PLANNING TO LOSE MONEY AGAIN NEXT WINTER ... GOLFMAT® will ruin your plans.

When it turns cold, your course closes down or play is limited. Overhead continues. Income ranges from low to zero.

With the addition of a GOLFMAT wing, your golf course facilities continue to produce substantial profit from GOLFMAT greens fees, sale of pro shop supplies, food and beverage sales—day and night, rain or shine—12 months a year.

If you'd like to make money instead of losing money next winter, the answer is GOLFMAT, the highest income-producing facility in which any golf course operator can invest, as evidenced by documented statistics.

Only a modest cash investment is required by golf course owners and operators.

GOLFMAT is real golf, indoors, on world famous courses, made possible by computerized electronics and optics. Players hit regulation free-flying golf ball, use every club in the bag, swing with all the force and finesse that is required outdoors. You've got to see GOLFMAT to believe it.

Attention Pro-Managers: Don’t cancel that Florida trip next winter. Almost any assistant can successfully manage a GOLFMAT wing and net thousands of dollars a week for you while you’re basking in southern sand traps.

Howel H. Hopson, President

Division of American Bioculture, Inc.

41 WEST 56th STREET • NEW YORK, N. Y. 10019 • 212 582-6040

For complete information and financial data, write or telephone:
Continued from page 8

their salesmen. Perhaps, in their evident desire to be sensational, the author and editors of Look have failed to realize the full implication of their accusations.

Most states and/or counties bar such practices by law. In many, the penalties include the loss of their license to dispense liquor and usually apply to both purchaser and seller. I am not qualified to speak for the liquor distributors, but few reputable clubs or club managers would be willing to risk such action.

The ‘wrapped bottle’ inference is plainly stated as a charge that the manager is substituting a cheap champagne for a fine one. However, the fact is that every club manager wants to enhance the reputation of his members and of his club. About the only time I have ever seen a manager wrap a bottle was for the purpose of keeping accumulated moisture from dripping on the guests’ clothing. Occasionally, though, the wrapped bottle is used to spare the member the embarrassment of exposing the low-priced champagne the member has purchased from his regular liquor dealer. In normal circumstances, the club wouldn’t even permit the stuff in the back door.

Club managers do often strongly recommend one or two florists. Again the motive is a helpful one, however. Too often florists unfamiliar with the club will tend to over-decorate. Florists who have provided flowers to the club in the past will know the upper and lower limits of the club and can advise the member accordingly, thus saving considerably on the decorating bill and providing tasteful and appropriate floral decorations.

The instruction to tell the club manager when to close the bar has comical overtones, if you like that type of comedy. Most hosts do leave strict instructions on closing times. The problem arises when the host is left with a few friends—anywhere from 10 to 100—and wants the manager to reopen it.

The statement that the club manager receives a commission from the orchestra is a new one to me. In 15 years in the private club industry and with over 1,000 personal acquaintances among club managers, I must confess to never having heard this suggestion before.

These accusations, painted with a broad brush in a magazine of nationwide distribution, constitute an example of sensational journalism. A cloud has been cast over the integrity of every club manager in the country. These accusations cannot be dismissed without denial.

While we are certain that most club members are aware of the integrity of their managers, there may be some who have come to have doubts as a result of these charges. Every professional manager we have talked with about these charges has affirmed his personal adherence to the industry code of ethics and has further responded to our queries by saying that these unethical and illegal activities are unknown at reputable clubs.

—Ken Emerson
To keep your golfers comfortable, mother them a little. Leave JOHNSON’S Baby Powder* in the locker room or near the showers. Anyplace they can find it.

JOHNSON’S Baby Powder dries up perspiration and leaves a cool feeling. It keeps clothes from chafing and feeling sticky. Matter of fact, it makes golfers feel comfortable all over. So comfortable their scores might even drop. Then you’d feel good, too.

Be a mother to your members.

*If your regular supplier doesn’t handle JOHNSON’S Baby Powder, write to Johnson & Johnson, New Brunswick, New Jersey 08903.
Gold Crest Ltd.
custom made crests emblazon the cloth of golf club members everywhere...all who wear them do so with pride.

Gold Crest Ltd.
takes the ancient gold weaver's art into the jet age. Our three dimensional club and tournament crests in silver and gold bullion are interwoven with fine fabrics in your club's own colors, and will be worn with distinction.

Simply send us your club or tournament insignia...our skilled artists will design your own crest in full color for your approval.

Join the Proud Ones...And Profit.

Gold Crest Ltd.
12307 Ventura Boulevard, Studio City, California 91604
Telephone (213) 877-2665 Cable Address CRESTOGOLD

Send for information about our exciting new line of crested accessories.

LETTERS TO THE EDITOR

Agree but disagree
I am writing concerning an article that I read in your March issue, called "A Unique and Courageous Program for Greens Management," by Jerry Claussen. In the article, Mr. Claussen discusses the feeding program which Mr. Metsker follows for his Penncross greens. I am in complete agreement with him on everything but the amount of ferrous sulphate applications.

