

Full Line of

GOLF Equipment Supplies

- Golf courses
- Miniature courses
- Driving Ranges
- Par 3 Courses

Serving only
the West

Western

GOLF SALES, INC.

1831 Colorado Avenue, Santa Monica, Calif.
90404 Phone Area 213 451-5454



Clubhouse at Indian Lakes CC, Bloomingdale, Ill., is a rambling study in luxury design. It is centered amid two new 18-hole courses that have complete irrigation systems and six small lakes and lagoons. Robert Bruce Harris designed the semi-private layouts for the Branigar Organization, which owns other courses in the Chicago area.

FIRST CHOICE!

Send For
FREE
DIRECT PRICE
CATALOG

Save On
Chairs!

QUALITY
MONROE
FOLDING TABLES

DIRECT-from-FACTORY savings, quality equipment and complete selection have made modern Monroe Folding Tables FIRST CHOICE with organizations the world over! Also big savings on chairs, storage trucks, risers, partitions, etc. Send for FREE 40-page catalog!

THE MONROE CO.
12 Church St. Coffax, Iowa 50054

LEASE—Long Term

Golf Course

Operating & Maintenance
Equipment

CONSERVE—Working Capital

(Seasonal Payment Plans Available)

Write or Call (312) 323-9220

Guardian Leasing, Inc.

P.O. Box 351 Hinsdale, Ill. 60522

Samuel S. Mitchell

Golf Course Architect
Designer and Builder

18 Old Randolph Street
Canton, Mass. Tel. 617-828-1065

Thompson Publishes Report on Irrigation Economics

Thompson Manufacturing Co., 2251 E. 71st st., Los Angeles 90023, has available a limited supply of books, "The Economics of Large Research Scale Turf Irrigation." This is a 40-page report that was made for Thompson by Economics Research Associates, a national consulting firm. The study analyzes the estimated \$5 billion spent in the U.S. for turf maintenance and suggests methods for better cost controls. In the book, irrigation is divided into five major cost elements. Data for the study came from a review of published literature on irrigation, through personal interviews and comparative analysis based on detailed cost and operating records. Copies of the report can be obtained from Thompson.

Tile and Pipe Probe

The Tile Probe Co., P. O. Box 158, Roselle, Ill., markets a new professional tile and pipe



probe. The tool minimizes digging by pinpointing the position and depth of underground objects. A special design features a stainless steel tip that is claimed to remove all friction from the steel shaft. All that is pushed is the tip.

Trace Elements in Milorganite

According to the Sewerage Commission of Milwaukee, two U. of Wisconsin agronomists determined some years ago that Milorganite contains several trace elements in addition to nitrogen, phosphorus and potash. These elements include oxides of copper, manganese, zinc, chromium, lead and titanium plus molybdenum, boron, iodine, arsenic, etc.

Golf Ball Gift Package

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill. 60171, provides a 1965 golf ball gift pack combination. It features a gold trimmed black or red leatherette case, which can be used later in a number of ways. Inside the case is the Staff ball, available in half-dozen or dozen packages. The combination is available in pro shops only.



Comprehensive Irrigation Booklet

A comprehensive brochure on High Head irrigation pipe can be obtained from the pipe division of Certain-teed Products Corp., Lea Bldg., Ambler, Pa. It describes course irrigation systems and factual data includes dimensions and tolerances, sizes and classes for pipe and figures on design and specifications.

Par-Mate Offers Two Winter Golf Gloves

Par-Mate, 10 W. 33rd st., New York 10001, offers two styles of winter golf gloves. The S-82, an all capeskin model, is banded at the wrist with elastic rows to assure a firm fit. For additional warmth it is lined with a blend of dacron and wool. It comes in pecan or black in all sizes for men and women. Style S-84 is a leather and wool stretch glove with imported capeskin palm and all wool tweed back. It also comes in pecan or black in two sizes for men and one for women.

Two-Tone and All-White Stage A Comeback

Two-tone and all-white golf shoes, not seen in quantity since the '20s, have made a comeback. Sales of these two styles are up 300 per cent over 1964, according to Charles A. Eaton Co., Brockton, Mass., maker of Etonic golf shoes. The reason: People are more style conscious than ever before and the new Corfam makes it easier to keep white and two tone shoes cleaner. In 1964 two-tone and all-white shoes accounted for only 10 per cent of Etonic's sales.

