



NEWS LETTER

BARGAINS

AUGUST MEETING

LAWN DAY AT M. S. C.

ARE YOU A RED ROOSTER?

AUGUST

1932

This NEWSLETTER is published monthly by the Greenkeepers Club of New England, and sent free to its members and their Greens' Chairmen. Subscription price ten cents a copy, or a dollar a year.

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BARGAINS

The subjects of bargains and cut prices fill a good many pages of our magazines and newspapers today. The great American tendency today seems to see how much we can buy at what really is below cost of production. In the golf course maintenance line, we greenkeepers have kept our costs down greatly this year because of cut prices, and bargains here and there. Some of these are justified; because of lower costs of production, and other factors, but others have only been due to the price wars which various dealers have waged to get the business. We greenkeepers have reaped the benefits of any such price wars.

We have noticed on various sides thinking men, economists, business men, who are pointing out the danger of this present attitude, of forever trying to find the bargains. We believe that the editorial on the back cover, taken from the August issue of Good Housekeeping has a real message to us as buyers of thousands of dollars of merchandise yearly. In this connection we are quoting two paragraphs of a letter which came to the Editor from Manager O. O. Clapper of the New England Toro Co.

"The enclosed editorial from the August Good Housekeeping magazine touches on a subject of vital importance to the stability of business today. Too much has been said for the bargain hunter and bargain proffer and it's time we all realize that the institutions of today rendering good service at reasonable prices are entitled to reasonable consideration. The day is coming when the buyers who have built the bargain seller at the expense of the staple merchant will find their pet bargain dealer upping his prices to compete with the old line dealer who retained his standing at great sacrifices. Were it impossible to buy a dollars worth at 90 cents there

would be little or no complaint, at least none justified, but the catch is that you get about 80 cents worth for 90 cents and think you are getting the hundred cents value.

Perhaps this editorial can be applied to the Golf business, but whether or not, the thought I want to get over to the boys is that this editorial represents sound thinking and that each of us in our small individual ways can help bring back the scheme of general happiness and security by lending our efforts to this good cause."

AUGUST MEETING

More than fifty members and guests attended the August meeting, held at the Wannamoisett Country Club, Rumford, R. I. on August 1st. At a short business meeting the following were elected to membership: Dennis A. Hannon, Howard B. Hall, Michael McDonough, H. C. Darling, regular members, and Thomas T. Mattus, Arthur W. MacLean, associate members.

At the 18 hole medal handicap tournament, first gross was won by E. Masciocchi with a fine 75, while three tied for first net, and three others for fourth net. After the tosses, the results were:

- 1st net, Wm. McBride 90-18-72.
- 2nd net, Michael O'Grady—87-15-72.
- 3rd net, John Latvis—96-24-72.
- 4th net, Harry Browning—90-16-74.
- 5th net, Martin Greene—92-18-74.
- 6th net, Howard Farrant—89-15-74.
- 7th net, E. Masciocchi—75-0-75.
- 8th net, Elmer Fuller—106-30-76.
- 9th net, Paul Wanberg—104-28-76.

Guest prizes were won by R. Bar-santi, 94-25-69; and Peter Carlone, 102-30-72.

Ernest Lord reports bad attacks of the sod web worm at the Cohasse Country Club. Kerosene emulsion, as recommended by the Green Section, was used for control, and was successful, the only ill effect being a slight yellowing of the tips of the grass.

A pair of glasses in a case were found at Wannamoisett the day following our meeting there. If these belong to any of our members, owner can procure same by writing Martin Greene, 8 Ivy St., East Providence, R. I.

ANNUAL LAWN DAY AT MASS. STATE COLLEGE

The annual Lawn Day was held at the Massachusetts State College, Amherst, Mass., on Tuesday, July 26th.

The first speaker was Mr. A. M. Davis, who spoke on "Why a Good Lawn, and How I Find Them About the State". Mr. Davis pointed out that a lawn gave a feeling of openness, of freedom. The old settlers brought the ideas of lawns from England. The desire for openness is expressed in the commons, which were often in the old days also drill fields. The classic example of the open lawn is the Mount Vernon lawn down to the Potomac River. This lawn is separated from pastured fields by what is known as a "ha-ha" wall.

Keeping divisions of lots open gives a feeling of openness that is not given by hedges, shrubbery, etc. dividing lots.

The lawn also presents a good, clean, refreshing color; soft, blending with almost any type of treatment. The lawn is the most used portion of the home grounds. The lawn influences the design of the property. The lawn gives the base color against which all other features appear.

In designing lawns, do not clutter them up with plants; keep the lawn areas open so that they can be used. The use of perspective in designing gives a feeling of more area.

"A good lawn is a horticultural triumph". There are various factors that enter into their success.

Lawns as I find them have trouble from watering, as getting no water, light waterings, infrequent waterings, or soaking waterings. There is trouble with weeds; the average home-owner should not worry about weeds unless too objectionable. Various insects and diseases cause trouble. Shade is probably the worst offender.

Lawns are quite essential for the satisfactory development of any property, but there are many problems to maintain good lawns.

