

"The only way in which one human being can properly attempt to influence another is the encouraging him to think for himself, instead of endeavoring to instill ready-made opinions into his head."

-Sir Leslie Stephen.

SEPTEMBER

1934

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.

GUY C. WEST Editor 312 Mt. Pleasant St., Fall River, Mass.

HOWARD D. FARRANT Business Mgr. 132 Russett Rd., West Roxbury, Mass.

September,	1934	Vol.	6,	No.	9

Included elsewhere in this issue is a list of handicaps which has been revised by the Golf Committee according to all the scores turned in by the various members. Members are requested to turn in all scores at the various tournaments to aid the Golf Committee in its thankless job of handicapping.

We recently heard a turf expert say that in his opinion golf greens needed a pound of nitrogen per thousand square feet per month of growing season to keep them in the best of condition. How does this compare with your fertilization?

As a suggestion for a Winter meeting we would recommend the discussion of Green Section Bulletins of some ten years ago, with discussion upon some of the various recommendations from those bulletins of that distant period. It is remarkable how changed we are in such a short time, due to extensive research at Washington and elsewhere. There is much food for thought in those older bulletins as applied to present day practices.

The Entertainment Committee would be pleased to have any ideas of programs or suggested speakers for the various Winter meetings. We have heard considerable talk about another get-to-gether with the ladies, such as our anniversary party at Woodland last February. If there are any who favor such a plan they should communicate with Chairman Darling.

We have recently heard of one club which is sending its greenkeeper and his wife for a three weeks' vacation to Bermuda, in appreciation of his services during this very trying year. This must establish a record of some sort! When you curse the crows and the skunks which dig your fairways and rough, shouldn't you really thank them instead? These so-called pests really eat a lot of grubs. Where would we be with all the grubs if none were eaten? We wager there would be much more arsenate needed.

Possibly the boys with the fairway watering systems who haven't worried much this season about their fairways, feel a little different now since we have had so much water.

We are greatly indebted to our good friend, Dr. Howard Sprague of the New Jersey Agri. Exp. Station, for much material which we use in the various issues of the NEWSLETTER. Each article from him has its message for all of us.

It will soon be time to start cleaning up the leaves around the course. How much more enjoyment for the player when he doesn't need to search among the leaves for his ball!

Many clubs reported plenty of dollar spot during early September. There also have been several reports of the new pink fungus Corticium fuciforme. Robert Mitchell reports this fungus at Kernwood, and several courses in Rhode Island have had bad attacks of it this season.

From the June, 1923 Bulletin we read, "Spiking the greens! This proposition is theoretically attractive, but all our experimental evidence is against it". Shades of Fred Buel, do we change?

We have heard for some years now all about how to reduce budgets, how to get along on less money, cost-savers, getting by with a smaller gang, and all such. How much better it would be if we could forget this as much as possible and strive to raise the budgets, put on more men, buy more equipment and supplies, and all the rest. We venture to think that the morale of all of us would be improved by even a small increase in our budgets, rather than the decrease every year.

We know of at least one course where all weeds and poor growths of grass in the greens are plugged out and

plugs of velvet bent from the nursery inserted at this time of year. This treatment, followed by a compost topdressing, greatly improves a green.

The good velvet bents continue to meet with approval here in New England. Probably the best are the No. 14276 and Kernwood strains.

Daylight saving will be over soon. Why not use some one of the longer evenings soon to come to bat out your Summer experiences for the NEWS-LETTER, and thus help your Editor and all your fellow members?

PLANTING NEW LAWNS IN LATE AUGUST OR SEPTEMBER

Howard B. Sprague, Agronomist New Jersey Agri. Exp. Sta.

Lawns planted in late summer or early fall have a greater opportunity for success than those seeded at any other season of the year. The cool moist weather normally experienced during the fall months is ideal for germination and sturdy growth of the grass seedlings. By the time summer drought and the encroachment of weeds occur, the turf should be well established and in far better condition than spring seedings to endure adversity.

