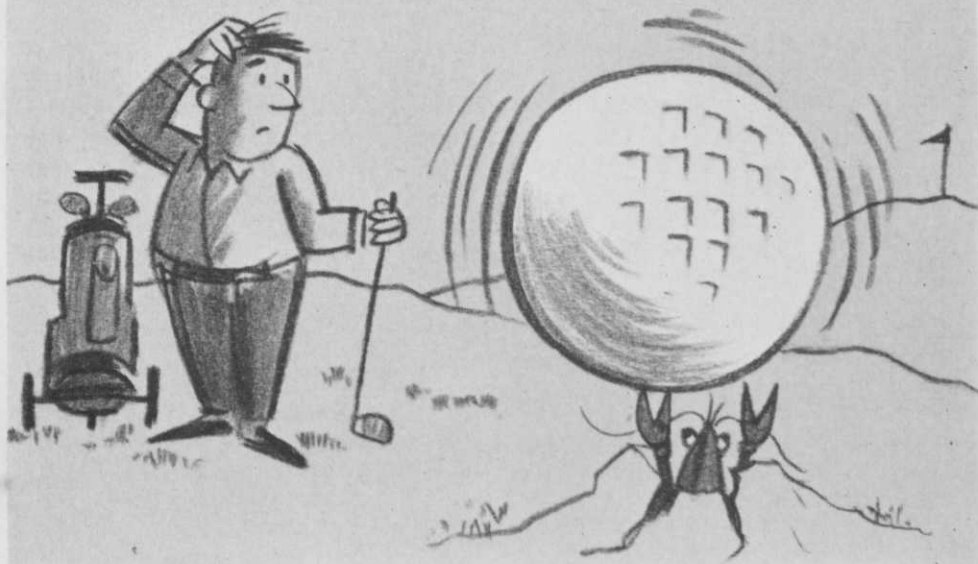


*I'll never forget...*

# The "liveliest" ball ever played

by Superintendent Ray Seal, Hillcrest Country Club, Abita Springs, La.



"At first I thought my eyes were playing tricks on me. Ahead of me, as I walked across our course, there was a shiny new golf ball bouncing up and down by itself. Now, I had heard a lot about 'lively' golf balls, but this was ridiculous. When I reached the ball, I saw that it was resting on a small mound of dirt. It continued to jiggle up and down. I was

sure I was seeing things. Then I removed the ball, and I saw the reason it was so lively. In a hole through the mound of dirt was a crawfish (or crawdad, as we call them); it had been pushing the ball up and down as it pushed dirt out of the hole. Too bad, I thought—a lot of golfers could have used a golf ball that moved by itself."

## For the liveliest turf ever played...

you can rely on Du Pont turf products. Now is the time to spray Parzate® C zineb fungicide to prevent Helminthosporium or "melting out" which appears as leaf spot early in the disease cycle and develops into "melting out" after the lush spring growth. Start spraying it early and continue to use it with Du Pont Tersan® OM turf fungicide for the most effective all-around disease protection throughout the growing season. "Parzate" C is also compatible with both "Tersan" 75 and Semesan® turf fungicides, applied separately or in combination.

For uniform growth and sturdy turf depend

on long-feeding nitrogen from Uramite® urea-form fertilizer. Only two applications (spring and fall) of this non-burning, non-leaching, 38% nitrogen fertilizer continue to feed turf all season long... this saves you time and labor costs. If fast "green-up" is needed, apply Du Pont Nu Green® urea fertilizer—it is 45% nitrogen.

With Du Pont turf products like these, you can keep your course green and lively all season long with a minimum of labor expense. For detailed information, consult your golf course supplier—your service agency.

*On all chemicals, follow labeling instructions and warnings carefully.*



## TURF PRODUCTS

Better Things for Better Living... through Chemistry

## **Golf Shows Finance Turf Scholarships in the Berkshires**

The Berkshire Junior Golf Foundation, founded in April, 1959, in the rolling hills of Massachusetts's westernmost county of Berkshire, was at that time the first east of the Mississippi (according to John English—former assistant executive secretary of USGA) to give scholarships solely to high school golfers, who planned to take up golf turf management as a life career at the nationally known turf school of the University of Massachusetts in Amherst. Since its founding — the Foundation has granted 10 one-year scholarships to seven young men. Already five of the recipients who graduated from the two year course now hold top supt. posts in the country.