Professor Lawrence S. Dickinson gave an interesting talk on "Experiences in Turf Growing", and described various troubles he had been called upon to treat, and treatments given. Watering is often overdone. Poor seed is often a reason for lack of success. If 40% is grass, feed; if less, tear up and reseed.

Bent greens fertilized nine consecutive years with ammonium sulphate; cure was lime.

Stones or planks in lawn may cause spots that dry out easily.

Poor drainage often causes a great deal of trouble.

The use of sheep manure right from pens resulted in weeds and bare spots; bent grass "hates" sheep manure; sheep manure also full of weeds.

There is a lot of trouble due to desire to get it just a little bit better.

For grubs, arsenate of lead, 10lb per 1000 square feet, under pressure, if grub is there.

In fertilizing, organic fertilizers are to be preferred in lawn work usually. Nitrogen is for **pep**, for leaves; Phosphorus for **vim**, for roots; Potassium for **vigor**. Use complete fertilizer, more N, less P, less K.

In weed control, clean out sources of contamination. With crab grass, every individual plant must be pulled out.

In using preseeded fertilizers, use no inorganic nitrogen; some phosphorus best.

Lawn mowers should be sharp.

Practically impossible to grow lawn under beech or pine trees. In cases of low dense shade, it is better to use ground covers. In high shade, use fine leaved fescue and rough stalked meadow, even parts by weight, six or seven pounds per 1000 sq. ft. Seed in August, rake leaves as they fall, first year anyway. Have alkaline reaction in soil.

Seeds are of various sizes and weights. In general the finer the seed, the longer the life of the turf, except for red top. This may often be detected by price, the lower the price, often the more red top.

Common sense is to be urged in all points.

Following lunch, Professor G. M. McClure of Ohio State University discussed "Lawn Soils". In discussing the fundamentals of soils, Dr. McClure pointed out that soils are complex, are made up of countless numbers of particles, in which there are solutions, bacteria, fungi. Soils differ in various ways. Soils originally came from rocks, have different sized particles. Workability is concerned with this difference in soil particles, as the soils differ in workability depending on size of particles in them.

When judging soil as to organic matter, the amount of moisture must be taken into consideration.

The waterholding capacity differs in soils because of their mechanical make-up. The rapidity with which soil will take off excessive amounts of water is of great importance.

The texture has a lot to do with root penetration. The texture also influences aeration.

The characteristics of a good soil for lawns or putting greens:

A good physical texture, not sticky when wet, loose and friable when dry.

It should contain adequate supply of organic matter.

Organic matter is soil conditioner, many soils can be improved by the addition of organic material. Organic material in new work should be thoroughly mixed with the soil.

To show the differing sizes of soil particles, Dr. McClure gave out various tables. Three of these are appended:

TABLE 1.

The Size of Soil Particles as a Basis for Classification

Name	Diameter	
	Microns	Inches
Coarse sand	1000-500	0.04-0.02
Medium sand	500-250	0.02-0.01
Fine sand	250-100	0.01-0.004
Very fine sand	100- 50	0.004-0.002
Silt	50- 5	0.002-0.0002
Clay	5- 1	0.0002-0.00004
Colloidal clay	1-smaller	0.00004-smaller

TABLE 2.

Some Properties of Soil Particles as Related to Their Size

	Very Fine			
	Sand	Silt	Clay	Colloidal Clay
Diameter in microns	100	50	5	1
Number of spherical particles in a volume of 1 cu. m.m.*	1000	8000	80000	1 billion
Surface in acres of particles contained in 1 cu. ft.	0.22	0.44	4.4	22

* 1 cu. in. contains 16,400 cu. m.m.

TABLE 3.

The Effect of Texture on the Relative Capacity of Soils to Hold Water

Soil	Relative Capacity to Hold Water
Clay	100
Clay Loam	85
Silt Loam	64
Loam	49
Fine Sandy Loam	18
Coarse Sand	12

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ARE YOU A RED ROOSTER?

(A Worthwhile Editorial Selected by
the National Editorial Ass'n.)

Said the little red rooster, "Gosh all
hemlock, Things are tough,
Seems that worms are getting scarcer,
and I cannot find enough.
What's become of all those fat ones
is a mystery to me;
There were thousands through the rainy
spell—but now where can they be?"

The old black hen hopped to her perch,
and dropped her eyes to sleep,
She had gone through lots of dry spells,
she had lived through floods of rain—
So she flew up on the grindstone, and
she gave her claws a whet,
As she said, "I've never seen the time
there weren't worms to get."

She pecked a new and undug spot; the
earth was hard and firm.
The little rooster jeered: "New ground
—that's no place for a worm."
The old black hen just spread her feet.
She dug both fast and free;
"I must go to the worms", she said:
"the worms won't come to me."

The rooster vainly spent his day—
through habit, by the way—
Where fat, round worms had passed in
squad back in the rainy days,
When nightfall found him supperless he
growled in accents rough;
"I'm hungry as a fowl can be—condi-
tions sure are tough."