Opens Eastern Offices

Arnold Palmer Co. has announced the opening of Eastern division offices and warehouse at 31 Fairfield Place, West Caldwell, N.J. Ray Artz has been named Eastern sales and promotion manager for the Palmer firm.

Wittek Golf Range & Supply Co., Inc., plans to move into its new plant at 3650 Avondale ave., Chicago (60618) around Nov. 1.



HORNUNG'S
PRO GOLF SALES, INC.
FOND DU LAC, WISCONSIN

COLORFUL
KANGAROO GOLF SHOES
Finest Available
Write for 1965 Catalog
Over 700 Items

The Profit Champ



FORMERLY THE WORTHINGTON GOLF CAR
A decade of profit-producing
service for fleet operators!

CHOICE DEALER AREAS NOW OPEN
KRO-KAR BOX 155
BATTLE CREEK, MICHIGAN



GOLF

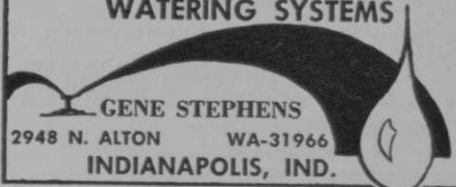
NATION-WIDE DISTRIBUTORS of
**PAR 3, GOLF DRIVING
RANGE & MINIATURE
GOLF COURSE
EQUIPMENT.**

Send for catalog of supplies

NORTHERN GOLF BALL CO.

2350 W. Roscoe St. • Chicago, Illinois, 60618

WATERING SYSTEMS



GENE STEPHENS
2948 N. ALTON WA-31966
INDIANAPOLIS, IND.

MAGIC FLUFF

Floor Covering

Spike Resistant

NEW
MAGIC FLUFF

Tee Mats
Keeps clubs from marring.

H. M. WISE

212 Helen Ave., Mansfield, Ohio



**HIGHLAND
BENTGRASS**

Follow the Ladies

Everyone enjoys a
Highland Colonial
Bentgrass turf.

For more information write
**HIGHLAND BENTGRASS
COMMISSION**

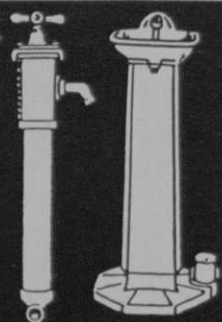
1213 Tyler Street
Corvallis, Oregon
97330

Anti-
Freezing
MURDOCK

DRINKING FOUNTAINS
HYDRANTS
HOSE BOXES

Write for FREE CATALOG.

THE MURDOCK MFG. & SUP. CO. CINCINNATI 4, OHIO



About 300 Southern California supts. and turfmen attended the fourth annual turf field day of Cal-Turf, held in Camarillo. Toby Grether (above), president of the firm, describes a new variety of grass that is undergoing tests. Cal-Turf, founded in 1959, has two 300-acre turf farms in Camarillo and Patterson.

Cushman Produces Golfster in Several Models

Cushman Motors, 1013 N. 21st St., Lincoln, Neb., produces the Golfster golf car in a number of models, both gas and electric. Standard features include fiber glass bodies (metal available also), replaceable individual panels, contour bucket seats and automatic seat brake. Automotive (shown in photo) or steering bar available. Sun canopies are a popular option with Cushman vehicles.

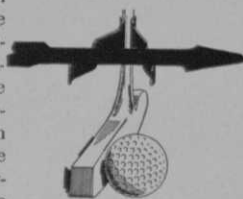


Oversize Cup for Greens

Golf Assoc., Inc., 5100 Woodland Ave., Western Springs, Ill., manufactures a large diameter cup that helps speed up play on crowded courses. The cup is 5 1/4 in. in its outside diameter. Made of special alloy aluminum, the cup is claimed to resist soil erosion.

New Practice Putting Device

Puttrite, 829 Marquette Ave., Minneapolis, Minn. 55402, distributes a practice putting device called Puttrite. Said to be a valuable aid in developing a perfect putting and chipping stroke, the device is a clamp with adjustable arrow that fits on the shaft above the blade. Aligning the arrow at a 90 deg. angle to the club head is supposed to keep the blade or head square to the line.



BEAT THE WEATHER!

Have grass seeded before rain

... use **PIXTONE**

THE PROVEN MECHANICAL STONEPICKER

— get details from manufacturer.

