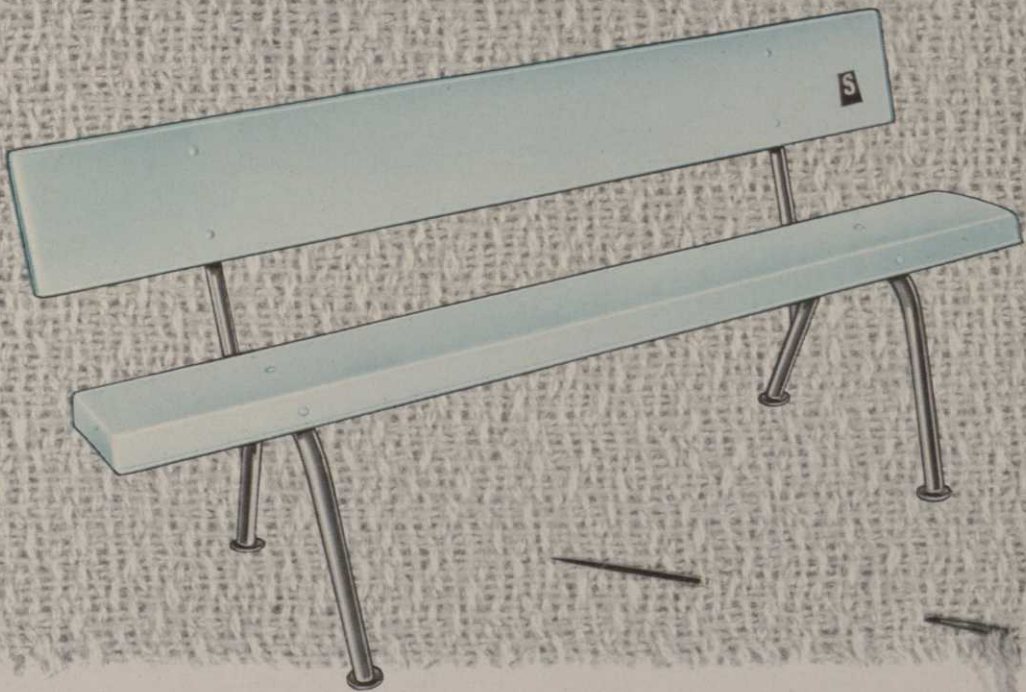


STANDARD PRESENTS

"the be extra considerate of everybody"

BENCH



This is a very unfancy bench, sure to strike your fancy because its so downright right for golf course use. We tailored it to be extra considerate of everybody . . . the players, the upkeepers, the budget-makers! Made of smooth, seamless fiberglass instead of slatted wood, it's comfortably kind to good clothes. Clean, stain-free - there's never a splinter or chip to mar expensive slacks. Shorts. Skirts. With permanent, molded-in blue and corral color . . . impervious to weather . . . there's practically no up-keep and virtually no wear. Shape-wise it's easy to lift but almost impossible to tip. And, with all these considerations, you stand to enjoy a price which sits well below other benches, good and popular.



STANDARD MANUFACTURING CO. CEDAR FALLS, IA. 50613

Why buy TORO Electric* Valve-in-head sprinklers?

Here are three good reasons:

1 Automatic pressure regulation.

These gear driven, rotary pop-up heads provide even distribution of water regardless of pressure fluctuations in the system.

2 Three position manual switch (at each head).

The "On"—"Off" and "Automatic" settings mean you have manual control built right into the head for stress watering or by-pass as needed.

3 Lower power consumption than conventional electric systems...

just 3.4 volt amps (.14 amps in-rush current at 24 volts). You economize with smaller wire size.

*We're not prejudiced! We'd also be glad to tell you about our dependable hydraulic Valve-in-head sprinklers. Proved in thousands of applications.

