

THIS IS WHAT MAKES OUR NEW SUPER SOX SUPER.

It's our great fat fluffy pom poms that are going to give your sales a big fat boost.

Wait till your customers see that Super Sox are made of 100% Creslan® acrylic fiber.* So they can wash them all they want without worrying about shrinking, stretching or fading those bright bouncy colors. And they are available in 17 different color combinations. Super Sox. They make sense. And sales.

*exclusive of ornamentation

SUPER SOX
SUPER-POM
KNIT CLUB SOX

Reliable of Milwaukee

233 E. Chicago Street, Milwaukee, Wisconsin 53202



Complete set of four
nos. 1, X, 3, and 4

Creslan®
LUXURY ACRYLIC FIBER

Suggested retail (shown—Style #5030) \$6.00 each. Other knit club sox styles to retail from \$2.00 each. Write for catalog showing complete line of golf accessories.

Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

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produced in huge quantities from any organic source, including farm and municipal wastes (manure, sewage). This is an exciting potential for producing cheap fuel and for cleaning up our environment. Methanol works well in fuel cells. You might want to research the subject of alternative energy sources further by reading *Science*, Vol.182, N. 4119, December 28, 1973, pp. 1299-1304, by T. B. Reed and R. M. Lerner.

Q—Suppose we were to stop treating our fairways with fungicides and other chemicals, either by choice or by decree, can you predict what might happen?
(Illinois)

A—That is an interesting and wide-ranging question. I am not sure I can answer it completely or in depth. I recall how the late Marshall Farnham looked at an attack of dollarspot on mixed Kentucky blue-bent fairways at the Philadelphia CC some 40 years ago. He actually welcomed the onslaught and explained it this way: "Dollarspot attacks the more susceptible plants, which I don't want anyway. It thins the turf and delays thatch buildup. Golfers hardly notice it and the playing quality is not affected!" I can add that the resistant plants then have a better chance to spread and form a better, more resistant turf. Weeds will increase, but that's not the end of the world. Golfers have hit shots from weedy turf before this advent of selective weed killers and they can do it again. No one will be very happy, but we may have to do some adjusting. Insects will play havoc if uncontrolled. We need to accelerate our research in biological controls, if chemicals are denied us. Also, we must find those grasses that can survive insect infestations. We should be looking for these types every day. To be denied chemicals will be a profound shock, but it won't be the end of golf. □

CONVENIENT SHOPPING

For more information about the products advertised in the pages of *GOLFDOM*—use the postage-paid Reader Service Card in this issue. Just circle the number appearing in the ad on the Reader Service Card, which you will find in the front of this issue.

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