The Foundation was the brain-child of a golf writer — Ed Toole, dean of western New England golf writers and a member of the GWA.

Having, with pro Dick Baxter, recently retired pro-supt. at Taconic, in Williamstown, Mass., founded the Berkshire Interscholastic Championships and the Allied Junior Championships of Berkshire County, O'Toole decided it was time that golfers gave something back to the game from which they had received so much . . . and decided to do something about it.

### **Raises Lid on Season**

There was need for funds in order to acquire suitable trophies for the boys and girls — winners in the various divisions . . . so how better to raise the money than in the snow-banked final weeks of Berkshire's winter when golfers were eager to get back on the fairways.

As tournament director for the Allied Golf Association of Berkshire County — made up of the 12 area country clubs — and one of the oldest in the United States (founded in 1904) Toole had the needed affiliations with the area's golfers.

Thus was born the Berkshire Hills Golf-O-Rama . . . a gala golf show, clinic, golf movies, awards, etc., program which was launched in the main ballroom and a banquet room off the main lobby of the Hotel Wendell in the heart of the City of Pittsfield. It taxed the facilities and lobby of the hostelry. Of tremendous assistance in getting the show off the ground was Bob Rickey of MacGregor who guaranteed his salesmen would be present to display golf equipment lines. With that, every other major golf manufacturing company in the country felt the need of appearing together with MacGregor.

Cooperating were the Allied Golf Clubs of Berkshire County, the sectional PGA, Seniors Golf Association of Berkshire County, the Massachusetts Golf Association, the Women's Golf Association of Berkshire County, the Berkshire Hills Conference — the area's promotional unit and many more.

### **Use Surplus Funds**

With nominal \$1 donations filling the coffer much more was received than needed for the Junior golf awards program in the offing. Then it was that the "idea" came to life to create a scholarship fund to aid worthy high school golfers who wanted to study to be supts at the U of M's famous turf school.

A board of trustees was set up to handle the funds and C. C. Decker, treasurer of the Allied Golf Clubs agreed to serve as treasurer. It was decided that a boy had to be a golfer (not a champion necessarily) to qualify and if his marks were satisfactory in his first year he would automatically receive a scholarship grant for his second and final year.

Too, it was decided at ensuing Golf-O-Ramas some one who had contributed greatly down thru the years to golf and golf turf in the area would be singularly honored during the program with a beautiful silver plaque suitably inscribed.

Dick Baxter and Ernie Faucher, supt. at Wyantenuck CC in Great Barrington have been among the recipients.

The beneficiaries of the scholarship fund for future supts have done very well for themselves. They include:

*(Continued on page 158)*

# "YOU'RE YEARS AHEAD WITH A HARDIE SPRAYER"\*

SAYS: **Jack Baker**, PAST PRESIDENT, GOLF COURSE SUPERINTENDENTS ASS'N OF S-California



THE VALLEY CLUB OF MONTECITO,—Santa Barbara, California

## THIS HARDIE SPRAYER IS 32 YEARS OLD ...AND IT'S STILL LIKE NEW

This Hardie Sprayer was bought in 1932 . . . Jack Baker, Superintendent of the Valley Club of Montecito stated: "We've had the finest of performance from our Hardie, and with its continual use for more than thirty years, it is still in good dependable condition . . . I use two of the deadliest weed killers available, and with Hardie's wooden tank as part of this fine sprayer, I've never had to think about replacement . . . In fact, other golf courses familiar to me have replaced their spraying equipment three or four times in this same period of time because of steel tanks."

Hardie Hi-Pressure sprayers are available in sizes from 3 to 60 gallons per minute. Pressure is adjustable from 50 lbs. for weed spraying to 800 lbs. for hand spraying greens, shrubs, etc. The Hardie Hi-Lo pressure regulator weed boom gives you quick change-over from high to low pressure, insures constant and accurate low pressure at all times, and is considered by many Golf Course Superintendents as the ultimate in boom design and performance.

Hardie manufactures a complete line of sprayers for golf courses or turf specialists

\*BECAUSE HARDIE GIVES YOU

that have either the famous long lasting wood tank, or the conventional interior coated steel tank. A complete selection of single and multi-nozzle spray guns for selective greens and shade tree work are also available. Write to Hardie today . . .