Need more good reasons? Read on:

Get the complete story on the TORO Valve-in head plus information on our complete line of turf sprinkling equipment in our new six-page, full color booklet. We'd be proud to send it to you:

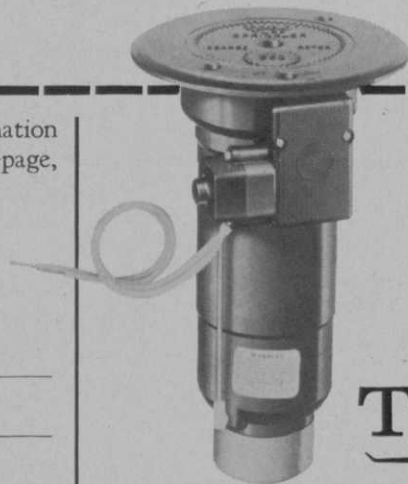
Toro Manufacturing Corp.
8111 Lyndale Avenue South
Minneapolis, Minn. 55420

Name _____

Address _____

City _____

State _____ Zip _____



TORO[®]

Automatic Turf Sprinkler Systems

Minneapolis, Minn. 55420

Up, up



and away!

The new Cushman Big Bed Turf-Truckster has more carrying capacity than ever before. With a longer, wider 53" x 57" bed, the Big Bed can handle two mowers with ease, or 1000 pounds of anything else you care to put in it. And the optional slide-away ramp makes loading and unloading a snap!

Whatever the load, the Big Bed is designed to hump it or dump it. To hump it, this vehicle has a rugged 18-hp. engine and a six-speed dual-range transmission. So there's power enough to pull gang mowers. And a top speed of 22 mph.

To dump it, the Big Bed has a special ratchet mechanism that allows one man to dump the entire 1000 pound load. And there's even a special tailgate that opens from the top or the bottom (for metering out sand, gravel, or top dressing).

But the Big Bed isn't simply a humpty-dumpty machine. Equip it with optional side spot lights, and it's ready to go out on the darkest nights. Or add our special spray unit, and it's a compact self-contained rig for spraying trees, fairways, or greens.

Send the coupon today for a free Big Bed Turf-Truckster brochure. Or, better yet, call your Cushman Distributor. He'll give you a free demonstration on your own course.



CUSHMAN MOTORS

1089 N. 21 Street
Lincoln, Nebraska.

A Division of Outboard Marine Corp.

I'd like your complete Turf-Truckster file, please.

Name _____

Address _____

City _____ State _____ Zip _____

For more information circle number 277 on card

Superintendent or

Although golf course superintendent is officially

By Bill Smart

A few years before World War II, the National Assn. of Greenkeepers changed its name to the Golf Course Superintendents Assn. of America, thus changing the title of everyone in the trade from greenkeeper to golf course superintendent. In spite of the passage of over 20 years, the old