Preparation of the Seed Bed

It is highly essential that the seed bed be improved prior to planting, since it is both difficult and expensive to attempt soil improvement after turf is The area should be exestablished. amined for evidence of poor drainage either at the surface or in the sub-soil. Soils which are chronically soggy will require the installation of agricultural tile drainage. Soils which are merely heavy in texture and therefore drain slowly, may be corrected by the incor-poration of organic matter and lime during seed bed preparation. On the other hand, lawn areas located on light sandy or shaley soils will be greatly benefited by treatment to increase their water holding capacities. The incorporation of moderate amounts of spent mush-room soil or compost containing substantial portions of both clay and organic matter, is the most convenient means of improving such soils.

Organic Matter

Nearly all of the soils in this region are deficient in humus, and, therefore, will be improved for the growth of grasses by the incorporation of organic matter of suitable type. Excavated soils are particularly poor in humus, and larger amounts of organic matter will be needed than is necessary for ordinary soils. Well rotted manure and cultivated peat or humus, are preferred sources of organic matter for lawn soil improvement. The thorough incorporation of 1 to 2 pounds of such materials on each square foot of surface, will be adequate provided it is thoroughly mixed with the upper 4 or 5 inches of soil.

Liming to Correct Soil Acidity

Contrary to popular belief, strongly acid soils are undesirable for lawns. Turf on such soils suffers severely from drought in summer and is unable to resist attacks of diseases and insects, and fails to respond properly to fertilization. Soil acidity is corrected by the addition of either hydrated lime or finely ground limestone. The amount of lime required depends on the present degree of soil acidity and the form of lime. In general, 50 bounds of hydrated lime or 75 pounds of ground limestone for each 1,000 square feet of surface will be adequate. Thorough incorporation of lime with the upper few inches of soil is desirable.

Fertilizer

In general, the more valuable turf grasses thrive on fairly fertile soils and are able to compete more successfully with weeds under these conditions. This is true even for those grasses which are somewhat tolerant of low soil fertility. The incorporation of 20 to 30 pounds of a complete commercial fertilizer prior to seeding the new lawn, will ensure a proper supply of plant food. In general, a fertilizer which analyzes approximately 5% nitrogen, 10% phosphoric acid, and 5% potash, will prove suitable for most types of soil. Wherever extremely infertile sub-soils and excavated material are exposed, the quantity of fertilizer may be increased. Uniform distribution of fertilizer is essential since movement in the soil is downward and not lateral. For convenience, the organic matter, lime, and fertilizer may all be incorporated simultaneously in the seed bed.

Choosing Lawn Grasses

Cheap lawn seed mixtures are a common source of failure, since the predominating species included do not en-dure regular mowing. The New Jersey Agricultural Experiment Station has devised four lawn seed formulas which have proven satisfactory under conditions in this region. New Jersey lawn mixture No. 1 is suited for soils of average fertility, mixture No. 2 is especially designed for closely mowed lawns, mixture No. 3 for shaded areas, and mixture No. 4 for poor, shaley. sandy, or clay soils, and for terraced slopes. A large number of commercial seed houses and retail seed dealers are now carrying these New Jersey mixtures in stock.

Lawn enthusiasts who prefer turf made from a single grass species rather than a mixture, are advised to plant Chewing's Fescue, Velvet bent, or Kentucky bluegrass, depending on the particular area in question. Pure seedings of these grasses will require approxi-mately 10 pounds of Chewing's Fescue seed for each 1,000 square feet, 2 pounds of Velvet bent, and 6 pounds of Kentucky bluegrass.

Seeding

Approximately 4 pounds of a goodquality seed mixture are sufficient for planting 1,000 square feet of lawn. Uniform distribution of the seed is highly essential. A suitable method of planting consists of dividing the seed into 2 lots, one of which is evenly spread in a North-South direction, and the other in an East-West direction, over The seed should be the same area. lightly raked into the soil to a depth not greater than 1-8 to 3-16 of an inch, and the planted area lightly rolled.

Care of New Lawns If the newly seeded area is not kept moderately moist by natural rainfall for several weeks following planting, it will be necessary to resort to watering in order to prevent injury from drought. Artificial watering must be in the form of a light mist-like spray to avoid formation of a hard crust on the soil When surface. moisture shortage necessitates watering, it is desirable to moisten the soil thoroughly to a depth of at least 4 inches, to ensure against rapid drying of the surface soil.