HARDIE HAS JUST THE SPRAYER YOU NEED.



15-30 gal Town & Country



Model 99, 50 gallon



Model 110 ET, 150-200 gal.



Shade-Tree Sprayer

# HARDIE

## SPRAYERS

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## Mowing problems?

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### Can We Help?

Mr. George Lincoln  
International Harvester Co., Box 7333, Chicago 80, Ill.

Dear Mr. Lincoln:

How would you suggest solving my job problem? (Note attached)

Let me see literature on \_\_\_\_\_  
(product or line of products)

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**IH** International Harvester  
the people who bring you the machines that work







## Real Estate Men Build One of Three Courses

By **BILL SHERMAN**

**R**eal estate subdivisions loom as the biggest outside producers of golf course projects in the next 10 years. The National Golf Foundation traced more than 35 per cent of new course development in 1963 to landowners who wanted an added attraction for their subdivisions and turned to golf to get it.

The real estate developer, while controlling a valuable asset in land, usually has a high mortgage. If the tract is large enough, the developer may be able to afford the course investment of 120 or more acres, providing he can recapture the price of the land, and its subsequent capital improvements, from the sale of perimeter and adjoining properties.

The impact of real estate sales on golf course development is a many-sided one, reaching into all forms of course operation. Private clubs at first may be considered most desirable for subdivisions but facts show that privately owned public (semi-privates) and municipal courses have also benefited from the land planners.

### **Built Course for City**

Developer John Long sold property adjoining subdivision land to the city of Phoenix at cost. He then built the Merryvale course to the city's plans and specifications, advancing the money on a 20-year note repayable at 6 per cent per annum.

The city of Phoenix benefited by getting a much needed public recreation facility that was created long ahead of the city's capacity to develop one. Long was rewarded by the establishment of an attractive asset to help stimulate home sales in the highly competitive home building market of Phoenix. The biggest benefactors, however, undoubtedly will prove to be the legion of frustrated Phoenix golfers whose opportunity to play golf at municipal prices have been limited to the teeming fairways of Encanto Park, whose 27 holes annually produce 160,000 golfing rounds per year.

One reason Long's development proved to be successful was the establishment of a direct correlation between house price and golf fee. The market for Long's houses was aimed at the middle level of income — the population group that usually supports municipal golf courses.

Another western course of interest is Fred Busby's Rolling Hills CC in Tucson, a semi-private operation. Rolling



Hills is part of a privately financed recreation complex whose purpose is to help sell houses in Rolling Hills Estate, located 12 miles east of Tucson. The operating policies, revenues, and expenses are all borne by the subdivider, who, in turn, has kept fees moderate.

The compatibility of the golf course to the home market is best illustrated by the selling price of Busby's houses — from \$14,000 to \$22,000 — with the higher figure set for golf course perimeter sites. Busby's lots have both FHA and VA commitments. The VA endorsement is the first known on a golf course perimeter property.

The course development problem facing a subdivider aiming at higher incomes is not always as clear, however, as in the Long-Busby examples. Any real estate developer needs the golf course to promote area traffic. The completed golf course creates an aura of stability and an atmosphere of vibrance which is considered vital to the home-selling industry.

The Las Posas CC in Camarillo, Calif., is an example of an exclusive club that was developed to complement high-

# TRIPLE KILLER SET FREE!

It's true! Golf course superintendents across the nation are setting Cadminate free. They've loosed this scourge of the fungi underworld with instructions to "Kill Dollar Spot! Kill Copper Spot! Kill Red Thread!" In universal testimonials they laud Cadminate as "the best fungicide ever for controlling these ravagers of greens."

And it's more than just emotional acclaim. Reports from major turf experiment stations over the past ten years show that regardless of what other fungicides Cadminate was compared with—it has been rated "tops" against these three fungi.

Our satisfied Cadminate customers write some of our best slogans . . . "When Cadminate came in, Dollar Spot went out!", "If Cadminate won't control it, it simply isn't Dollar Spot!"

If you're not on Cadminate, get with it. These warm, humid days and cool, humid nights are perfect weather . . . for Dollar Spot, Copper Spot and Red Thread. You have just enough time to give those precious putting greens a "face-saving" application of Cadminate. You, your Greens Committee and your members will be glad you did.