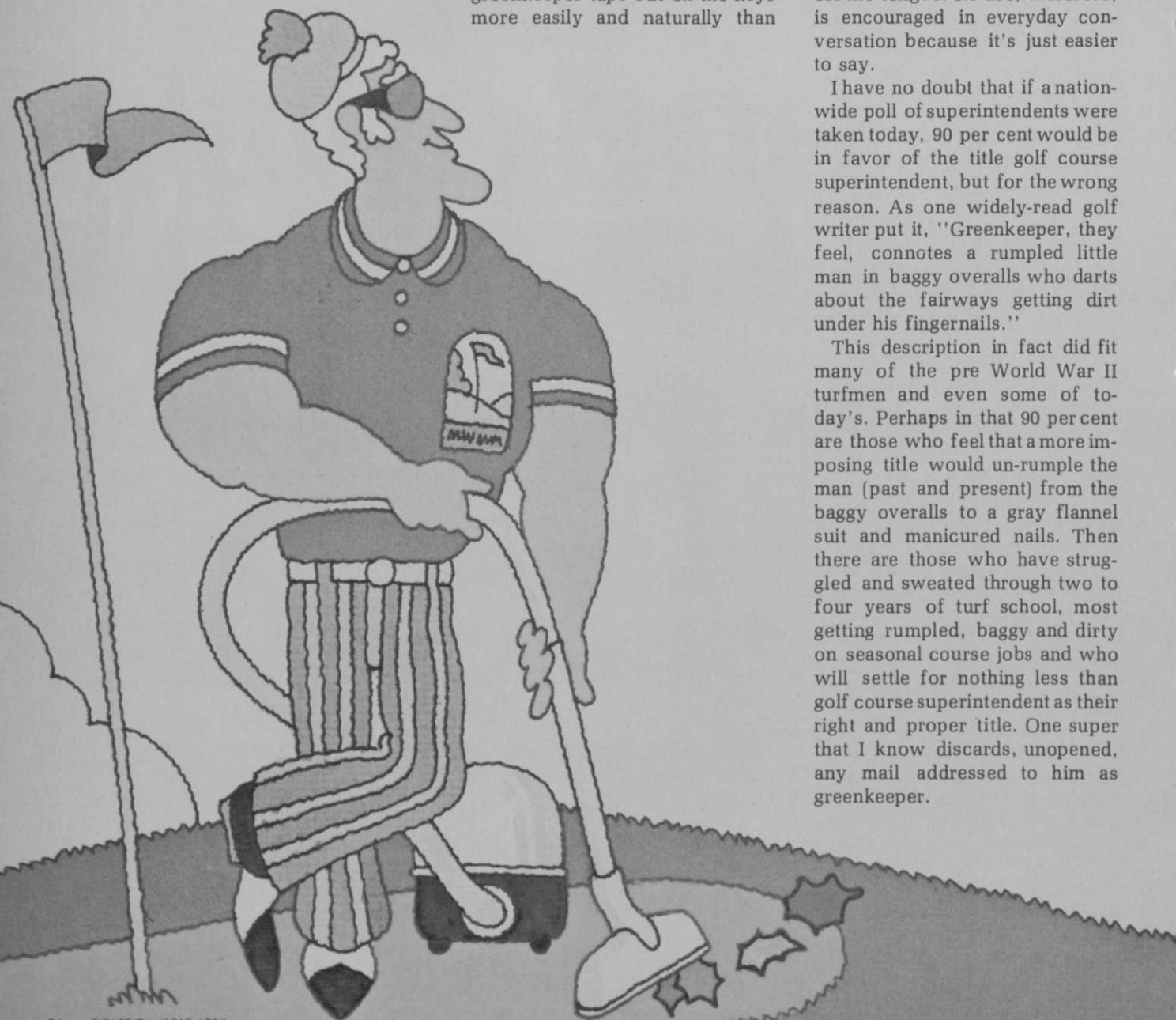
title still persists, to the delight of a few and the dismay of many.

Why has greenkeeper persisted instead of fading into the past along with the village blacksmith and the automobile crank? First and foremost, it continues because it is in both the written and the spoken language of the country. Any writer will admit that greenkeeper taps out on the keys more easily and naturally than

golf course superintendent—especially when it's coupled with an association's name such as Golf Course Superintendents Assn. of America or even my affiliate, the Hudson Valley Golf Course Superintendents Assn. By the same token, say the word greenkeeper in place of golf course superintendent and notice how lightly it trips off the tongue. Its use, therefore, is encouraged in everyday conversation because it's just easier to say.

I have no doubt that if a nationwide poll of superintendents were taken today, 90 per cent would be in favor of the title golf course superintendent, but for the wrong reason. As one widely-read golf writer put it, "Greenkeeper, they feel, connotes a rumpled little man in baggy overalls who darts about the fairways getting dirt under his fingernails."

This description in fact did fit many of the pre World War II turfmen and even some of today's. Perhaps in that 90 per cent are those who feel that a more imposing title would un-rumple the man (past and present) from the baggy overalls to a gray flannel suit and manicured nails. Then there are those who have struggled and sweated through two to four years of turf school, most getting rumpled, baggy and dirty on seasonal course jobs and who will settle for nothing less than golf course superintendent as their right and proper title. One super that I know discards, unopened, any mail addressed to him as greenkeeper.



Greenkeeper-which?

the title, the term greenkeeper still persists . . .

Superintendent, The Powelton Club, Newburgh, New York

The remaining 10 percent who like the old term and the many who don't object to it have a broader view: Fundamentally the job has remained unchanged during the last half century—they are still the Keeper O' the Green (green meaning the whole course). While it may be true that supers must be more proficient in wider areas than the old-timers, basically the job functions are the same and have not disappeared as has the auto crank, or changed as the smithy was forced to do.