BRIDGEPORT IMPLEMENT WORKS, INC.
P.O. Box 286G — Stratford, Conn. 06497



Member: American Society of
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.
Telephone—Area Code (312) 352-2113

CAVANAUGH'S

f o r

QUALITY GOLF COURSE

CONSTRUCTION

1658 Collier, Akron, Ohio



Golfcraft Inc. held its annual sales meeting recently in Chicago. In attendance were (front row left to right): Dan Villereal, John Hawes, Monty Hill, Mike Dybka, Charles Houck, Frank Wagner, Jules Huot, and Stan Horne. (Second row): E. R. Woolley, Frank Maslowski, Bill Farkas, L. H. Le Goff, Joseph E. Burger, Shirley Englehorn, Marilyn Nielsen, Art Weller, Bobby Lutz, and Jim Coyne. (Third row): Ken Fraser, Aleck Gaylor, Nat Dolve, John Elsdon, Charles Grant, Doug Jones, Roy Shepherd, Phil Margolin, Bill Cronin, Dale Bourisseau, Ralph Kolle and Toney Tiso. (Fourth row): Elliot Lyle, Wally Reid, Warren McNulty, Bill Thompson, Lum Foster, Jack Bengtson, Phil Lawrence, Bud Ricords and Frank Nastri.

Golf Ball Retriever

A golf ball retriever called the "Gretcha" is marketed by C. A. Stewart Co., Haddonfield, N.J. It is made of weather-resistant tenite bu-

tyrate and makes it possible to pick up golf balls from driving areas, practice greens, etc. without stooping or bending over. The device can be stored in a golf bag and doubles as a sheath for an umbrella.

KILLIAN and NUGENT

GOLF COURSE ARCHITECTS SITE PLANNERS

- Master Plans Golf Courses & Subdivisions
- Site Analysis & Feasibility Reports
- Plans and Specifications
- Field Supervision
- Contract Administration

33 BIRCH TRAIL WHEELING, ILL.
312 627-4858 312 537-2103



William F. Gordon

and

David W. Gordon

Golf Course Architects

Doylestown, Pennsylvania

Fillmore 8-4243

American Society of Golf Course Architects

IRRIGATION ENGINEERS TOO!



DAVID GILL

GOLF COURSE ARCHITECT

National Bank Building, St. Charles, Ill.

312/Juno 4-2883



Pictured are sales representatives and officers of the First Flight Co., Chattanooga, Tenn., at the time of the company's promotion meeting in Chattanooga. A new line of pro-only clubs was introduced.

Banvel D + 2, 4-D Approved

Velsicol Chemical Corp., 341 E. Ohio St., Chicago, Ill. 60611, markets approved Banvel D, plus 2, 4-D for use as a broad spectrum herbicide on lawns, fairways, aprons, tees, and rough. It is soluble in water.

Guardian Leasing Brochure

Guardian Leasing, Inc., P. O. Box 351, Hinsdale, Ill., has a brochure that describes the long term leasing of maintenance equipment at a reported saving. The company also has a plan for clubhouse equipment and office devices.

"Give your course a signature"

Robert Trent Jones

GOLF COURSE ARCHITECT

P.O. BOX 304
MONTCLAIR, N. J.
201-744-3033-34

360 BRYANT STREET
PALO ALTO, CALIF.
415-324-1253

P.O. BOX 4121
FT. LAUDERDALE, FLA.
305-564-0167

DESIGN - CONSTRUCTION - REMODELING
LAND PLANNING - COST ANALYSIS

CHARLES B. SCHALESTOCK
Golf Course Architect

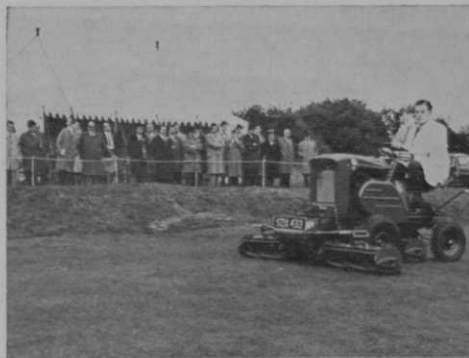
3629 Parklane Rd.

Fairfax, Virginia

703-278-3391

Penna-215-533-5849 • N.J.-201-681-6462

"OVER 35 YRS. EXPERIENCE IN GOLF"



A Ransomes Motor Triple mower goes through the paces at the Leicestershire (England) Agricultural society's show. The mower won the Society's silver medal for the best new agricultural implement or invention. Ransomes Sims & Jefferies, Ltd., of Ipswich, England, sells its mowers all over the world.

