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Please send me the new Eastern Golf Co. catalog of golf supplies. I'm interested in equipment for the following:

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Club

City

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Par-3 Courses
Miniature Courses

Get your copy of Eastern's new 1966 catalog! It's crammed full of the finest quality golf supplies at reasonable prices. Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf bags, obstacles, ball washers, ball pickers. Just fill out the attached coupon and we'll rush one to you!

EASTERN GOLF CO.
2537 Boston Road
Bronx, N.Y. 10467

HERB GRAFFIS
Continued from page 10

nish . . . John O'Neil now manager, Ankeny (Ia.) G&CC . . . Country Club Gardens, 300-home project near Blue Springs, Mo., to have 18 hole course . . . Russell H. Stockdale and others to build Liberty Hills 18-hole course and subdivision at Liberty, Mo.

There will be dozens of old clubs of high prestige moving to new locations in the next few years . . . Changes in character of areas have some older clubs now near blighted localities or industrial property while members are living "on the other side of town." . . . Atlanta's famous East Lake CC is changing its location to new courses having Robert Trent Jones as architect . . . Des Moines C&CC will move and build two 18's on new site, because of a new highway bisecting present property . . . Those highway condemnation jobs usually murder a club as it is difficult, if not impossible, to put money value on damage the highway right-of-way hacking does to a golf course.

Wollaston CC, North Quincy, Mass., members vote to sell club's property to Jordan Marsh Co. for a warehouse and built a new club on 427 acres at Milton, Mass . . . A zoning complication involving use of the club site as a warehouse tangled the deal . . . Crestview CC, Wichita, Kans., buys 638 acres where it will move following sale of its present location to Wichita State University . . . Lafayette (Ind.) CC to move to site given by Mr. and Mrs. John Van Etten at Battle Ground, Ind., and build 18 . . . Colonial CC, Memphis in the middle of a dilemma about selling and moving.

Hunter Air Force Base nine near Savannah, Ga., has been declared surplus by the government and will be taken over by Chatham county as a public course . . . Alameda, Calif., Advisory Golf Commission recommended to City council that golf architectural firm of Sarazen, Muirhead and Caldwell revise and modernize the city's two muny 18s . . . Yes, sir; that's our Gene . . . Gene told John Ahern of the Boston Globe there will be five or six courses "easy for week-end golfers but quite different
Sell them any of this handsome collection—all designed with the particular golfer in mind. They're all of 100% Creslan® acrylic...a top performer among fibers. No wonder there's a carefree air about these wash-and-wear, easy-care caps and Club Sox for golf woods. For a complete line also see Reliable's Miss Tournament Sweaters, men's and women's athletic socks and tote bags. All promotable, all profitable! Creslan acrylic fiber is a product of American Cyanamid Company, New York, New York.

For new Pro Shop catalog of knit golf accessories by Reliable, write Reliable Knitting Works, Milwaukee, Wis.

For more information circle number 205 on card
BIGGEST PROFIT-MAKER on 2 wheels

STOWAWAY rental caddy carts
make for happy golfers...and spell more
new and repeat business for you. Interna-
tionally known as the most perfectly bal-
anced hand cart available, the English-made
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Sell the
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Sports International
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For more information circle number 126 on card

HERB GRAFFIS
Continued from page 12

for touring pros” and with parking for
25,000 cars built by the television net-
works, just south of Toledo and the Ohio
turnpike in the population center of the
country . . . If you depend on Bureau
of the Census being the authority, the
population center in 1960 was 6% miles
northwest of Centralia, Ill. and about 50
miles east of East, St. Louis, Ill. . . .
That's about 300 miles southwest of
Sarazen's center . . . The difference is
greater now due to past six years' ac-
cented westward tend of population . . .
With PGA now having a N. Y. office
since the arrangement with Fred Cocoran
there are some who say it won't be
long until the PGA also gets a Pacific
Coast office for there's a great deal of
PGA work to be done in that sector.

Sarazen also told Ahern "The rich pros
should get off the tour and go on Ryder
Cup type exhibitions to build up the
game that made them."

Joe Aycock has remodeled the old
nine-hole Sapulpa (Okla.) CC and ex-
pects to have the new course open in
June . . . Building course at Sylvester,
Ga. for club yet unnamed . . . Dexter
Folso, Eau Gallie, Fla., doing the build-
ing for Country Club Properties, Inc. . . .
First nine of Pine Hill GC near Carroll,
Ohio, to be open this spring . . . Owners
are Marion Gray of Groveport and Paul
Graves and John Priestas of Columbus.

Hearing about John Hayes, Riverton
(N. J.) CC pro and other pros who
conduct basic training golf classes in
spring at high school night schools,
YMCA's, YWCA's and for other organiza-
tions and industry groups again gets me
wondering how many pros are in this,
work and how many thousands of golfers
they have brought into golf . . . They've
been tremendously valuable in promoting
the game . . . And have picked up a few
bucks . . . Years ago we were working
with Chicago district pros who were
conducting classes for employees of
Western Electric Co., at the Cicero
plant . . . After school we were sipping
Scotch from the hielands of Cicero in
that prohibition period and when one
guy, commenting on good swings of

Continued on page 88
NOT ANY CAN OUTDRIVE TROJAN

*All new the TROJAN 217 . . . delivers nearly 40% more capacity . . . and fits most golf carts . . . with the same dimensions except 1-1/8 inch higher.

