

SETTING CUPS IN FROZEN TURF



J. L. Haines, golf-course superintendent at the Denver Country Club, prepares for the winter season by setting cups in more than one cup position on each green before the ground freezes. Then he sets a wooden disc on each cup, except one, and covers it with an inch of turf, flush with the putting surface. No matter how hard the ground freezes, it is always possible to change cups.

FACTS AND FANCY IN SOIL CONDITIONER CLAIMS

"Uneasiness is being felt by public-relations-conscious persons in the fertilizer trade regarding the effect of certain soil conditioner ads. They are afraid that disappointment in some of the more questionable brands of conditioners may cause the public to associate such with the fertilizer industry, since some of the conditioner ads say that the products contain plant nutrients. In reality, of course, this is a complete exaggeration.

"The best-known producers of soil conditioners, such as American Cyanamid Co. and Monsanto Chemical Co., firms whose products have been well tested and truthfully advertised, are naturally

unhappy over the situation. They are in the position of having started a small fire, only to see it grow into a conflagration, practically out of control.

"It appears that some of the unethical makers of soil conditioners are likely to be unhappy, too, since a crackdown by the Federal Trade Commission on firms producing 'misleading' advertising appears to be imminent.

"A recent survey by the New York JOURNAL OF COMMERCE with universities and other research agencies engaged in testing soil conditioners indicates that although some of the products now being marketed meet claims fully, others are relatively ineffective and 'certainly do not appear to justify the advertising claims made about them.'