Valve Marker From Febo

Febo, Inc., 9121 Glenoaks Blvd., Sun Valley, Calif., is marketing a valve marker that is set flush with the ground and anchored by a rod buried 10-ins. deep. The No. 40 marker has an arrow on a black rubber cap that points to the valve site two ft. away. Thus, while it may be necessary to dig for the valve, the marker makes it easy to locate.



Brunswick Sales Up in 1965

Consolidated net sales of Brunswick Corp., 69 W. Washington St., Chicago, Ill., for the first half of 1965 totalled \$149,613,000, compared to \$146,472,000 for the same period of 1964. Consolidated net earnings for the first six months of 1965 amounted to \$740,000, equal to four cents per share.

Palmer Dress and Play Sock Lines

Kayser-Roth Hosiery Co., 200 Madison Ave., New York, N.Y., makes a new coordinated dress and play sock line, reportedly styled as well as approved by Arnold Palmer. The line consists of leading dress and play socks with stress on a variety of colors, packaged in a patented hanger construction.



GEOFFREY S. CORNISH

Golf Course Architect

Fiddler's Green Amherst, Mass.
Phone: 413-253-3913



ROBERT BRUCE HARRIS

Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

645 N. MICHIGAN AVENUE CHICAGO 11 • ILL.
Whitehall 4-6530

James G. Harrison Ferdinand Garbin

GOLF COURSE ARCHITECTS

Members
American Society of Golf Course Architects

266 Harrison Road R.R. 2, Box 186
Turtle Creek, Pa. Export, Pa.
823-3444 327-4704

CHARLES E. STEWART GOLF COURSE IRRIGATION ENGINEER

Reports • Design • Supervision
18357 Homewood Ave., Homewood, Ill.
Phone: BY 8-3918

Carlson & Ryder



golf course architects

New Fairfield, Conn.
Hollywood, Fla.

203-746-3600
305-922-0419

**GOLF COURSE DESIGN
AND CONSTRUCTION**

**EDMUND B. AULT
GOLF COURSE ARCHITECT**

Sculptured Greens

11607 Grandview Avenue
Silver Spring, Maryland
301-942-0716

FRANCIS J. DUANE

Golf Course Architect

921 Port Washington Boulevard

Port Washington, L. I., N. Y.

516-PORT WASHINGTON 7-7851

Member
American Society of Golf Course Architects

WILLIAM JAMES SPEAR

GOLF COURSE ARCHITECT

1309 W. MAIN STREET
ST. CHARLES, ILLINOIS



JUNO 4-6340



Manufacturing foreman, Paul Foulds (r), explains the operation of a new electronic pipe-thickness recorder to machine tenders (l) who will be operating new, modern equipment at the pipe plant of Certain-teed Products Corp. in Ambler, Penn. The new machinery will more than double pipe production.

MacGregor Woods and Irons

MacGregor, Brunswick Sports, Cincinnati 32, O., produces clubs with cyclolac face. The DX tourney woods have a gold en yellow kesite inset on the face that contrasts with the antique burnished amber head. The irons feature a built-in forward press, so that the hands reportedly lead club head through the swing at point of impact.



Hyper-Humus Celebrates 50th Year

The Hyper-Humus Co., Newton, N.J. (Sussex County), founded in 1915 and one of the oldest humus companies in the U.S. is celebrating its 50th anniversary year. Hyper-Humus is used for green construction and topdressing on many of the leading eastern courses.

32- and 38-in. Rotary Mowers from Devere-Locke Division

Devere-Locke Div., 1220 Washington Ave., Racine, Wis., produces medium-sized PM and PMR series of rotary mowers that will also plow snow. The power unit that drives the 38- and 32-in. mowers also powers the attachments — snowplow, snow blower and a rotary power broom. The units also feature close side trim on both sides of the cutter. The PMR is equipped with a reverse gear. The 9-hp gasoline engine is air-cooled. The 38-in. mower is pictured.





Patty Berg is presented with a pin at a surprise dinner in her honor in Milwaukee, Wis., marking her 25 years in professional golf. Presenting the pin to Patty is William P. Holmes, president of Wilson Sporting Goods Co., on whose women's golf advisory staff Patty has served during her years as a pro.

Trade Briefs

The Harley-Davidson Motor Co. of Milwaukee, Wis. has appointed Ira W. Jackson to supervise a newly created sales district in the Northeast . . . Jackson will cover the metropolitan New York area and east central Penn. . . Harley-Davidson recently initiated 31 new members into its 25-year club, which now has more than 300 employees enrolled.

