

# Why

## **GOLFDOM** produces more sales for its advertisers:

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**Pro Shop Buyer** says: "We are always looking for new items, both in sportswear and golf equipment. We feel that the Buyers' Service has been most helpful." **Ward Everitt, Shawnee CC, Shawnee-on-Delaware, Pa.**

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**From a Course Manager:** "GOLFDOM magazine is a God send! Not only does it give news of what is going on in the world of golf but its advertisements and its availability of obtaining information thru the Buyers' Guide really does a job!" **James Jicha, Whispering Hills G&CC, Titusville, Fla.**

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**Golf Course Owner:** "To beginners in the golf business, GOLFDOM has been an invaluable help. (Your) Buyers' Service has provided a complete selection of all our needs. We would have had no idea how to contact the merchandise we needed without it!" **Pete Frick, Goodrich GC, Goodrich, Mich.**

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**Agronomist comments:** "This (GOLFDOM) is seen more often on golf course superintendents' desks than any other publication. We feel you cover the field well." **Emory J. Carney, Cal-Turf, Inc., Camarillo, Calif.**

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**Club President** says: "Very well satisfied with GOLFDOM and the services received. We really rely on it for our course operation!" **John H. Hamann, Pocahontas GC, Pocahontas, Iowa.**

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**Pro-Manager** writes: "Vitaly important to golf . . . the best I've found in my 18 years at Storm King. I find it (GOLFDOM'S Buyers' Service) most beneficial by bringing my attention to items and suggestions I definitely would be unaware of." **Frank Moore, Storm King CC, Cornwall, N. Y.**

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## **GOLFDOM** is *FIRST-*

**1st** . . . in buyer-operator coverage . . . in volume and importance of editorial guidance for buyers and operators . . . in advertising placed by club officials and operating heads . . . in advertising of manufacturers, jobbers and dealers.

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Premium quality Western grown Creeping Bent Grass, Hybrid Bermuda Stolons and Sod for high performance, true-putting greens and fastest recovering tees.

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Cal-Turf Nurseries, the West's largest grower of Bentgrass and Hybrid Bermuda Stolons, guarantees highest quality and purity. All varieties are acclimated to the West, assuring fast establishment on your site, minimizing "out of play" time.

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Club Name \_\_\_\_\_

Address \_\_\_\_\_

Superintendent \_\_\_\_\_

Wally Williams, Murphy, N. C., heads Tomahawk Development Corp. that is to build 9-hole course near Murphy . . . Cal Nordstrom and others to build nine near Green River, Wyo. . . . Jess Kauffman is construction supt. and will continue with the club.

Jules Platte to be gen. mgr. and pro of Villa Monterey CC, Scottsdale, Ariz., being completed for September opening . . . Joseph P. Anacelli now pro at York (Me.) Golf & Tennis Club, succeeding Willie Wilson who retired from the York golf job after 60 years . . . Jack Garner now pro at Twin Lakes G&CC, Norman Okla. . . . Jimmy Vaughan is pro at the new Heather Hills CC., Indianapolis . . . Pete and Alice Dye designed and built Heather Hills.

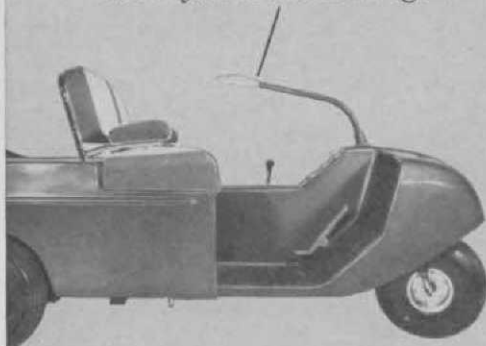
Eddie Greenwald, 56, for past 30 years owner and operator, Currie Park range, Milwaukee, Wis., died of a heart attack on the 9th fairway Milwaukee CC, May 21, while watching his sons, Guy and William, compete in a U. S. Open qualifying round . . . Eddie, with his brothers Phil (pro at Hinsdale (Ill.) CC and Elmer, range owner at Miami, Fla., had started in golf as Milwaukee CC caddies . . . Eddie served as pro at Indian Lake CC, Manistique, Mich., and at Merrill (Wis.) CC prior to starting the Currie Park range . . . His widow, sons, Guy and William, daughters, Susan and Delome, and his two brothers survive him.