Young turf should be mowed no closer than 1 1-2 inches to permit vigor-ous root development. Frequent mowing is not harmful, provided the proper height is maintained. Newly planted grass requires protection from tramping for several months, since the more valuable permanent grasses grow relatively slowly in the earlier stages of development. On well prepared seed beds, such grasses soon root thoroughly and show great aggressiveness after becoming established.

SUCCESSFUL LAWNS ON SHADED AREAS

Howard B. Sprague, Agronomist New Jersey Agri. Exp. Sta.

The successful establishment of turf on shaded areas necessitates the use of shade tolerant grasses, the improvement of soil conditions to meet growth requirements, and seeding at a seasonable time of the year. All grasses require some sunlight daily for satisfactory growth, although certain species are considerably more tolerant of limited light than others. Where turf is desired on densely shaded areas, judicious pruning of the trees will frequently permit the entrance of sufficient sunshine, without injury to the beauty or health of the trees.

The most favorable season for planting shaded areas is August 15 to October 15. This is particularly true where shade is caused by deciduous trees, since the young grass plants continue growth after leaf fall, and become well established before new tree leaves are produced the following spring. Early spring seedings may also prove success-ful on shaded locations provided soil conditions are satisfactory and the shade is not too dense.

The soil for the shaded lawn must have adequate drainage, since the turf suffers from outbreaks of disease on soggy soils which are poorly lighted. Agricultural tile drains may be in-stalled to remove excess soil water. if natural drainage is not adequate. Excessive soil acidity should be corrected by the use of lime and organic matter, such as well rotted manure or cultivated peat, thoroughly incorporated with the upper few inches to improve soil structure. In addition, 20 to 30 pounds of a complete fertilizer should be applied per 1,000 square feet in preparation of the seed bed prior to seeding.

The most valuable grasses for shaded locations are Chewing's fescue, Velvet bent, and Poa trivialis. New Jersey seed

CHAMPIONS against BROWN PATCH

DROWN TATCH

Semesan Nu-Green Most practical and effective fungicides yet developed.

Semesan and Nu-Green will prevent the development of brown patch as long as any known fungicide. Also, they quickly control the brown patch fungi even under the most severe conditions and aid in restoring the diseased turf to normal health.

Be Prepared for Brown Patch

Greenkeepers, knowing how quickly disease can damage turf, should keep an ample supply of Semesan or Nu-Green on hand for prevention and control.

Both Semesan and Nu-Green can be shipped immediately from Boston warehouse. Distributed by:



Don't Starve the Grass FERTILIZE and ECONOMIZE with **ILAN-FRER** Special Golf Course FERTILIZER (8-6-2) M. F. Lansill Special Fertilizers 86 CHARLES RIVER PKY. NEWTON, MASS. Newton North 0992-M

NEW ENGLAND GROWN

Winter-hardy, Acclimated

BENT SEED

for

New England Golf Courses

Direct from the farms of



Howden

says. Prices are advancing. Place your orders NOW for fall delivery on Velvet Bent, Colonial and South German Bents, Kentucky Blue and Chewings Fescue and save money on Quality Seeds.

N. HOWDEN

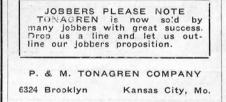
Seed Merchant 1131 Washington Street West Newton, Mass. Telephone PARkway 3467



Protect Your Greens

USE TONAGREN

Hundreds of the most outstanding golf courses in the country are now using TONAGREN — that scientific preparation which in a single operation ent. inates clover and stops brown patch. Even though TONA-GREN has this marvelous double acting effect it actually costs less than many preparations designed to accomplish one purpose alone.



Mixture No. 3 recommended for shaded areas by the Agricultural Experiment Station, contains these three speries as we'l as suitable percentages of nurse grasses. Home owners who prefer lawns made from a single species should plant Velvet bent or Chewing's fescue. Since seed of both grasses is sometimes impure or adulterated, particular at-tention to the purity of the seed purchased will be advisable. In planting the shaded lawn, 4 pounds of fescue are required for each 1,000 square feet of surface, whereas 1 pound of Velvet bent will prove entirely adequate for a similar area, due to the large number of seed per pound. Seeding rates in excess of the foregoing do not permit adequate development of individual plants and are therefore undesirable.