Greenkeeper is still a specific term for one trade (or profession if you wish) with no other value or use as a spoken word. The term superintendent, however, has been so widely adopted in other fields, that today there are literally thousands of superintendents of one kind or another: building superintendents, school superintendents, park superintendents, construction superintendents and on and on.

The one factor that has changed the image of the superintendent, if not the title, has been the end product, the golf courses of America. Thanks to the golf boom, brought about by increased leisure time, celebrity golfers, TV exposure and the adaptability of the game to any sex and age group, the golf course is the focal point of interest and admiration for millions of people. The course is where the supers' collective recognition begins and ends.

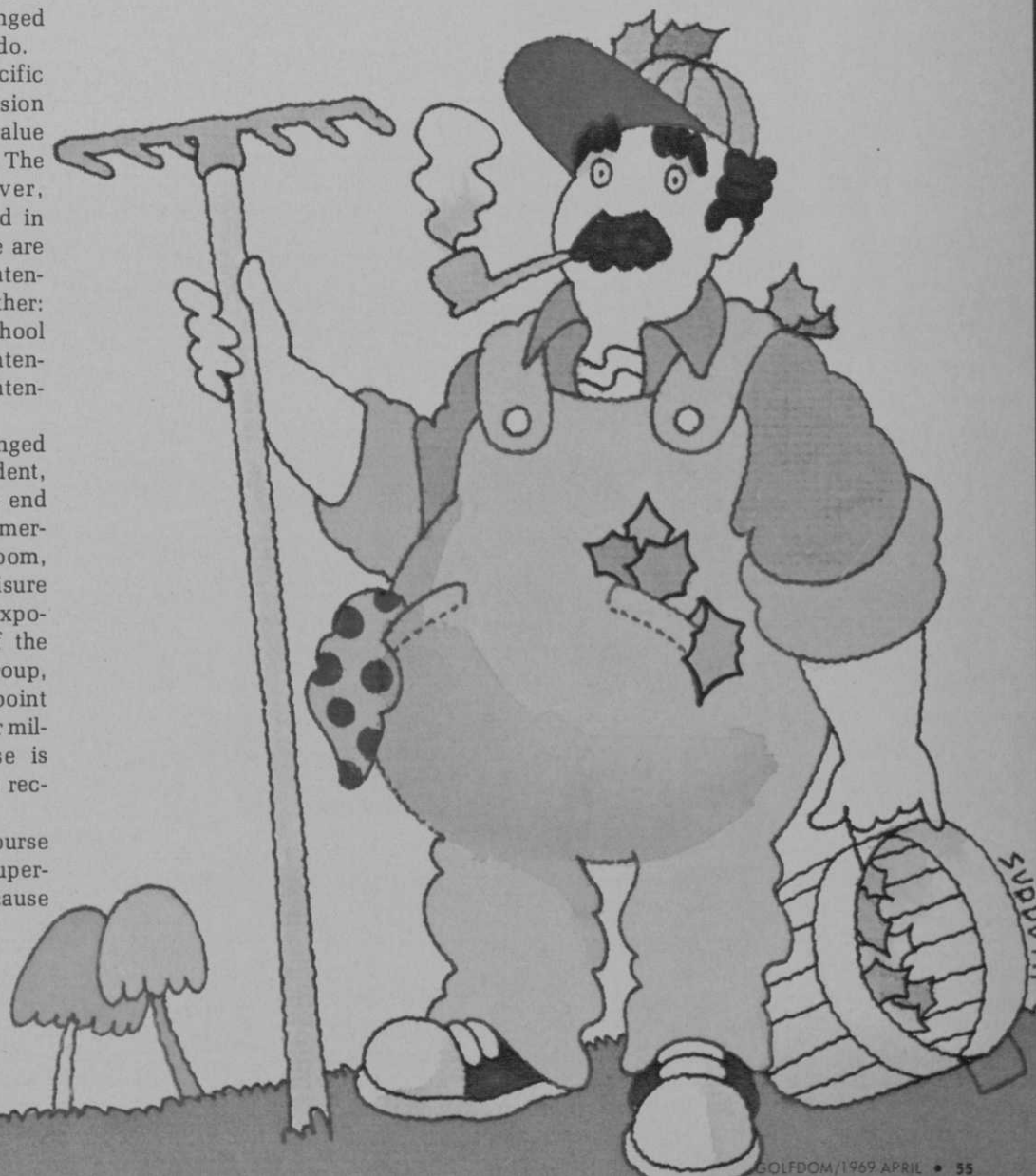
The Westchester (N.Y.) course that offered \$30,000 to one superintendent did not do so because

he dressed as well as the members or because his title was golf course superintendent. They did so because he maintained his course in such a manner that both it and the man commanded the respect of his membership.