In addition to its high rating as an effective fungicide, Cad-

minate offers these additional values:

- Effective against three major turf diseases.
- Less Cadminate required by far than any other fungicide in routine use—only  $\frac{1}{2}$  oz. per 1000 sq. ft. of turf per month. You'd have to use 16 oz. per month of some other fungicides to obtain comparable disease control.
- Lowest material cost of all effective fungicides in use today—only 28¢ worth of Cadminate per 1000 sq. ft. of turf controls fungi for an entire month. One so-called substitute costs only a third as much as Cadminate per pound, but using the required 4 oz. every week costs 10 times as much for a month's control.
- Lowest labor cost of any fungicide now available—only *one* application per month.
- Absolute safety on fine turf: Cadminate has shown no damage to turf even when applied at several times its recommended rate!

You owe it to yourself (and your Greens Committee and your club members) to see your Mallinckrodt distributor right away. The dangerous season for those famous hoodlum fungi is here—NOW! Sic Cadminate on 'em! Save face for your precious turf.

## GOLFERS DEMAND FINER FAIRWAYS



Officials and members are beginning to demand disease-free fairways—a mark of distinction of an outstanding golf course (one which can command consideration as a site for major tournaments). Fine fairway turf (such as the better bentgrass varieties) deserves a disease-control program . . . Mallinckrodt's Cadminate® is the best answer.

Some superintendents have been using lesser fungicides on their fairways for some time. Most of them are now switching to Cadminate.

They're switching to Cadminate because: other fungicides didn't give effective disease control, gave very little residual control and had to be applied every 5-7 days with excessive labor costs due to such frequent application. Superintendents using mercurials many times found they damaged or discolored fine



# Stan's Corner



## What Does Your Mallinckrodt Distributor Do for You?

Ever really think about that? What about this fellow who does his best to help you make your golf course one of the outstanding courses in your area? Think for a moment about just a few of the things he does to make your job easier and more rewarding:

- Brings together, in a single location, all the finest products in the country for effective golf course and fine turf maintenance . . . equipment, fixtures, seeds, fungicides. He gives you one-stop shopping for all your turf management needs.
- Supports your local and national turf associations—financially and in other ways—all to promote better turf in your area.
- Brings manufacturers representatives to your area for meetings and personal discussions.
- Provides the products and services you need and want—at fair and economical prices.
- Calls on you regularly to learn about your toughest problems—and helps you find quick and accurate solutions.
- Shares with you experiences he picks up during his travels in talks with experienced golf

superintendents and turf managers everywhere.

- Sponsors periodic turf meetings, field days and product demonstrations which continually let you know "what's new" in products and services for your golf course.
- Represents only manufacturers (like Mallinckrodt) whose products are dependable, effective and economical. He avoids representing the opportunists interested only in "getting your buck" and then disappearing from the scene.
- Maintains a direct "pipeline" to each manufacturer he represents so he can get fast service and quick answers when you need them.

Does your Mallinckrodt distributor charge for these extra services? Of course not! They're his way of showing you how much he appreciates each opportunity you give him to serve you.

How can you show your appreciation? Be loyal . . . place all your turf maintenance orders with him, instead of the guy who comes around and says he can save you a few pennies here or there. (He can't really—nor can that guy give you those extra services that make your Mallinckrodt distributor a true friend).

Now, before the disease season hits is the time to place an order with your Mallinckrodt distributor. Make sure it includes a good supply of Cadminate, Kromad®, Calo-Clor®, Thiramad®, Phenmad® and Auragreen®. That's the way to set up a sound program for disease-free turf.

By the way, did you ever consider how much harder it would be to manage your turf if it weren't for—YOUR MALLINCKRODT DISTRIBUTOR?



Continued from pg. 1 col. 3

fairway turf. Or, they were criticized for spraying toxic compounds over the course so often, endangering the health of golfers.

Astute superintendents ignore those "bargain" fungicides and swear by Cadminate. Most are surprised to find that effective treatment then costs far less! Here's why:

- Only ½ oz. of Cadminate in the spray protects 1000 sq. ft. of fairway turf for an entire month. Some outstanding turf managers report it lasts six weeks!
- Labor costs are saved with less frequent application. Club members enjoy 30-42 days of excellent fairways—free from the intrusion of spray equipment. Superintendents enjoy 30-42 nights of sleep, free from the worries of Dollar Spot, Copper Spot and Red Thread.
- Costs are low with Cadminate—you'll find it the winner if you compare it with any other fungicide on the basis of materials, labor and application frequency.

