Are you psychologically healthy enough to stock Royal golf balls?
If you’re not an emotionally mature individual, you’d better not stock Royal golf balls.

You see, this year, for the first time, we’ll be advertising on T.V. Our color commercials will be seen by millions of golf nuts on Sports Network Television. Starting with the Los Angeles Open and continuing through until the Westchester Golf Classic.

There’ll also be an impressive campaign in Reader’s Digest, Golf, Golf Digest and Golf World.

But that’s just half our story. We’ve redesigned all our packages. They look totally different from any golf package ever. And we’re convinced they’re really going to stand out in your showcase.

What all this boils down to is this: if you stock Royal golf balls and you find they’re not selling as fast as you thought, you may just have to accept the blame yourself.

Which takes a certain degree of emotional maturity, don’t you agree?
If you think you’re psychologically healthy enough to stock Royal golf balls, here’s where you can order them.

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Royal Golf Equipment
The need for driver safety

With ever-increasing golf car traffic, drivers must be made to heed the "rules of the road."

by Harold K. Howe
Executive Secretary, American Golf Car Manufacturers Association

Certainly no one wants accidents, neither the course management, nor the golf car manufacturers and not even the users themselves. With over 135,000 golf cars currently in use on golf courses in the United States and Canada, the first and most important facet of the safer operation of golf cars is "User Education."

The golfer has his mind on his game and it is not easy to get through to him with a safety message. So the message must be brief—for almost instant comprehension. And it must be placed before him so he sees and absorbs the message almost without knowing it. The best places for such messages are:

- On the golf car itself.
- At significant points on the course.
- In the pro shop.
- In locker rooms.
- At point of delivery of golf cars.
- At the "19th hole."

The rules for safer use of golf cars are generally based on common sense—things we all know but forget to practice. Here are some of the most significant rules. You might call them the "Ten Commandments" of safer golf car operations:

1. Be sure you know the controls and operation of the car before you take it out on the course. All cars are not the same. Improvements are constantly being made by the manufacturers. If in doubt, check with the man in charge of the cars.

2. Try the brakes before leaving the first tee. All cars should be in good safe condition before being turned over to the golfer, but mistakes sometimes happen. It only takes a minute to check the brake action.

3. Do not carry more than two passengers in a two passenger car, nor more than one passenger in a single passenger car. The golf car is designed with the proper stability and center of gravity for one or two passengers. More than two passengers will change the center of gravity and crowding may make it difficult to operate the car properly.

4. Keep both feet inside the car. A dragging foot with spiked shoes can catch the turf and result in painful and serious injuries.

5. Put golf clubs in golf bags when riding in golf cars. Some places on every course are rough and bumpy to golf car riders and loose clubs can give you some pretty bad jabs.

6. When driving always avoid sharp quick turns. While golf cars are designed to make sharp short turns, your passenger may not be expecting them and be thrown out of the car.

7. Always drive slowly and carefully, on hills and slopes, and especially when going down inclines. More accidents happen from fast careless driving on inclines than from any other careless act.

8. Be sure to set the brake before leaving car, especially if parking on slopes. Actually, cars should be parked on as level a place as possible, so there is no chance of them rolling onto greens or into traps or water hazards.

9. Do not allow children to operate cars on the course. Club management should set minimum age limits for teenagers to operate cars.

10. The Golden Rule—Be Courteous, Considerate, and Careful! Always observe the etiquette of the wonderful game of golf. Be as careful of the course as if it were your own. Be as considerate of the other golfer as if you yourself were playing his shot. Drive carefully and follow the routes marked for golf cars.

There are many other factors, of course, that are important in the safe operation of golf cars—proper maintenance of the cars, careful routing on the course to avoid potential danger areas, landscaping by course superintendents and golf course architects to eliminate hazards of terrain and, of course, the design of the golf cars themselves. But above all else, it is the golfer who drives the golf car who is the single most important factor in the safe operation of golf cars.
Supers declare war on weevil

When the hyperodes weevil struck at New York courses, superintendents in the metropolitan area banded together to sponsor the research needed.

A little known member of the weevil family, Hyperodes maculollis, infested many clubs in the New York metropolitan area last season causing considerable damage. The damage extended from Long Island to Westchester County and up into southern Connecticut.

The seriousness of the problem prompted several golf course superintendents from Long Island and Westchester to meet with entomologists from New York, Connecticut and New Jersey to discuss the mounting problem.

Letters were written to Dean Charles Palm, College of Agriculture, Cornell University, Ithaca, New York requesting research on this insect; and also indicating that superintendents would be willing to discuss the possibility of donations to speed the process of obtaining research.

On July 21, 1967, a field meeting was held on Long Island, attended by several interested persons including Dr. David Pimentel, head of the entomology department at Cornell, and assisted by Dr. James Brana and Dr. George Gyrisko.

Cornell was willing to undertake this research, but in order to come to a solution in as short a time as possible, it was decided to engage a graduate student full time on this project, offering a doctorate degree.

Dr. Pimentel said that $18,000 was needed to underwrite an adequate research program to study the Hyperodes maculollis problem. Cornell would support this work with an equal amount of money from tax dollars.

Thus, the Long Island Golf Course Superintendents Association and the Metropolitan Golf Course Superintendents Association decided to make a joint effort to establish a research fund. This fund was named the "Golf course superintendents research and turfgrass fund."

Clubs in the area were asked to contribute $300 or less than one dollar per member. Contributions of an equal amount were requested from commercial concerns, golf associations and individuals interested in this problem.

The Long Island Golf Course Superintendents made a donation of $20,000 to push this fund over its intended goal from its annual research and scholarship dinner dance. The efforts of all clubs, associations, firms, and individuals made this fund a reality. Periodic progress reports and an annual auditing of funds will be sent to all contributors.

The insect apparently does its damage during April through July, chewing on the roots or crowns of the grass plants. It can completely destroy large areas of turf or weaken it to the extent that it is easily susceptible to disease or death during periods of stress.

At the present time there is no known control for this evil weevil—the life cycle and biology of the insect is unknown—thus control measures are in a state of confusion.

Insects have never respected man, his position, or his property. Next year the weevil may move to another club or area but research is now underway to stem his progress, thanks to a concerted effort.
Controls more problem weeds and grasses in turf, golf course greens and fairways...with greater safety...than any other selective herbicide!


To control: *Poa annua* (annual bluegrass), Smooth Crabgrass, Hairy Crabgrass, Goosegrass (Silver Crabgrass), Watergrass, Lambsquarters, RedRoot Pigweed, Shepherdspurse, Deadnettle (Henbit).

Apply as an easy-to-handle granular material... **BETASAN-12.5 Granular; or emulsifiable liquid **...**BETASAN 4-E. Read and heed label directions.**

For your supply and more information contact: your distributor or Stauffer Chemical Company, Agricultural Chemical Division, 299 Park Avenue, New York, New York 10017.
Golf courses all over the country prefer the Cushman Turf-Truckster for hauling, spraying, towing, fertilizing and dumping. With its big, roomy bed, its 500-pound capacity payload, its ground-gripping Terra Tires, its six-speed transmission and optional power take-off, the Turf-Truckster answers all your vehicle needs. Check with any of these Turf-Truckster users; some have as many as eight on one golf course!
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Employees of the Upper Montclair Country Club study flooding of the sixth green at a siphon culvert on the main channel, at top. The sixth green as it appears today, above. Downstream improvements have made the operation of the siphon culvert much more efficient.