I think we had something historically unique in the old term greenkeeper and in a sport where custom and tradition play such an important part, but it was dealt a

long, low blow in 1938 and hooked into the rough.

A lady golfer wrote a poem in honor of my dad, entitled "Ode to the Keeper O' the Green." Somehow I feel that it never would have been written if she had had to write: "Ode to the Golf Course Superintendent." □

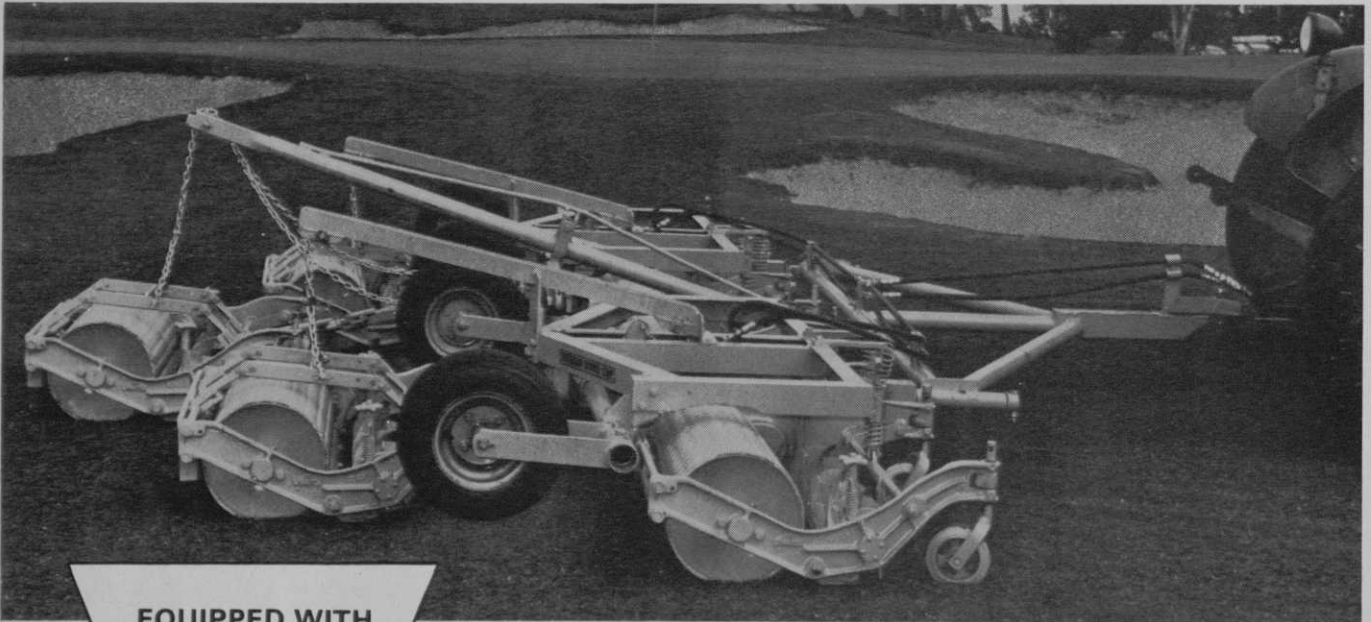


ILLUSTRATED BY ART SUDDUTH

ROSEMAN INTRODUCES

New 7-Gang Hydraulic Transport Mower

For Fast Efficient Mowing—Hitch Design Permits *Unlimited Mower Unit Flexibility*



**EQUIPPED WITH
FINGER-TIP
CONTROL
FROM
TRACTOR
SEAT...**

... Hydraulic lift frame will accommodate either fair-way or rough model Roseman mowers.