Valley View GC 18 opens at New Albany, Ind. . . . Bus Schulz is pro . . . Bill Diddle designed the course . . . Frank Zoeller is pres. . . . Marco Marinello buys Wyckoff Park G&CC in Holyoke, Mass., the only 18-hole course there . . . Marinello had operated the course for seven years with option to buy . . . Building second nine of Indian Hills CC, Tuscaloosa, Ala. . . . Jackie Maness is pro.

Reservation CC, Mattapoisett, Mass., celebrated its 67th year by building a new course maintenance headquarters for veteran supt., Gil Johnson . . . Bill Casey now supervisor at O. B. Keeler course in Marietta, Ga. . . . Getting big play is the recently opened Veterans South Branch Parkway municipal course at Springfield, Mass. . . . Johnny Raimondi is pro.

Edward G. Taylor now pro-mgr. Forest Park CC, Adams, Mass. . . . Anthony Belpulsi now supt. of Amsterdam (N. Y.) municipal course . . . First nine of new

*"Who was that battery charger  
I saw you with last night?"*



*"That was no battery charger.  
That was my Kohler Engine.  
I never feel run down since  
I switched to gasoline."*



There's no profit—or fun—in a golf car tied down for hours with a battery charger (or with a dead battery on the 14th hole). Solution: A Kohler gasoline engine. Because Kohler has many years experience in adapting engines to golf cars. Air cooled (no water). Expertly machined and tuned to run all day on a gulp of gas (and occasional drop of oil). Write Dept. E-605 for information.

*Engineers, see Sweet's Product Design File.*



The Chamberlin Ace III, manufactured by Chamberlin Metal Products Co., Frankfort, Michigan. Powered by Kohler 7 HP Engine K161S.

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Kohler Co., Established 1873 • Kohler, Wisconsin

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES  
ALL-BRASS FITTINGS • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

# MILORGANITE Now in 50 lb. Bags

For Greater Convenience  
Lower Handling Costs



For Easier Handling  
MILORGANITE  
In the New 50 lb. Bag

## ONE USER REPORTS:

1. *Two men* now unload a 40 ton car in about the same length of time *three men* used before.
2. Less Breakage — only 3 bags broken out of 1600 in last car.
3. Less Floor Space needed because lighter bags can be stacked higher.
4. One Man's Time Eliminated in Fertilizer Application. (It used to take 2 men\* to raise one 80 lb. bag to hopper of Belt Spreader. Now, the operator loads it by himself.)
5. Less Fatigue — Ease of handling the new 50 lb. bags now more than compensates for the extra number of bags per ton — from the fatigue standpoint.

\*One Parks Dept. rules that 2 men have to handle any container heavier than 50 lbs. Bagging Automation is most economical with 50 lb. bags.

**THE SEWERAGE COMMISSION**  
MILWAUKEE 1, WISCONSIN

GOLF CLUBS  
USE MORE

# MILORGANITE

THAN ANY  
OTHER FERTILIZER

18-hole Miami Whitewater course of Hamilton County Park Commission opened in suburban Cincinnati . . . Nine-hole course on infield of Del Mar, Calif., race track being considered by directors of the San Diego County Fair . . . E. G. and R. F. McCly, Spirit Lake, Ia., and Glenn Oatman, Pochahontas, Ia., to build Okoboji Vue GC . . . Mission Homes, Inc., Missoula, Mont., to build course as feature of resort at St. Mary Lake.

Many small country clubs putting in swimming pools . . . Price is right and the pools bring the kids . . . Several newer country clubs are getting golf range and pool operating first to get quick action in selling memberships . . . Pekin (Ill.) CC expects to be playing its new course soon . . . Club got a good deal selling its old site and moves onto a modern course surrounded by a subdivision . . . General Washington CC, in Philadelphia's suburban Audubon shows prospective members the new course from helicopter.

