



Two ways to wipe out your weed handicap

1. Prevent weeds with Dacthal®.

DACTHAL, a pre-emergent herbicide, kills crabgrass and 27 other weeds in fairways, tees and aprons *before* the seeds germinate. Weeds never get the chance to compete with desirable grasses for needed light, moisture and nutrients. One application lasts an entire season. Safe, odorless, non-irritating to eyes or skin when used as directed. In 24-lb. packages as a wettable powder, the easy-to-apply form.

2. Kill Weeds with Dacamine®. If you've already got a crop of weeds cluttering up your fairways, kill 'em off with

DACAMINE post-emergent herbicide. DACAMINE packs the punch of an ester, yet it's safe as an amine. It kills weeds like pulling them by hand. DACAMINE is a concentrate that goes to the roots to kill. No special equipment is needed to spray. In one or five-gallon cans.

Greenskeepers, send for your free copy of *The Monster Meets Its Match*, an informative booklet that describes your weedy enemies and how to get rid of them. Write today. Diamond Chemicals, Diamond Alkali Company, 300 Union Commerce Building, Cleveland, Ohio 44115.



Diamond Chemicals



CUSHMAN DELUXE ELECTRIC. Three wheels with choice of automotive or tiller bar steering. Spring-loaded front fork with airplane-type shock absorber and springs in the rear make for smooth easy ride. Standard features include tilt-up fiberglass body, replaceable individual panels, contour bucket seats, automatic seat brake and others.



CUSHMAN CHAMPION. New all-steel Golfster has your choice of electric or gasoline power. Combines features never before available in a moderately-priced golf car. Electric is 36-volt system; gasoline power is special 4-cycle, 8-hp air-cooled engine. Both have same rugged welded frame and crisp modern newly-styled steel body.



CUSHMAN SCOTSMAN. Makes individual golf car ownership possible for thousands of golfers. Gasoline power gives unlimited range; flattens out hilliest courses, carries two golfers smoothly and comfortably. Newly improved features mean longer engine life. Proved in use by thousands of owners. Scotsman is the best buy in its field by far!



CUSHMAN TROPHY MODEL. New four-wheel electric, offering the smoothest, most stable ride on the golf course. Automotive-type front wheel suspension and shock absorbers. Standard features include tilt-up fiberglass body, 9.50 x 8 tires, automotive steering, automatic seat brake, and others. Truly the most luxurious golf car ever!

CHOOSE NOW FROM THE COUNTRY'S BIGGEST SELECTION OF GOLF CARS

CUSHMAN

GOLF CARS FOR 1965

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- Three wheels or four...
 - Gas or electric power...
 - Automotive or tiller bar steering!

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FREE! New full color booklet illustrating all Cushman Golf Cars, showing features, complete details. Mail the coupon today for your free copy!

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Please send me your new free golf car booklet.
I'm particularly interested in the _____
Model.

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RAIN ON CUE

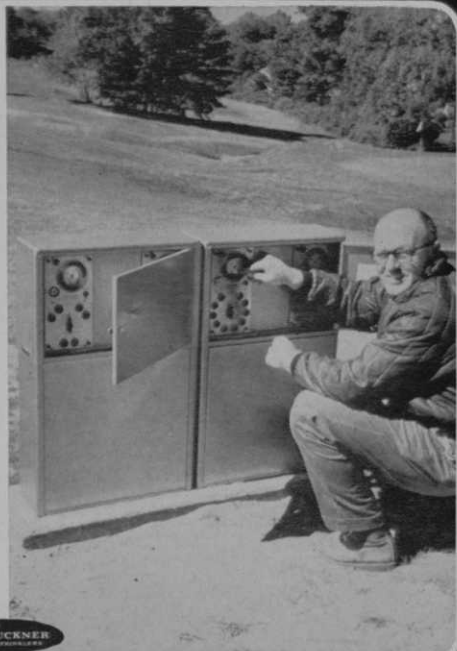
Don't rely on the whims of weather. Ask Miller to give you "rain on cue" by installing an automatic sprinkling system. Often, an automatic sprinkling system will pay for itself in labor cost alone. If your course is already irrigated, Miller can economically convert your present system to one that is fully automatic. Remember, peace of mind is a built-in advantage of Miller sprinkling systems...so don't be irritated...get irrigated.

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Division of A. J. Miller, Inc.

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40 years of experience in designing and installing
sprinkling systems



Who Causes Compaction?

(Continued from page 28)

leaning too much toward sand as a base for greens sod in a not too well advised effort to provide quicker and more complete drainage. I have tested and played on greens constructed of 90 per cent sharp sand and found practically all of them to be hard at the surface. They undoubtedly drain better, but at the same time they probably require frequent irrigation, cultivation and heavier feeding than I think is good for turf.

Desirable Mixture

As far as I am concerned, a good soil mixture is made up of 35 per cent loam, the same amount of sharp sand, 20 per cent peat and 10 per cent Terra-Green or calcine clay. This mixture, under heavy traffic conditions, has good rebound quality, something that isn't found in soil void of organic matter. The drainage quality of the 35-35-20-10 mix is good. The use of calcine clay seems to aid permeability. It permits water to flow freely, yet intercepts enough to feed the grass roots.