Uniform distribution of seed is essential in obtaining a desirable stand. The area should be lightly raked to cover the seed not deeper than 1-8 to 1-4 inch. Newly planted areas should be kept moderately moist by watering with a fine mist-like spray until the grass is well established.

REPAIR LAWN INJURIES IN EARLY AUTUMN

Howard B. Sprague, Agronomist New Jersey Agri. Exp. Sta. (Revised August 29, 1933)

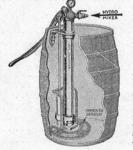
favorable season The most of year for improving the vigor the of established lawns, is early fall. By that time summer weeds have ceased growth, and the improve-ment measures adopted will be of primary benefit to the turf grasses. The more important general treatments are the application of lime to correct excessive acidity, distribution of a commercial fertilizer, and the thickening of thin turf by planting seed of adapted grasses. Lawns which suffer from poor soil drainage may require installation of agricultural tile drains, whereas those that are shaley, sandy, or have a compact undesirable soil structure will be greatly improved by the thorough incorporation of organic matter to a depth of several inches and replanting. The majority of lawns, however, may be restored to vigor by inexpensive means.

Excessive soil acidity makes the turf extremely susceptible to drought injury, prevents the proper response to fertilizer treatment, and predisposes the grass to ready injury from insects, di-The seases and other adversities. amount of lime required will depend on the present degree of soil acidity. In general, 50 pounds of hydrated lime or 75 pounds of ground limestone evenly distributed over each 1,000 square feet of surface is usually sufficient for healthy turf production. Autumn is a favorable season for liming, since the penetration of lime into the soil is aided by fall rains and the successive freezing and thawing of winter and spring.

All lawns should receive an application of a complete commercial fertilizer in early fall, to stimulate vigorous growth during the cool moist autumn weather. Even though the turf be severely injured, timely application of fertilizer will frequently restore the turf to its normal density. Plant food equivalent to that contained in approximately 20 pounds of a complete commercial fertilizer, containing 5 to 8% nitrogen, 8 to 12% phosphoric acid, and 4 to 6% potash, should be applied for each 1,000 square feet of lawn surface. Commercial fertilizers analyzing 5-10-5, or somewhat similar, are readily obtained from dealers in garden supplies. Uniform distribution of both lime and fertilizer is highly essential for the production of satisfactory turf, since these materials move downward but not laterally in the soil.

On extremely thin or bare portions of the lawn, the lime and fertilizer should be incorporated with the upper mers of soil by vigorous raking, and the areas then reseeded with a suitable lawn seed mixture. In general, 1 to 3 pounds of seed are required for each 1,000 square feet of area, the quantity varying with the amount of grass still present. Lawn mixtures recommended by the New Jersey Agricultural Experiment Station for various soil conditions and locations are now carried in stock by a large number of seed firms and dealers. Formulas for the recommended mixtures and a list of dealers will be furnished on request.





HAVE FORESIGHT

take care of your cutting require-ments for 1935.

The BEST is none too good for your club. Have your greens the envy of other clubs-the delight of golfers.

Buy your

Ideal Power Putting Green Mower Now

and take advantage of present day prices.

and Service

Ideal Mower Sales

111 CYPRESS ST .- BROOKLINE, MASS. Tel. Bea. 2898 - 2899

The McCLAIN

Barrel Pump - Hydro - Mixer Shower Nozzle Outfit

This Outfit is revolutionizing the treatment and fertilization of Putting Greens. It makes a Power Spraying Outfit by attaching to your present water system hydrants.

It treats or fertilizes a Green in ten to fifteen minutes. Uses only two men. Big economy for every Golf Course. Simply put it on a small truck and you are off in a jiffy to apply fertilizers, fungicides, vermicides, etc.

The Pump also has special attachments for spraying shade and fruit trees, shrubbery, flowers, etc. When used with fine spraying nozzle will develop a pressure of 200 pounds with slow, easy pumping.

No special hose needed. Use your own 34" or 1" hose.

Our Special Offer

Save by ordering your Pump, Hydro-Mixer and Shower Nozzle all at one time as follows:

- 1 McClain Barrel Pump 1
- McClain Hydro-Mixer 1 McClain Shower Nozzle
- Add \$5.50 if Barrel is desired.
- Special Literature on request.