During clearing for construction of Diplomat CC's second 18 at Hollywood, Fla., workmen ran across a moonshiner's still . . . Plum Brook CC, Sandusky, O., spending \$250,000 enlarging and mod-

ernizing clubhouse . . . They're talking about a near-miracle at Salt Lake CC, Salt Lake City, Ut., where course revision with 18 new greens (Ralph Plummer, architect) and complete new watering system didn't beat members out of one day's play . . . Salt Lake CC supt. is Robert Shouse . . . Deercrest CC, Greenwich, Conn., bought by Mal Deitch and Dr. Joseph Goodstein who operate Shorehaven Beach Club . . . Change the Deercrest name to Green Hills CC.

**Open 18-hole East course of the Knoll**, Boonton, N. J. . . . Joseph Aiello is owner . . . Phil Zulo is pro . . . Course is 5,600 yds. long, has five Par-3 holes . . . Dues are \$350 or \$120 in annual dues plus green fees . . . Kimberton (Pa.) CC opens new 18 with Paul Hahn exhibition . . . Tiny Padone is pro . . . "Red" Hamilton now pro at Otzinachson CC, Milton, Pa. . . . Robert Rogers now pro at Bronson's CC, Huntington, Conn.

**Joseph Belin**, Milwaukee real estate man, to build course in Franklin in Milwaukee's south suburban area . . . Mickey Lane from Crystal Spring GC, Haverhill, Mass., to pro job at Bradbury CC . . .

(Continued on page 138)

# an abundance of ice

...with none of the  
fuss or muss!



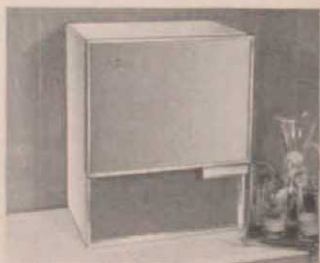
The RCA WHIRLPOOL IceMagic® automatic ice maker has proved itself in fine hotels and motels across the country, providing constant individual room ice cube service, automatically . . . 24 hours a day!

Now, you can have this new luxury service right in your own home or office or boat or almost anywhere.

Neat, compact, self-contained, the IceMagic ice maker automatically fills itself, makes and stores its own cubes without attention. Gone are the days of carrying water . . . fussing with stubborn trays . . . or cubes melting away. The IceMagic makes ten-and-a-half pounds of cubes per day and stores 115 cubes at 'way below freezing temperature. Produces over 70 pounds in a week.

If you need ice, you need an Ice-Magic automatic ice maker from WHIRLPOOL . . . makers of quality appliances for home and industry for over 60 years!

Write today for all the facts on this new "faithful servant" . . . always ready to answer your needs for ice.



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**IceMagic® automatic**  
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# "THE funniest album on the fairways"



## GOLF-O-MANIA

A 12" high fidelity album of hilarious 19th Hole golf humor. Dedicated to the P.G.A.\* (\*Poor Golfers Association). Produced by Kermit Schafer, famous for his "Pardon My Blooper" series of classic Radio-TV boners on the JUBILEE label.

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Order today from

**JAY-GEE RECORD CO., INC.**

A division of THE COSNAT CORPORATION  
318 West 48th Street, New York 36, N.Y.

## Grau — How Nitrogen Works

(Continued from page 40)

Soil microbes help to produce water-stable soil aggregates (crumb structure) which improve aeration and drainage. The cells and filaments, plus the gums and the decay products produced, all serve to bind soil particles together. The aggregating effect readily will be reversed if supplies of organic materials (food and energy) are not kept adequate and continuous. Under conditions of flooding or excessive irrigation it is possible for microorganisms to clog the pores of fine textured soils.

(The second part of this article will appear in July *Golfdom*.)

### Thatch Elimination

**Q:** I have just taken over a Club through an entirely new change in management. I am in charge of the course as well as golf, so I would appreciate your opinions and comments on the following.

We have under the greens, one of the heaviest cases of matting that I have ever seen. The thatch will, I am sure, measure between 1½ to 1¾ inches. This is on every one of the nine greens. My plan is as follows: Aerate a minimum of three times this season, with a very extensive triple aerating in the fall. Topdress after each aerating, using three parts sharp sand mixed with one good soil, plus fertilizer. On some of the greens that have had snowmold, use the same methods, but seed amply those spots.

Due to the close knit of Astoria bent, some of the staff are reluctant to topdress, feeling that any amount of topdressing will choke out the grass now on the greens. Due to the lack of previous topdressing, these greens are very bumpy, and of course the ball does not have a chance to roll true, despite the fact that ample 8-6-4 is used, along with a high liquid nitrogen application. It is my opinion that we will not be able to have smooth greens unless we smooth them up with a reasonable amount of topdressing.