He turned then to the old black hen
and said, "It's worse with you,
For you're not only hungry but you're
tired too.
I rested while I watched for worms,
and so I feel fairly perk;
But how are you without worms, and
after all that work?"

The old black hen hopped to her perch;
and dropped her eyes to sleep,
And murmured in a drowsy tone,
"Young man, hear this and weep;
I'm full of worms and happy, for I've
dined both long and well;
The worms are there as always, but I
had to dig like hell!"

Oh, here and there red roosters still
are holding sales positions;
They cannot do much now, because of
poor conditions.
But soon as things get right again they'll
sell a hundred firms—
Meanwhile the old black hens are out
and gobbling up the worms.

—Journal, McComb, Mississippi.

P. S. Read the last verse over again.
Are you a **RED ROOSTER**?

Prospective members about 1950 or
so are Michael O'Grady, Jr., born Feb-
ruary 28, 1932, and Paul Wanberg, Jr.,
born April 20, 1932.

The June meeting of the Rhode Is-
land Greenkeepers Association was held
at the Wanumetonomy Golf Club, New-
port, on June 20th. There were 21
present. A Golf Committee was elected
to consist of Messrs. Peckham, Galvin,
Hay, and Greene. Directors elected for
the coming year are Messrs. Mullaney,
Yule, Peckham, Chapman, Cottelle.

For those "blessed" with blind holes,
where a direction flag is used in the
center of the fairway, it is a good plan
to sink a two foot length of inch and a
quarter pipe vertically into the ground,
with the upper inch about a half inch
below the surface of the ground, and
use this pipe as a socket for the flag
pole. The tractor driver then has little
trouble in removing and replacing the
pole, when cutting the fairway, and the
pole is held securely when strong winds
blow.

The Directors held a meeting with
President McCormack on June 27th at
Unicorn.

TOO WELL BRED

The patience which many of our well
intentioned public officials show in
pushing this and that plan to change
over the world instantan, reminded a
caller of the following story:

"There was a young woman in my
home town who had been very very
carefully brought up, shielded from the
world, almost cloistered. She married.
The morning after the wedding she
looked around the room and exclaimed:
"Why, where is baby?"

—Nation's Business.

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Next - Door Shopping

..... WE were idly listening to a mid-Western program when we heard a voice say, "I am one of those women who do not like to worry about their food purchases." There it was—our text, almost our whole sermon.

For there is but one answer to the question as to how such worries may be avoided: by buying only those food products whose quality is guaranteed by manufacturers who have a reputation to sustain—who are doing business at a fair profit and who will not cheat their customers to maintain that profit. There is no well-known manufacturer today who reached that position overnight; he has kept the faith through long years of striving for public confidence. And no manufacturer who is worthy of such confidence is going to be foolish enough, even in times like these, to try to maintain his business by cheapening his product—and his name. If he goes down, it will be with banners flying, and you can purchase the last product that carries that name with the same assurance that it will be good that you would have if he were carrying on. For even a panic can not change truth: a good name is still more to be desired than great riches.

It goes without saying that the kind of manufacturer we are talking about deserves your steady patronage. The little that you will save by buying at what the Editor of *Harper's Bazaar* calls "speakeasy shops" will not profit you in the long run. Prices of good goods are as low today as they can possibly be and yield maker and seller a legitimate profit. Lower prices mean one of two things: a forced sale or an inferior product. And since we have about reached the end of forced sales, price cutting will more and more mean quality cutting as well. Every time you encourage the quality cutter, in the mistaken notion that you are saving money, you are making it just that much harder for the manufacturers who will cut prices only as much as they can and still maintain their standard—and most of the national advertisers are to be found in that group.

Because we started out with a quotation about food purchases, you may think we are talking only about foods. Not at all. The deceptions, the quality cutting, in other fields are probably greater than they could possibly be in foods. After all, we do have a Pure Food Law; certain regulations must be obeyed. But only your own taste—or gullibility—sets the limit in most other fields. You may buy a suit of pure shoddy—and it is your own lookout. You may buy shoes with paper soles—and you have no redress. You may buy a dress that looks good in the shop, but isn't worth carrying home—and no one can deny you that privilege. But your own good sense should tell you that these things do not pay.

We are not urging you to pay only high prices; we are merely asking that you look at the absurdly low prices for what they almost invariably are: an indication, if not a proof, of inferiority—an inferiority that makes the articles purchased quite expensive in the end. If you must buy cheaply, try your own store before turning into the "speakeasy shop"; if you can still afford the best, don't help to drive our established trade-marked goods off the market by trying to save a few pennies, or even a few dollars, on goods that bear no maker's name. Either way, that is not good business.

A fitter in one of the better-known shops for men recently chided a customer for not bringing back to the shop some clothing that needed a few seams let out. "You know," said he, "we stand by our things for any service that they need as long as you are wearing them." We're working back to better times, when the demand will again be for better things and better service. We can hasten the coming of those times by not overlooking the value of good things and good service now.

William Frederick Bigelow, Editor—"Good Housekeeping."

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