RAISED FOR TRANSPORT

The Roseman 7-Gang Hydraulic Transport Mower provides fast mowing over irregular terrain without loss of cutting efficiency. This is accomplished by means of a new hitch design that permits greater flexibility.

Roseman's Hydraulic Mower can be used with any utility type tractor equipped with a hydraulic system to operate remote hydraulic cylinders.

The price exceptionally low—the savings in ground-maintenance cost surprisingly high. Use the coupon to get full details.

All seven mowers are hydraulically raised simultaneously for transport without operator leaving the tractor seat. A tremendous time saver over the former method of clutch disengagement and manually lifting each unit before transport.

ROSEMAN MOWER CORP.

Nation-Wide Sales and Service

2300 W. LAKE AVE. • GLENVIEW, ILLINOIS

MAIL COUPON FOR SPECIFICATIONS

ROSEMAN MOWER CORP.
2300 W. Lake Ave., Glenview, Ill. 60025

Please furnish me with all the facts and specifications on the new Roseman 7-Gang Hydraulic Transport Mower.

I would like to see a demonstration.

Name _____ Position _____

Club _____

Address _____

LOOK FOR THIS

ORGANIC



NITROGEN

tag to be sure
that the nitrogen you buy
is **NITROFORM**...
developed especially for
economical and efficient
feeding of turfgrass.

NITROFORM[®] is the organic nitrogen
that makes fertilizers go further.

Product Advantages

- Slow-release nitrogen.
- Nonleaching nitrogen.
- Easy-to-use powder and chip forms.
- Nourishes all types of turf.
- Builds a nitrogen reserve to sustain turf through the hot and/or cold weather.

Operating Economies

- Saves storage and handling with fewer bags needed to maintain nitrogen requirements.
- Fewer applications cut labor to maintain top-quality turf.
- Matures seedbeds fast, keeps turf healthy, with more efficient feeding and with fewer applications.



TURF & HORTICULTURAL PRODUCTS
HERCULES INCORPORATED
WILMINGTON, DELAWARE 19899

For more information circle number 258 on card

STH69-5R



Top dressing used to be a drag

...IT STILL IS!

The Ryan Spread-Rite is the most versatile spreader on the market. This self-propelled machine evenly spreads pulverized or screened *top dressing*, sand or salt (for icy walks and drives), most any material... fine or coarse.

All controls are within easy reach of the operator. For example, he can control and vary the thickness of the spread (up to $\frac{1}{2}$ "), and operate clutch, agitator and throttle all while he's operating the machine. Steering is effortless.

It can top dress, drag or brush in material in one easy operation. It levels, controls thatch and grain. Takes just one man to do the job.

A rugged, revolving agitator breaks up the lumps and feeds material to the metering gate. It's designed for easy, thorough clean-up and is gentle to the turf.

The typical, complete Ryan Turf-Care Fleet includes Sod Cutters, Rollaire, Ren-O-Thin, Mataway, Greensaire, Grounds Groomer and Tracaire. These Ryan products help to build better turf around the world.

For information about the Spread-Rite and other fine Ryan turf-care products, write for the new "Turf Equipment" catalog.



A large dragmat may be attached to do two operations at one time. Or, brushes may be added to the drag section for brushing in top dressing.