In my 30 years in the golf business, we

have gone through several stages when a great deal of emphasis has been put on a single product, element or ingredient. Oldtimers recall the ammonia sulphate sieve, for instance. Pure peat was once thought to be the only type of material that should be used in topdressing. Phosphorus was thought to be the key to fertilization some years ago, and potash was a dirty word. Now, I'm afraid we are caught up in the sand stage. Overuse of sand, as far as I am concerned, is causing many but not all of our compaction problems. That, and play when conditions aren't favorable, and perhaps the maintenance department itself.

Seventh California Clinic

The seventh All Golf clinic and workshop, conducted by the California Association for Health, Physical Ed and Recreation and the National Golf Foundation, will be held June 20-23 in Monterey. It is staged with the cooperation of San Jose State College and the Northern and Southern Calif. PGA sections. Bill Wakefield is clinic chairman.

GET GET

Cutting Height as Low as....

3/8"

Frequency of Cut as Close as..

1/2"

10 BLADE HIGH SPEED REEL: For the finer groomed creeping Bent in the North and the new improved fairway Bents and Bermudas in warmer climates.

EVEN DISTRIBUTION OF CLIPPINGS: With new scraper-deflector, grass clippings are evenly distributed, eliminating bunching, dropping and windrowing.

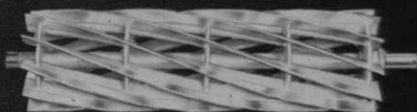
PREVENTATIVE MATTING AND THATCH CONTROL: Presents a preventative control of thatch and matting by cutting as low as 3/8 inch with a 1/2 inch frequency of cut.

ELIMINATES SCALPING ON MOUNDS: The 26 inch cutting swath of each unit gives greater flexibility. No "ribbed appearance." Smoother, more uniform cut.

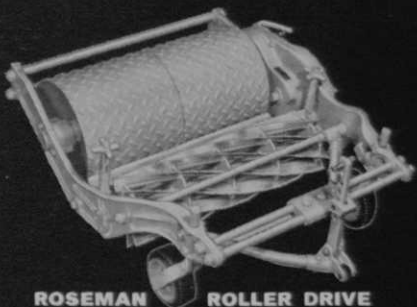
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Gives Putting Green Appearance to Fairways, Aprons and Tees!

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Evans Scholarships Awarded To Outstanding Caddies

Evans Scholar Foundation college scholarships for 1965 have been awarded by the Western Golf Association to 28 outstanding Chicago-area boys and one Rockford, Ill. youngster. The awards are among 185 such scholarships made on a national basis this year through the Foundation and 10 state golf associations affiliated with it. The new Evans scholars will bring to more than 520 the number enrolled in colleges throughout the country this fall, and to approximately 1,800 the number of young men who have received scholarships since the program was begun by famed amateur golfer, Chick Evans, in 1930.

Qualifications Listed

To qualify a boy must have caddied for at least two years with a club affiliated with the WGA (or other state organizations), rank in the upper 25 per cent of his high school graduating class and need financial aid to attend college. Each scholarship covers tuition and housing and is

renewable for four years. The value ranges from \$2,500 to \$7,500.

More than 430 of the approximately 520 Evans Scholars in school this fall will be residing in chapter houses that the Evans Scholars Foundation owns and maintains at eight midwestern universities—Illinois, Marquette, Michigan, Michigan State, Minnesota, Northwestern, Ohio State and Wisconsin.

Whitworth Leads Ladies PGA

At the end of May, Kathy Whitworth was the Ladies PGA's leading money winner with \$8,029. She led Mickey Wright by approximately \$450. Kathy had won two tournaments through the first five months of the season and was the Vare Trophy leader with a 72.36 stroke average for 28 rounds.

The Ladies PGA's sixth national golf school will be held July 5-9 at Bowling Green State University, Bowling Green, O. Attendance applications should be made to Penny Boussoulas of Bowling Green U.

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TWO-PEDAL
MODELS AVAILABLE!

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protects your profits because it's
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quality. Buy Viking. Send coupon!**