Feeling that the greens are well built for drainage, some want to strip the greens this fall, cut the sod from the greens barely below the thatch line, recondition the soil underneath the greens and replace the sod.

I feel that continued aerating, plus my plan outlined above, will eventually bring the thatch under control. Please advise what you believe is the best method to use in this case. (New York.)

**A:** The aerating - topdressing - fertilizing plan is the most sensible, everything considered. Your greatest need now is to provide the best greens possible for your players. You may be sure that light topdressings of the 3-1 mix will not choke the grass. Heavy applications could cause



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worries give  
way to **golf!**

Today's quick release from what it takes to make a living: the golf course.

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Then True Temper invented the step-down design steel shaft—and the game of golf has been getting better ever since.

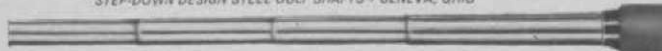
Reason? Over the years, through metallurgy, manufacturing and design, we've been improving our shafts by uniformly controlling flex and torsion for more accuracy and distance.

Golfers have been improving, too. Coincidence? Partly. But step-down design steel golf shafts are better than ever . . . and this *does* make a difference.

Maybe your game will improve—just by a change of clubs. Why not talk it over with your pro?

**TRUE TEMPER®**

STEP-DOWN DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO



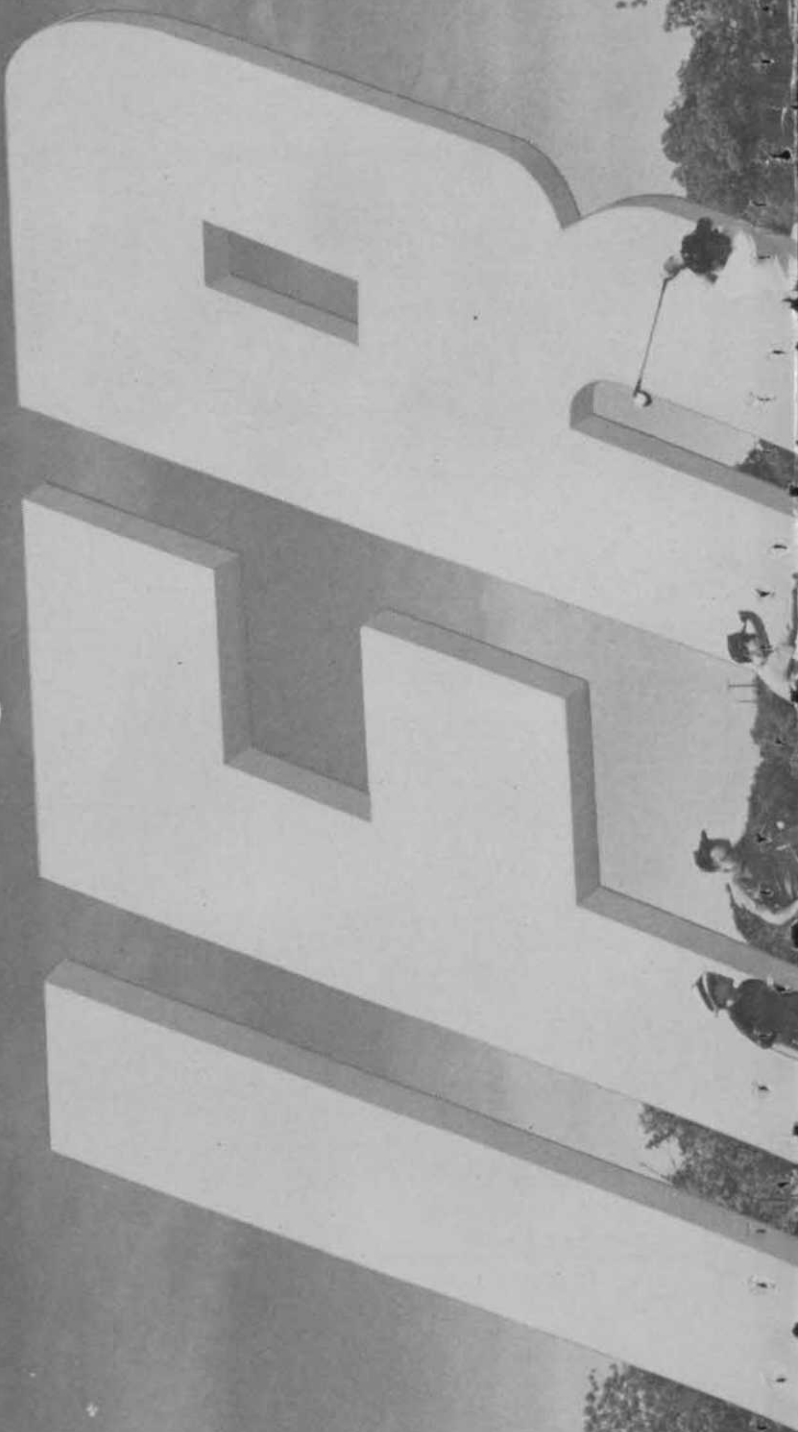
This is one of a series of True Temper Golf Shaft Advertisements appearing during the spring and summer in