Certain-teed Products Corp. pipe div. has promoted Alan F. Nagle, formerly general merchandising manager, to be general marketing manager . . . J. Calvin Affleck, advertising man-



Affleck

Blankenship

Nagle

ager, becomes director of advertising for the company . . . W. R. Blankenship has been appointed St. Louis district sales manager for the pipe division of Certain-teed.

Allis Chalmers, Milwaukee, Wis. 53201, has undertaken a corporate identity program that includes a new stylized monogram trademark in black and orange, representative of the initials A and C . . . The new program is intended to emphasize that Allis-Chalmers is "on the move" . . . Brian Finger has resigned from the extension service of the University of Maryland to take a position with O. M. Scott and

Bob Jordan

Golf Course Constructor

Irrigation Systems

"I Supervise All Work"

235 State St., East Peoria, Illinois

Phone: 699-6974 or 673-1067

ALFRED H. TULL

GOLF COURSE ARCHITECT

Member

American Society of Golf Course Architects

122 Sharp Hill Road

Wilton, Conn.

TEL. (Code 203) 762-5268

WILLIAM P. BELL & SON

GOLF COURSE ARCHITECTS

Member: American Society
of Golf Course Architects



544 Sierra Vista Avenue

Pasadena, California

213-793-6944

714-675-2098

GOLF COURSE DESIGN and CONSTRUCTION

A Complete Service Since 1925

Green Building and
Horticultural Specialists

HIDDEN VALLEY CONSTRUCTION

13031 Barrs St. S.W., Massillon, Ohio

Phone 832-3587 (Area Code 216)

RALPH PLUMMER

GOLF COURSE ARCHITECT

Member, American Society
of Golf Course Architects

6455 Woodstock Road
Fort Worth, Texas 76116
Pershing 8-4215

GEORGE FAZIO

GOLF COURSE ARCHITECT

P. O. Box 153
Flourtown, Pennsylvania
Tel. 215 242-1330

GOLF COURSE CONSTRUCTION

the **wadsworth** company
708 PLAINFIELD ROAD, DOWNERS GROVE, ILLINOIS
TELEPHONE: WOODLAND 8-2355

STOLONS

Famous Old Orchard Strain available
September 15th to December 15th.

Address inquiries to

TURF DEPARTMENT, Rider Nurseries
Farmington, Iowa

Sons Co. as professional turf consultant in Md., Washington, D. C., and the northern counties of Va.

J. L. Allen has been promoted to territory manager for Minn. and N. D. by the Johns Manville pipe div. . . . He is located in Minne-



Fitzgibbons

Jarvi

Jackson

apolis . . . J. W. Wadkins has been promoted by Johns Manville as territory manager of the greater Chicago area . . . James M. Fitzgibbons has been elected to the board of directors of the Charles A. Eaton Co., 147 Centre St., Brockton, Mass. . . . Eaton Co. has also named Richard J. Jarvi as manager of quality control for its Richmond, Me. manufacturing plant.

Sales of Mallinckrodt Chemical Works, Second and Mallinckrodt Strs., St. Louis, Mo. 63160, reached a record high of \$22,895,531, for the first half of this year, an increase of 15 per cent over the same period a year ago . . . Net income of \$996,929 was up 51 per cent, and the company earned \$2.27 per common share . . . Mallinckrodt appointed Donald M. Davis director of public relations and Dan R. Bishop advertising manager of the industrial chemicals div.

Ransomes Sims & Jefferies, Ltd. of Ipswich, England has called to GOLFDOM'S attention the fact that its Motor-Triple ride-on-mower (described on page 114 of the June issue) does not cut to a width of 72 ft., 2 ins. . . . The cutting width is only 7 ft. 2 in.

Golf Ball Holder

The Mail Box, P.O. Box 267, Elmhurst, Ill., distributes a golf ball holder that holds two balls, one tee, and a pencil. A clip snaps over the top of trousers or belt and the balls, pencil and tee snap in and out of place. Weighing only one ounce, the holder is made of a durable plastic.



Izod Markets Glove in Variety of Colors

Izod, 498 Seventh Ave., New York, N.Y. 10018, markets a Calabretta leather golf glove in black, chamois, light blue, oyster, red and white. The glove is elasticized and has English-style quirks and vents. Men and women regular and cadet sizes are available.