With 217 Ampere Hour capacity this battery is engineered for top performance on the most difficult terrain. It gives more holes of golf . . . and the reserve capacity reduces deep cycling, adding many months to the battery life.

The new Trojan 217 "Mileage Master," like the "170" and "190," features quarter-turn vent caps that reduce service time 75%. Write for complete details.

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For more information circle number 267 on card
First range ball with the crisp sound and feel of power

the new Burke-Worthington High Compression Range Ball

Now you can offer your players a ball with the sweet “click” and feel of high compression power. It's the new Burke-Worthington High Compression Range Ball. We've reduced the size of the solid center to make room for extra high compression windings. You get a range ball with the crisp sound and feel of power. Tough, durable cover resists cuts and scars. Long-lasting finish keeps its sparkling freshness throughout heavy play.

ORDINARY RANGE BALL. Larger size center means less room for high compression windings inside the cover.

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Ask for decals for your driving range.

Burke-Worthington

DIVISION

Victor Golf Co.
8350 North Lehigh Avenue, Morton Grove, Illinois 60053

Products of Victor Comptometer Corporation

For more information circle number 176 on card
GREAT GOLF GREENS
BEGIN WITH TURFACE®

If you are about to construct or rebuild your greens, start with TURFACE®, Wyandotte's tested soil additive and conditioner. With TURFACE working mechanically in a soil mix, compaction is reduced... water, air and nutrients are able to penetrate deeper. The result is richer, lusher, tougher grass and measurably easier maintenance.

TURFACE also promotes fast percolation and drainage, absorbs its own weight in water... prevents puddling. Golfers can get back to their game quickly, even after a heavy rainfall.

The diagram below represents (in cross section) an approved method of building greens and applying TURFACE as a soil additive. Write us for further information and application details.

Wyandotte Chemicals
J. B. FORD DIVISION, WYANDOTTE, MICHIGAN
IN CANADA: WYANDOTTE CHEMICALS OF CANADA LTD.

For more information circle number 199 on card
Glancing at golfwear

By JOYCE HAKLAR
Golf / Golfdom fashion editor

For years, shirt manufacturers have used unusual symbols to identify with—but what do the designs represent? The birth of an insignia can be spontaneous or a well-planned project. Most of these symbols have an interesting story connected with them that very few people are aware of.

The Izod crocodile, used on Lacoste shirts, was the nickname of Rene Lacoste, the tennis player, who was very fast afoot. Lacoste adopted the emblem for himself and for his shirts.

Continued on page 102
Sharpen any reel-type mower with versatile IDEAL MODEL 900

The extra heavy-duty Ideal Model 900 sharpener handles any reel-type mower—from smallest edger to largest fairway units. Economical in its versatility. Economical in its speed and accuracy.

- Exclusive two-way grinding — “hook” or straight line
- No disassembly of mowers needed
- Optional choice of 2 bed-knife grinders
- ½ HP, 110 volt motor
- Easy-to-set screw-type adjustments
- Reconditioner (lapping-in device) standard

WRITE FOR LITERATURE

THE FATE-ROOT-HEATH CO.
Special Products Division
Dept. G3
Plymouth, Ohio
What's going on in country clubs?

At the CMAA Conference recently held in Detroit, nearly 200 club managers took time to develop these interesting figures.

One of the most valuable meetings at the Club Managers Association of America’s conference was the Country Club Data Mart. Nearly 200 managers from every type of golf club sat down to develop the statistics that follow.

Using the map above as a guide, is your club located in the:
- East — 26.6%
- Mid West — 40.6%
- South — 12.0%
- Far West — 14.6%
- Outside U.S. — 6.2%

How many present are employed in:
- A bona fide club (C.M.A.A. Definition) — 95.1%
- An individually privately owned club — .5%
- A Club owned by a small group of stockholders (Semi-commercial operation for profit) — 1.6%
- A mutual club (wherein any gains or losses are shared among the entire membership) — .5%
- A Club that is partially or totally subsidized by a company or a parent firm — 1.8%
- Military — .5%

How many present have annual gross revenues (dues and assessments & food sales & beverage sales & other revenue) of:
- Less than $250,000 — 13.3%
- $250,000 to $500,000 — 41.8%
- $500,000 to $750,000 — 29.1%
- $750,000 to $1,000,000 — 10.7%
- $1,000,000 or over — 5.1%

How many clubs present experienced in 1965:
- An increase in membership — 49.7%
- A decrease in membership — 11.1%
- No change — 39.2%

How many clubs present:
- Retained their past dues structure during 1965 — 46.6%
- Increased their dues structure during 1965 — 12.4%
- Plan an increase in dues in the near future — 41.1%

How many clubs present:
- Have, in fact, never assessed the members for additional funds to cover operating expenses — 36.8%
- Made an assessment this past year to obtain funds of this type — 10.2%
- Plan an assessment in the near future to obtain funds of this type — 4%
- Have, in fact, never assessed members for capital improvements (major purchases, building or remodeling) — 11.6%
- Made or continued an assessment this past year to obtain funds of this type — 26.3%
- Plan an assessment in the near future to obtain funds of this type — 10.2%

From those of you who increased dues this year:
- How many increased them 1% to 5% — 18.6%
- How many increased them 5% to 10% — 30.2%
- How many increased them 10% to 15% — 18.6%
- How many increased them 15% to 20% — 23.3%
- Over 20% — 9.3%

How many clubs represented here today have a