The article states that it is applied at the rate of three pounds per 1,000 square feet. I believe the author meant three ounces per 1,000 square feet. Three pounds of this material would greatly damage the soil because it would lower the soil pH and, possibly, cause a fixation of other elements.

I hope you will publish a correction in your magazine before someone has a chance to apply it at that rate.

We have Penncross greens on our course, and I have used both the high and low N programs. I favor the latter, as does Mr. Metsker, and for the same reasons. I believe that a turfgrass that is given a high rate of N is about as healthy as a man that habitually over eats.

I enjoy GOLFDOM very much, particularly Fred Grau's column.

Jack Poland, superintendent
Au Sable River GC
Oscoda, Mich.

Editor's note: The gentleman from Michigan is absolutely right. The figure should be three ounces, not three pounds, per 1,000 square feet.
You'll need recharging before this electric car does.

The new Harley-Davidson electric car goes and goes and goes. The reason why is Master Drive, a unique electrical circuit. Master Drive taps fifty percent less battery power at low speeds. This increases the car's range by fifty percent. Extends battery life beyond two years. Substantially lowers charging costs. Master Drive is so sure, we back it with a two-year warranty on all major electrical components including batteries. This two-year warranty is a Harley-Davidson exclusive. But then, so is Master Drive. Get the full story on the world's finest electric car from the Harley-Davidson dealer in your area. Your choice of tiller bar or popular steering wheel models. Harley-Davidson Motor Co., Milwaukee, Wis.

Harley-Davidson
NOW Warren brings you
Warren’s A-20®
Bluegrass

The ideal grass for tees, approaches and collars. Takes short cut. Grows upright, gives better support to ball. Resistant to leaf spot, mildew, rust and stripe smut. Develops less thatch. Greens up earlier, stays green later.

Golf courses from coast to coast for years have planted Warren’s Creeping Bent stolons for the finest greens in America. Clean, pure strain Warren’s stolons provide perfect, even texture and color. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons.

And Warren research has now made available the new grass, A-20, with the same high quality, for tees and aprons of greens. A-20 has been tested and rated excellent or superior by leading universities.

Write for specific information about A-20 Bluegrass and Warren’s stolons.

Swinging around golf

by Herb Graftis

Who educates whom?

You see, hear and read a lot about pros educating junior golfers, but have you ever seen anything about club managers and chefs and superintendents educating juniors to become superior club members? The only thing I’ve ever heard of is accidental, when superintendents hire for summer work high-school kids, who eventually become club members. Some of these kids, later as members and club officials, know, for instance, how delicate it is to correctly turn a mower at the border of a green.

I don’t know how the job could be done attractively and effectively but I’m confident superintendents could take small groups of kids’ golf classes on two- or three-hole educational tours of a course and put on the sort of an educational show school kids get when teachers take them to art galleries, zoos, airports and newspaper plants.

How managers and chefs could give basic training in first-class cuisine to club members’ kids I also don’t know, but I know this education is important.

There’s long been a debate about whether a superior club develops a superior manager or if an extraordinarily fine manager produces a first-class club. Although the odds favor the club making the manager great, there’s always plenty of educational work for the manager and his chef.

There are “junior clubhouses” at or in a few fine country clubs, but even there I haven’t learned that much is being done to educate the kids to become well-qualified members of prestige clubs.

Owen Griffith, Hartford Courier golf writer for 20 years, was honored by the Connecticut PGA at its annual spring meeting for his “dedicated service to golf.” Bob Bodington, Hartford CC, was presented with Golf Pro of the Year trophy and retired pros George Ferrier, Art Hoose, Syd Covington, John Banks and William Winton also were lauded at the show, as was Mrs. Grace Lenczyk Cronin.

John Ross is pro at the new CC of Hudson, Ohio . . . Norwalk’s (Conn.) new Oak Hills municipal course has Vincent Grillo as pro . . . Clyde D. Gordon, formerly at Midland Valley CC, Aiken, S.C., is now superintendent at Cowans Ford CC, Stanley, N.C.

Lennox Haldeman and Don Johnson of the Chicago District GA headed a committee of 22 supervising local, qualifying rounds for the USGA Open. That’s one of 56 local qualifying sites. There were 14 sectional qualifying sites, also many unpaid workers’ services. Think of the value of this free time to tournament golf.

continued on page 19
The Greens Committee reviews the pipe specifications for the new irrigation system.

Harry Turner, with the cigar, is sales manager of Wilson Textiles. Sam Donovan, on his left, runs a printing business. Herb Marks owns a dress store and Jack Byrnes, on the far side, has a big car dealership.

What they know about water pipe consists entirely of this:
They've got to get water, once and for all, to those scorched fairways and brown greens.
The swimming pool loan isn't paid off yet, and the membership is watching them like hawks.
They don't want to have to do this more than once a century.
So when they finally agreed to buy a permanent irrigation system, they did what smart, prudent men always do—they started asking around. A builder, some contractors, a couple of engineers, an architect, two other clubs.
They found a surprising degree of consistency:
Be sure of your contractor.
Get good pipe—from somebody big enough to know all the new technology. And with a quality reputation.