NEW ENGLAND TORO COMPANY

West Newton, Mass.

Phone or wire collect .- Newton North 7900. West Newton 1658.

NEW ENGLAND TORO COMPANY ADDS THE McCLAIN LINE

The New England Toro Cimpany, located at 1121 Washington Street, West Newton, Massachusetts, advises that they have taken on the entire McClain line of Putting Green chemicals and fertilizer as well as the other McClain equipment manufactured for better and more economical Golf Course maintenance. This line includes the following: Fungol for Brown Patch and Soil

Vermin. Veg-E-Tonic, wholly soluble Putting Green fertilizer.

McClain Barrel Pump Hydro-Mixer Shower Nozzle Outfit for treating and fertilizing Putting Greens.

The McClain Underground Hose Locker.

The McClain Kooldrink Outfit.

The McClain line has already been demonstrated to a great many of the Courses in the New England District and a large number of sales have been made during the last few years.

Evidence of the satisfaction of the products manufactured by the McClain Brothers Company of Canton, Ohio is best attested by the adoption of the entire line by the above well known Golf Supply Dealer. Literature on any of the above products will be gladly furnished by the New England Toro Company upon request.

CLUB CHAMPIONSHIP

The club championship, held at the Blue Hill Country Club, Canton, Mass. on September 10th, was won by Walter Howe of the Wellesley Country Club with a gross of 81. Second gross was won by Wallace Peckham with 82. Net prizes were won as follows:

1st, Robert MacBey, 83-20-63. 2nd, Simione Braio, 99-32-67. 3rd, Joseph Cataldo, 88-19-69. 4th, Edwin Hansen, 92-22-70. 5th, Thomas Mattus, 86-16-70. 6th, Joseph Oldfield, 86-13-73.

The September meeting of the Rhode Island Greenkeepers Association was held at the Louisquisset Golf Club, No. Providence, R. I. on the 17th. Following lunch there was an animated discussion of power vs. hand mowing of putting greens. A blind bogie tournament was won by Manual Travers, 1st, and Patrick Tameo, 2nd.

NEW HANDICAPS

The following is a list of revised handicaps to be used in the Greenkeeper-pro best-ball tournament at Braeburn:

