READER SERVICE CARD (Sept., 1967) Circle numbers corresponding to items mentioned in the advertising and new product columns in this issue. To help GOLFDOM continue to serve you promptly and effectively, please be sure and fill in all the information requested on the card. Inquiries from this issue will be honored until December 30, 1967.

I. Please check your principal job function at your course (check one):
   1. • Club President 3. • Club Mgr. 5. • Pro/Pro Shop Mgr.
   2. • Owner 4. • General Mgr. 6. • Course Supt.

II. Check other duties you regularly or occasionally perform (check one):
   1. • Club Manager 3. • Pro/Pro Shop Manager
   2. • General Manager 4. • Course Superintendent

III. Is your golf course:
   1. • municipal 2. • private 3. • semi-private 4. • par 3

IV. If private club, please check how many members belong to your club.
   If semi-private or public, please indicate number of players per week.
   1. • 100 or less 3. • 200-300 5. • 500-1000
   2. • 100-200 4. • 300-500 6. • Over 1000

V. Which of the following items or combinations of items do you purchase or influence the purchase of (check one):
   A. • Greens Supplies
   B. • Pro Shop Merchandise
   C. • Food/Liquor & Club House Equipment
   D. • Food/Liquor, Club House Equipment & Greens Supplies
   E. • Food/Liquor, Club House Equipment & Pro Shop Merchandise
   F. • Greens Supplies & Pro Shop Merchandise
   G. • Food/Liquor, Club House Equipment, Greens Supplies & Pro Shop Merchandise

VI. I am considering the purchase of your product:
   H. • immediately  J. • in the near future
   * * We are interested in your product, have a salesman call immediately.

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Club
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City State Zip

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Automated Golf of N.Y., N.J. & Conn., Inc. have come out with the Four Man Automated Golf Range. The automatic range tees with net and cage can be leased and will fit on an area of 60' x 40'.

For more information circle number 215 on card

John Bean Div., FMC Corp. has available a new turf sprayer, the Royalette 1010. It features a swivel front, high flotation axle and an adjustable dry boom.

For more information circle number 216 on card

50 years ago
Ford Motor Company built the world's first mass-produced tractor, the Fordson.

INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS
Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

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• Damp bags dry faster—no mildew

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For more information circle number 166 on card
Ralph Zickert has been promoted to sales manager of the new golf and commercial car division for Harley-Davidson Motor Co. James R. Wenzel was also promoted to assistant sales manager.

Richard C. Botsch was promoted to sales manager for non-footwear application of "Corfam" poromeric material for the E. I. du Pont de Nemours & Co.
A. J. Buford has been appointed assistant district sales manager of the Los Angeles district of Certain-teed Products Corporation, pipe division.

Dr. Edward R. Newman has joined Mallinckrodt Chemical Works as a chemist in the research laboratories of the industrial chemicals division.

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For more information circle number 163 on card
For more information circle number 160 on card
For more information circle number 102 on card
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For more information circle number 108 on card

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Coming Events

Club Management Workshop in Food and Beverage, Michigan State University, East Lansing, Michigan, September 6-8.

Agronomy Field Day, Plant Research Farm, Fairland, Maryland, September 7.

Annual Turfgrass Short Course, Auburn University, Auburn, Ala., September 7-8.

Mississippi Valley Golf Superintendent's Association, Norwood Hills C.C., St. Louis, Missouri, September 12.


Arizona Turfgrass Conference, University of Arizona, Tucson, Arizona, September 23.


Mississippi Valley Golf Superintendent's Association, Meadowbrook C.C., St. Louis, Missouri, October 3.

National Hotel and Motel Exposition, the Coliseum, N.Y.C., November 6-9.

Mississippi Valley Golf Superintendent's Association, Sunset Hills C.C., St. Louis, Missouri, November 7.

22nd Annual Texas Turfgrass Conference, Texas A&M University, College Station, Texas, December 4-6.


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For more information circle number 194 on card
Book Review

Irrigation of Agricultural Lands, American Society of Agronomy, Monograph No. 11 in the series; American Society of Agronomy Road, Madison, Wisconsin 53711. Edited by Robert M. Hagan, Howard R. Haise, and Talcott W. Edminster; R. C. Dinaicer, Managing Editor.

This book consists of 1180 pages of subject matter, references, tables, mathematical equations, charts, photographs and literature citations presented in closely set small type. Some 120 contributors helped to flesh out the 62 chapters of this comprehensive reference volume concerned with detailed theoretical discussions, with summaries of basic theories, and illustrations of irrigation practices. It is not a "how-to-do-it" manual or handbook. It is not a book that the golf course superintendent would find useful. It is a book that could be owned by a local superintendents association so that, at each monthly meeting, a member could review a chapter or a section for the benefit of all the members.

Chapter 39 deals with "Turfgrass, Flowers, and other Ornamentals," by O. R. Lunt and J. G. Seeley. The authors cite a paucity of research data on response of turfgrass to water suction and note that most available data concerns yield which may or may not correlate with turf quality. Low infiltration rates are cited as the major problem in irrigating turfgrass.

The scientist will be absorbed by all the material presented. The layman will skip many detailed passages but will find a wealth of material to enhance his knowledge and understanding of water (the various kinds) and how it works in relation to plants (many kinds), soils (a great variety) and microbial activity under various conditions of temperature, wind, humidity, rainfall, etc. — Fred V. Grau.

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For more information circle number 116 on card

For more information circle number 142 on card
the pro-am that was curtain raiser of the 1967 Western Open at Beverly CC... This trophy, presented by the late Harry E. Radix, is awarded to the pro having the lowest scoring average for 70 or more rounds during a calendar year... Casper's 1966 average was 70.276 for 87 rounds... He also won the Radix trophy in 1960, 1963, and 1965... Ben Hogan won it five times (1940, 1941, 1942, 1946 and 1948)... Snead won it in...

Eighth annual All-America Junior tournament played at Cape Coral (Fla.) and neighboring Fort Myers CC had a field of 350 . . . Boys were in age groups 9-20 and girls, 10-20 . . . USGA Open, Women's Western Open and Ladies PGA championships in 1968 will continue to be 72 holes . . . All other tourneys on LPGA schedule will be 54 holes . . . This means cutting 18 from the St. Petersburg and Dallas annual events.

continued on next page
Play will be normal on 17 holes

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Graffis Swing
continued from preceding page

At Stratton Mountain in Vermont, about $3 million is being invested in a golf and ski resort with six inns . . . There are nine by Geoffrey Cornish already completed and another nine being built . . . The snow and ski equipment runs into big money but it will pay for itself with the 400 and more expected at the resort inns . . . Many authorities consider the Vermont Development Department is doing the most effective job

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of state recreation promotion for profit.

Bruce Herd, recently retired as pro for Flossmoor (Ill.) CC, sent Joe Dey a beautiful specimen of the "teaching club" made by the famed clubmakers, Fred Herd and Bill Yoeman of Chicago... Fred, Bruce's uncle, won the 1898 National Open in Myopia... The teaching club is in fine condition, with the original leather grip and the hickory shaft and persimmon head real works of art.

Graduates of the Stockbridge School...continued on next page
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Graffis Swing
continued from preceding page

of golf course management at the U. of Mass., the pioneer school set up by the late Professor L. S. Dickinson, are joining with the New England GCSA in establishing a scholarship fund as a memorial to Dick... Orville Clapper, who endowed a scholarship in Rhode Island as a memorial to his father, the late Sam Clapper, a founder of Toro Mfg. Co., was the guy who reminded the grads of what they might do in perpetuating the