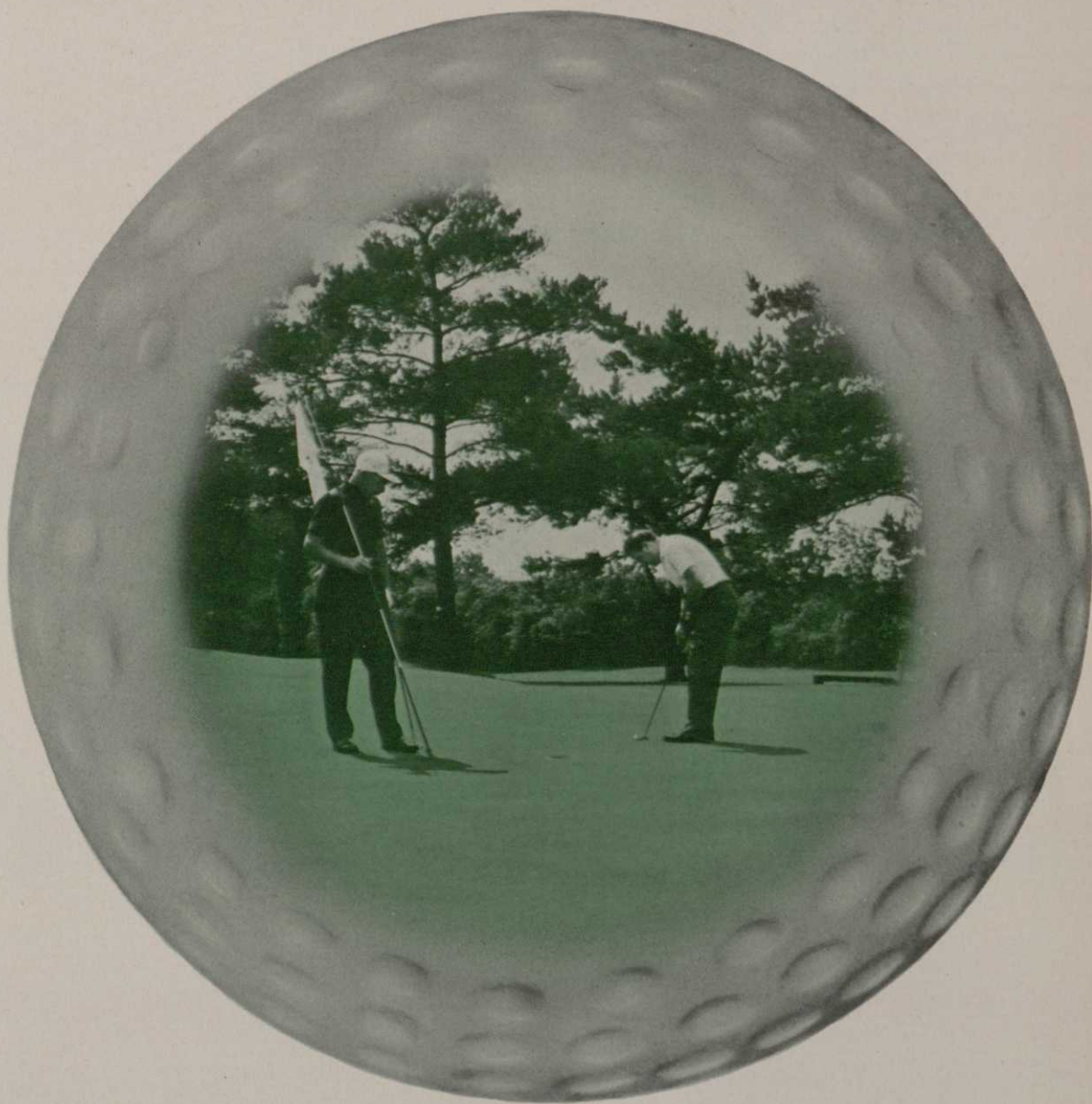


TURF EQUIPMENT

2055 White Bear Avenue
St. Paul, Minnesota 55109

SUBSIDIARY OF OUTBOARD MARINE CORP.

For more information circle number 197 on card



GREAT GREENS ARE PAR FOR **AGRICO**

The professionalism with which Agrico approaches golf course turf problems is a big reason two out of three turfmen continue to select Agrico Country Club Fertilizers year after year. Agrico's custom-tailored program, exclusively for golf courses, plus full service and expert counsel every step of the way, can be of genuine value to you. See your AGRICO man today.

 **AGRICO**® Country Club Fertilizers ...
at the roots of the best turf in America!

For more information circle number 208 on card

JACOBSEN... leads the gang in gang mowers



GANG UP ON HIGH LABOR COSTS

Gang mowers reduce the man hours to maintain big turf areas. The Jacobsen G-10 is a rugged, beefed-up mowing tractor designed especially for heavy-duty gang mowing and turf maintenance. The G-10 has power to pull up to 11 gang mowers over rolling terrain. Unusually low center of gravity (only 16 inches from ground) makes it very safe and stable. Use it with Jacobsen Fairway or Blitzter units or Ram Lift Ranger. Three-point hitch or PTO available.