Α.	Ander	son																						24	
Α.	Barney																							18	
S.	Braio																							24	
Μ.	Braga																						. :	38	
Μ.	Burne Cappel	tt									2												. :	38	
E.	Cappel	10																					. :	23	
P.	Cappel Cassidy Clark	v.																						18	
A.	Clark											•												24	
J.	Clinton Conway Cataldo Counse Cottel Darlin Durkin			ŝ																				15	
J.	Conwa	v .																						14	
J.	Cataldo	1				2	Ċ,			ġ	-		2							0				19	
J.	Counse	11								1														14	
H.	Cottel	le		1	8		2		1	8		ŝ	ŝ.		2									24	
H.	Darlin	0	6	P		2	i.	i.		ŝ			3		i.									16	
Ĥ.	Durkin				i.		į,		ĥ															24	
R.	Elder			ŝ		1	6	1		Ì														28	
H.	Farrar	it .	•		÷			Ċ	•	•	1				÷									24	
T.	Fahey	10 .		•	1	÷	•	•	•		•	•	1	1		•		•	•	•				24	
J.	Fitzpat	riel	, '		•	•	ċ	•			•		•	•	1	1			•	•	2				
v.	Flood	inci	2	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Ċ	•	•		1		18	
A.	Flood Fontai		•	•		Ľ.	•		1	•	•	•	1	1		i.	1	1	1	1	•	1	1	38	
E.	Fuller	me	•		1	1		*	1	•	•	1	1	1		•	•	•	•	•	1	•	•	28	
T.	Galvin	• •	•	•	*	•	1	1	•	•	•	1	•	•	1	1	•	ź	•	•	•	•		91	
1. R.	Gaivin			•	•	1	•	•	•	•	•	1	•	•	•	•	•	•	•	•	•	•	•	20	
	Grang Green	er	•	•	•	•	•	•	•	•	•	•	•	•	•	1	1	1	•	1	•	•	•	20	
M.	Hayde	e.		•	•	•	•	1	•	1	1	•	•	•	•	•	•	•	1	•	1	•	1	20	
P.	Hayde	n.	•	•	•	1	•	ł	1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	21	
S.	Hanno	n.	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	20	
H.			•	•	•	•	ł	•	•		•	•	•		•	•	•	•	•	•		•	•	30	
E.	Hanse	n.	•	•	•	•	•	•	1	-	•	•	•	•	•	•	1	•	•	1	•	•	•	20	
J.	Holden	1			÷	6	•	•	•	•	•	-	•	•	•	•	•	•	•	•	•	•	•	26	
W	. Howe	• • •	•		•	1	•	•		•	•		•	•	•	•	•	•	•	•	•	•	•	-1	
J.	Johnst	on			•	•	•	•	•	•	•	•	•	÷	•	•	•	•	•	•	•	•	•	29	
J.	Latvis			1	•	•	•	•	•	•		1	1	1	•	•	•	÷	•	•	÷	•		20	
W	. McBr	ide			•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•		21	
J.	McDon	ioug	3ł	1				•		•	•	•	•	•			•	•	•	•		•	•	26	
Μ		nou	g	h				•	•			•	•	•	•	•	•		•		•	•	÷	16	
J.	McCor	ma	cl	K					•		•	•		•		•	÷	2	÷		÷	•	•	15	
R.	MacBe	ey .											•	•		•	•	•			•	•	•	14	
E.	Masci	occ	hi	i										•		•			•	•	•	•		3	
H.	. Moshe	er						•			•			•		•	•			•	•	•	•	24	
т.	Mattu	S																•						12	
Т.	Murra	y														•					•	•		28	
M		ıdy																		•	•	•	•	13	
С.	O'Kee	fe																		•	•	•	•	28	
T.	O'Lean	ry				5											1							30	
J.																								90	
A	O Man	n		1																				9	
E.	Ohlsor	1.				Ξ.																		17	
J.	Oldfiel	ld		1		ĺ.,																		12	
C.		r																						38	
W	. Peckl	han	1						1															8	
G.	. Peckl Pettiz	oni				2																		23	
E.	Phinne	ev																						10	
E.	Polha	mus	3																					32	
E.	Pyle				2																			27	
W	Pyle Partr	idg	e	-		١.																		30	
		3																							



R.	Robinson																		•	28
C.	Sowerby .																			9
E.	Stephenson	1																		16
L.	Stott																			33
Τ.	Swanson .						-													11
J.	Sullivan																	•		18
C.	Treat																			24
G.	Volmer	-		5																23
	Wanberg .																			
P.	Tameo	0	0																	26
	Wendell .																			
	Wendell																			
G	West		ŝ	1	ł	ł.		ŝ		1										22
	Wilson																			
- ·					1	•	1		1	Ċ	•	1	਼	1	9	1				

A new power putting green mower which promises to revolutionize the method of mowing greens and also the design of existing types of greens mowers is being featured by the Power Lawn Mower Service Co. of Somerville, Mass.

The new machine, developed by the Locke Steel Chain Company of Bridgeport, Conn., is the first mower in which the principle of power driven reels has been successfully applied for greens work, in a multiple unit outfit. Power driven reels insure smooth, even cutting under all conditions regardless of the direction of travel.

The following are the outstanding features claimed for the new mower, which is being offered after three years of testing:

Its three 17" units cut 48" wide.

- The reels are motor driven at a frequency of 100.
- Scalping is impossible with the Locke. There are no rollers or casters to mark the greens or to lay the grass before cutting. Greens may be cut in any direction, ribboning is recommended.

Pressure per square inch is only 5 pounds.

- Wear on the greens from straight travel, turns and operators feet is only one third of the wear resulting from hand mowing.
- Turns can be made on or off the greens.
- For transporting the machine is elevated on pneumatic tires. The operator stands in a pneumatic tired chariot while riding from green to green.

The entire development of this mower evolved from the principle that injury to the green from weight, scalping or scuffing must be eliminated, and that cutting qualities at least equal to the best hand mowers be incorporated in the design.

A capacity of 18 average sized greens in $4\frac{1}{2}$ hours is claimed for this machine.