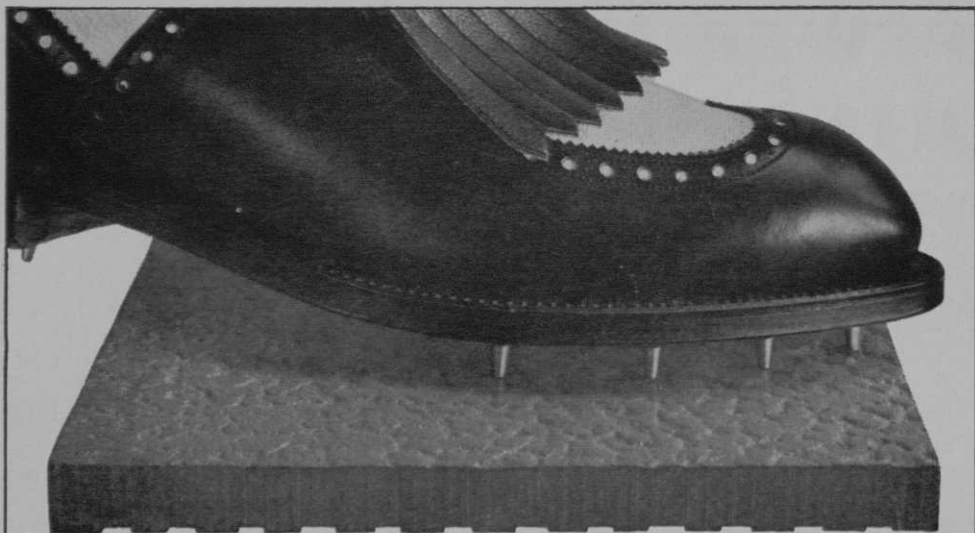
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Send catalog and prices on the Viking line.

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MOSAIC®

Clutterbug Selling

(Continued from page 44)

Dirty floors and ash-trays.

Dirty window glass.

Shop needs to be departmentalized: clubs, bags, apparel, shoes, women's department, hats and caps, putters and wedges, etc., should be displayed in separate areas. In most shops only the balls are in one convenient area and that often is cluttered by a lot of slow-moving specialty merchandise.

Apparel Is Scattered

Sweaters, shirts and sox taken out of packages by members are left scattered around to become shopworn and make the shop look trashy.

Too much stock is indiscriminately displayed because pro does not happen to have storage space.

Poor buying revealed in overloading sales room with slow-moving stock.

Too often we see summer shirts still piled high on shelves in boxes in mid-June. Then, when a good selection of them eventually is put on display, the sizes

quickly are jumbled so the shopper has to go on a "lost ball hunt."

Look over your shop with those observations of authorities in mind. If you do not find some constructive and profitable suggestion in the comments of men who have inspected many pro shops, you and your assistants may consider yourselves and your shop exceptionally good.

Four-Year Dry Spell

According to the U. S. Weather Bureau, the region from Maine to Virginia and as far west as the Appalachians is undergoing the most severe moisture deficiency that has been recorded in the 60 years the Bureau has been checking on drought conditions. The dry spell started in 1961 and has continued practically unabated since that time. There are numerous dried up reservoirs in the Eastern coastal area, millions have been spent in irrigating crops, and many people have lost their jobs due to the prolonged drought. The Weather Bureau gives no indication as to when the long dry spell may be expected to break.



Wherever golf is played . . .

For smooth sand traps, equip your course with a lightweight Par Aide aluminum sand trap rake with stand-up spike. Available with rubber teeth as shown or aluminum teeth. Both types available in two sizes.



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John Bean has a sprayer to fit your course

From tee to green, your course benefits from a John Bean sprayer. Take the high-pressure, boom-type sprayer shown. Fairway weed, brush and mosquito control. Liquid fertilizing. Tree spraying. High-pressure outlet for hose-and-gun green and "spot" spraying. Dust abatement. Stand-by fire protection. Even leaf and brush burning. Select from the most complete line of hydraulic and air-type sprayers, booms and accessories. Just ask the "sprayer people" . . .

Write for free sprayer catalog.
Mosquito Control Data Kit
also sent upon request.



JOHN BEAN DIVISION

Lansing, Mich. - Orlando, Fla. - San Jose, Calif.

Golf Sales Lead

(Continued from page 40)

the 1964 increase of 731,295 clubs over 1963 there was an increase of 5 cents in average value per club.

A total of 7,649,060 irons were reported sold in 1964 at an average value of \$5.78 against 1963 figures of 7,140,396 and \$5.69.

In 1964 there were 3,082,514 woods sold for a total of \$26,225,771 and an average of \$8.51.

Basis of Good Business

Again the pro quality is the basis of profitable golf business. Of 7,649,060 irons sold, the pro-quality numbered 2,189,866 and had an average factory price of \$10.02. These top quality clubs, although only about 28 per cent of the unit volume, were about 50 per cent of the dollar volume.

Pro-quality woods, which averaged \$14.11 at the factory price, accounted for 924,998 sold and a total of \$13,051,285.

The pro grade of woods run to about 30 per cent of total sales units and ac-

count for practically 50 per cent of wood sales in dollars figured at factory prices. From all these figures you can understand why there are 25 pro-only brands of golf clubs.

Cheap Line Bags

The 1964 report shows 863,492 golf bags selling for a total of \$10,086,682 and an average value of \$11.68. Obviously the large part of bag volume is in the cheap lines. Pro-quality sales (classified as \$24.01 and over, at factory) account for 74,225 bags and \$3,030,188, with an average of \$40.81. Approximately the 9 per cent of pro-quality bag production accounted for one-third of factory sales income.

Golf cart factory sales for 1964 were reported as 172,174 as against 1963 sales of 218,792 carts. Imported carts sold well in the United States last year. Cart sales for 1964 were reported as \$2,774,725, an average value of \$16.12 against the previous year's average of \$15.71.

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