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and in the tournament  
program for the  
**U.S. OPEN**

We hope these messages will encourage golfers to seek your professional advice in selecting new golf clubs.

*the New Ben Hogan Golf Ball with*







**IFR—Improved Flash Reaction**—remarkable characteristic of the **hottest** new golf ball you can play, unleashing the full potential of your swing, delivering greater distance and control. **Improved Flash Reaction**, works through the unique principle of the **built-in remembrance factor**, which snaps the new **BEN HOGAN** Golf Ball back to perfect roundness—**instantly**—giving maximum, uniform, **repeating** performance!

You will never be satisfied with an ordinary golf ball after playing the new **BEN HOGAN** with **Improved Flash Reaction**. Look for it soon at your Golf Professional Shop.



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equipment is sold  
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FORT WORTH, TEXAS

trouble. How weed-free is the soil?

Your best approach is to aerate to remove the thatch. The green will be as smooth as, or smoother than it was when you started, if you topdress lightly to true the putting surface.

The plan to strip and then re-lay the sod in the fall after reconditioning the soil leaves me cool. No provision seems to have been made for getting rid of the trouble. If the sod were to be cut just below the thatch line and then replaced, you would ask for trouble. In reseeding, we suggest Penncross bent seed at no more than ½ lb. to 1,000 sq. ft.

#### Brush or Comb

Do not neglect the very important considerations of having a brush or comb on the greenmowers. Also, occasional vertical mowing for thinning the turf and preventing accumulation of thatch is recommended.

Have you determined under what management conditions the deep thatch was able to accumulate? How often and how closely are the greens mowed? Are they kept saturated so that organic material cannot decay?

### British Foundation Has 12,000 Kids Learning Golf

British Golf Foundation, in its ninth year, reports that 12,000 boys and girls in 480 schools have received golf instruction through the Foundation program. In addition, 3,837 youngsters have had Foundation instruction services through an arrangement with the Central Council of Physical Education. The Foundation's work with the Ladies' Golf Union in a training plan also has been highly effective.

British golf manufacturers contributed the equivalent of about \$9,000 to the Foundation's budget. British PGA members, in their "week" of fund raising for the Junior golf education project, raised about \$3000. The British Golf Foundation operates about \$6,000 in the red for the year.

#### Caddies Benefited

National Golf Fund's biggest allotment in 1961-62 was to the Caddie Scholarship Fund. It amounted to \$12,500 or one-fourth of the funds allotted.

## THE IMPORTANT NAME TO LOOK FOR WHEN YOU BUY A GOLF BALL

Self-confidence—confidence in the equipment—both vital to good golf! And **you** can point with confidence to the name "Worthington" on any golf ball you sell. Worthington knows golf balls—and how to make them **from core to cover**. We've specialized in golf balls since 1904—pioneered most of the major developments since that time. Golf balls aren't just another sideline with us. So whether the ball carries the famous Sweet Shot label, or some lesser known name on a lower priced ball, the Worthington name assures your golfer that he **can** hit it with confidence. As always—every Worthington ball is **guaranteed** to meet the most exacting performance specifications, to give the very maximum in distance and durability that can be built into a golf ball today.

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