"It's a cinch to cut the other fellow's budget."

"Don't hesitate at any job for fear you aren't good enough. The world is run by mediocre people."

"Don't sow small potatoes and expect a crop of laurels to accrue."

"Good talking is a virtue. Good listening an art."

"Getting the breaks is more often than not a matter of looking ahead."

The following from "Credit Where Credit is Due" strikes us as having a great deal of truth in it. We earnestly hope that the advertising we carry in the NEWSLETTER does not leave the reader in this frame of mind!

Sow Bunk-Reap Sales Resistance

A writer in Printers' Ink some months ago described the present as an age of cynical and healthy frankness. "O Yeah?" and "Says Who?", he intimates, have become the verbal symbols of modern America's attitude towards life. Perhaps he's right, and if so, blame

it chiefly on the advertisers.

With all due respect to much honest publicity effort—we find ourselves about one-tenth as receptive to advertising appeal of any sort as we were five years ago. We've been so brazenly cajoled and kidded in the interval, both on the air and through the press, that every new solicitation has to hurdle solid walls of doubt before it plants an action impulse in our mind.

pulse in our mind. In fact, today, our first reaction to every form of advertising is one of the profoundest skepticism. "Oh Yeah?" and "Says Who?" would phrase it to perfection. We don't call it healthy. We call it just too bad.

But there it is.

Io their growing qualities"

There is no half - way

EWERSON'S

Remember This About

SEEDS

Whenever You Think of

THOMAS W. EMERSON CO.

BOSTON. MASS. "New England's Largest Wholesale Seed House"

nn

11

OVERGREEN MONEY SAVERS HE Overgreen is an all-day work-

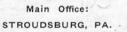
THE Overgreen is an all-day work-er. After one man mows all your greens with it in a forenoon; all the afternoon he is free to spike disk with it; roll; and distribute compost. In exactly 6 minutes one man can cut an average green with an Over-green. In 4½ hours he can cut every green on an 18-hole course. It takes

Worth

3 men 4 hours each to do it by hand, or a total of 12 hours against $4\frac{1}{2}$ hours

Lowers

That's why we don't ask you to buy our Overgreen Power Mower. We are content to take our pay in the money it saves. Which is the same thing, as it's not costing you a cent.



SPIKE DISCER

Worthington lower ompany

Boston Office: 1 STATE STREET

ROLLING OUTFIT

ET.

FUNGOL

For Brown Patch and Soil Vermin

FUNGOL is very valuable to Greenkeepers and Club Managers because of its great covering capacity and effectiveness in the prevention and control of Brown Patch and the other fungus turf diseases, as well as the eradication of soil vermin. Fungol is a quality product perfectly adaptable to every method of application. May be used wet or dry.



The extra large covering capacity of FUNGOL makes it a most economical fungicide and vermicide. One pound treats not less than 3,500 square feet. FUNGOL is equally effective for checking quick outbreaks of both large and small Brown Patch. The high quality of its chemical ingredients insures its dependability under all climatic conditions.

SPECIAL LITERATURE UPON REQUEST

Prices

10	lb.	Drum	for	35,000 square feet	\$18.85
25	lb.	Drum	for	87,000 square feet	44.50
50	lb.	Drum	for	175,000 square feet	83.50

VEG - E - TONIC

"The Cool Food For Golf Greens"

Nitrogen 21

Phosphoric Acid 13

VEG-E-TONIC is completely soluble and contains no inert fillers. Properly balanced in highest percentages of Nitrogen, Phosphoric Acid and Potash.

Ideal for Golf Green and Lawn fertilization in any locality and is a big economy in labor, drayage, storage and time.

VEG-E-TONIC dissolves readily in water, will not clog pipes, hose or nozzles; is clean and odorless, and easily applied with sprayer, sprinkling cart, proportioner, sprinkling can, or better still, the McClain Hydro-Mixer.

VEG-E-TONIC produces finest Greens and Lawns at lowest expense. Leaves no residue on the turf. Readily gets down to root systems and produces quick and lasting grass growth.

100-Pound Drums \$15.00 Each

NEW ENGLAND TORO COMPANY

West Newton, Mass.

Phone or wire collect .- Newton North 7900. West Newton 1658.