Use a combination system: asbestos/cement for the big diameters, PVC (polyvinylchloride) for the smaller lines. More economical to install and better service over the long haul.
Choose white PVC—it lays easier and works better. And it hooks up better—either with special deep-socket joints or a unique gasketed coupling.
Get the whole system from one maker. Then everything arrives and works together.

While the Committee was finding all this out, one name kept coming up: Certain-teed. Big. Technically advanced. Quality. Complete A/C and PVC capacity. White PVC—with the special sockets and gaskets. Fast delivery, good service.

The bids were pretty close on price. One contractor specified a complete Certain-teed piping system. That did it.
The Committee, of course, continues to keep an eye on the piping. Unless they're rained out. Cheers, gentlemen.

NEW KIND OF GRASS.

It's called Chemgrass®. It looks just like blue grass in the spring—all year 'round. But it's really a tough, polyethylene landscaping surface developed by Monsanto research.

Chemgrass is instant grass. It installs like carpet. You unroll it. Staple it to prepared earth. Or glue it to asphalt. That's all. Use it practically anywhere you want beautiful grassy landscape—without any of the problems of grass.

For public and commercial buildings; for motels and resorts; and for model homes—Chemgrass is a great answer. It can be the answer for homes people live in, too. It's recommended to replace grass on hard-to-maintain highway median strips. It can even be a safe but inexpensive playground surface.

But how will Chemgrass stand up to the weather? Well, it's been under the Florida sun for two years without any significant change in color or character. It's successfully passed torturing tests in Monsanto's laboratories.

For full information, write to: Chemgrass, Monsanto Company, Dept. 157, 800 N. Lindbergh Blvd., St. Louis, Mo. 63166.
Bert Purvis of Mattydale, N.Y., pro salesman in upper New York state, reports some of this year’s pro changes on his beat: Pete Hugle now pro at Beaver Brook CC, Rome; Bill Kaye now at Elkdale CC, Salamanca; Don Drier at Teugaga CC, Rome; John Serwatka at Liverpool CC; Jack Wall at Lyndon GC, Fayetteville; Duke Wood now at Pine Grove, Camillus; L. Kelly at Camillus CC; John Sokohlic at Skyline CC, Brewerton; Jim Farina at Amsterdam municipal course; Ray Harvey at Rustic CC, Dexter; “Red” La Vergne at Catskill CC and Bill Gressick at Pleasant View GC, Freehold.

Elm Fork Park GC 18, 5th of Dallas’ municipal courses, recently opened as part of the Dallas Green Belt program in an area previously an island in Dallas public golf facilities, which have developed many fine amateurs and professionals since the first Tenison Park was opened in 1924. Leon Howard of Austin was course architect and Don Kleinschmidt designed the clubhouse. The project cost about $300,000. Grover C. Keeton, superintendent, special activities of the Dallas Park & Recreation Board, says the Elm Fork 15-acre course will run the city’s public course play to about 300,000 rounds yearly.

Naming a tournament on the Ladies’ Professional Golf Assn. circuit, the Patty Berg Classic was recognition long overdue of the veteran who did more than anyone to promote women’s golf. The celebration at Pleasant Valley was a belated 50th birthday party for Patty. She was first president of the Ladies’ PGA.

For the 1968 fiscal year, Athletic Goods Manufacturers Assn. members reported golf goods sold at manufacturing prices amounted to $187,285,630. All other sports goods sold amounted to only $11,678,216 more. Baseball and softball equipment sales were $40,871,530. For the 12 months, 9,821,959 irons and 3,976,842 woods were reported sold. Golf ball sales reported: 9,674,668 dozen. Wilson and Acushnet in their annual reports showed sales up about 13 per cent over the preceding year.

New, tough, strong and highly absorbent disposable TERI® Towels are now available in vended form. Selling 3 to a sleeve (25¢ coin slot), TERI Towels are nylon reinforced, white and lint-free. Golfers will buy them to clean muddy clubs, dry golf balls, wipe their hands and face, and dry off sweaty grips. Weather tight vendor mounts easily outside starter’s shack or pro shop.

ORDER NOW AND SAVE!!!

During a limited introductory period, we are offering a FREE 200-package case of disposable TERI Towels (a $50.00 retail value) with each vendor purchased.

The TERI Towel vendor is made of rust resistant steel and features fully hinged doors, completely dry interior, double locks and a trouble-free dispensing mechanism.

Don’t hesitate. Send for complete details by simply filling in the coupon below.
Maybe your Poa annua won't brown out. Maybe the summer will be a cool one. Maybe you'll be lucky. Maybe.

Balan stops Poa annua.

Keeps Poa annua seeds from germinating while good turf fills in. And no maybes.

Maybe Dr. Jekyll won't turn into Mr. Hyde this summer. But why gamble when you've got the surest answer yet to controlling Poa annua (annual bluegrass)?

Balan granular not only stops Poa annua, but most other annual weed-grass problems. Crabgrass, goose-grass (crowfoot or silver crabgrass), watergrass (barnyardgrass)—all stopped economically and dependably with a high degree of safety.