Your Mallinckrodt distributor will assist you in planning and budgeting for premium fairway turf disease control—with Cadminate! See him today!

## BEAUTIFUL, DARK, DENSE TURF

Thiramad®-Plus is now available from your nearby Mallinckrodt distributor. It kills fungi and provides extra iron your turf needs.



income housing. Located 25 miles west of the San Fernando Valley, Las Posas actually began its membership recruitment program a few years prior to the opening of the Freeway link that unites Ventura and Los Angeles counties. Filling memberships for a club like Las Posas, which offers full proprietary rights, usually takes longer than the solicitation of a club offering non-proprietary memberships.

The Janss Corp., wisely decided not to wait for all membership subscriptions to be sold before starting construction. (In California, proprietary memberships sold to financed golf course improvements are kept in an "impound escrow" account until released by the corporation commissioner.) Janss built the course and clubhouse with monies appropriated before offering golf memberships for sale. This enabled the country club to collect initiation fees and dues immediately upon completion of improvements. The subdivision surrounding the course enjoyed success from the start, but sales were greatly stimulated when the freeway link was completed.

The problems of financing, construction, operation and time are much greater in this form of solicitation. The market is relatively small for high-priced memberships and high-priced housing.

#### Rapid Membership Sale

A fairly rapid sale of memberships and surrounding lots in a higher-income area is well demonstrated, however, by the La Canada CC in metropolitan Los Angeles. Built on a ledge overlooking the Los Angeles basin, La Canada sets on a ridge off Angeles Crest blvd., just north of the city of Glendale. The club properties are located on extreme grade levels requiring heavy expense in the development of the club and the surrounding lots.

Developer Bill Godbey teamed up with the imaginative Johnny Dawson to create the club in an area of high demand and little availability. The first stage of membership solicitation offered non-proprietary memberships scaled from \$1200 — \$2200. The club made the facilities available, including golf course, swimming pool, tennis courts, and clubhouse, to the members on a 20-year lease agreement. No recovery rights were extended to the membership upon the expiration of the lease.

#### Members Want to Buy Club

Current plans, testifying to the success of the Dawson-Godbey experiment, in-



Paul Hahn, the trick shot wizard who is known variously as the Golfing Gulliver and Robin Hood of Cape Coral, recently received special permission to fly into Guantanamo to put on an exhibition for troops stationed there. Piloting his Piper Comanche, Hahn hedge-hopped in after dark, giving the Cuban Air Force the slip as he did so. He flew back out the same way. Paul is shown with Jim Dempsey, pro at Guantanamo. He holds portion of pipeline the U.S. troops cut to show that Americans could get along without trickle of water that Castro wanted to supply for women and kids as a propaganda piece.

clude a petition from the membership to purchase the club facilities from the developers. It is estimated that the price for the sale for all club improvements is \$2,000,000 — an average tab of \$4,000 per member.

Lot sales on the ledge sites overlooking the basin are priced at upwards of \$17,000 with a median price pegged somewhere nearer \$22,000. The sale of these properties, handled through Dawson and his associates, has been most successful.

Not always, however, is there a well-related relationship between course patron and home buyer. Often the subdivider encounters problems resulting from a lack of adequate planning.

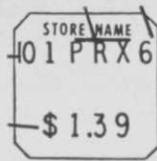
#### Some Factors Overlooked

The usual considerations given to such basic factors as proximity of the land, metropolitan concentration, the amount of land necessary to develop a golf course and the large capital investment needed to install adequate facilities sometimes are overlooked.

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National Golf Day • May 30

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# Show Those Prices

*Rich and poor alike are cost conscious . . . They want to see those tags . . . There are several ways labeling can help you*

By **HOWARD L. MILLER**  
Monarch Marking System Co.

**M**arketing and selling products in the U.S. has become a matter of identification and information. If you were to go into a store where none of the items had labels, how much information would be missing? Without labels there would be no brand name, no product name, no size number, no description of material or content — and one other very important item would be missing.

What's the most important item in any business whether it's a department store, hardware store or a pro shop? The price . . . the amount charged for an article . . . how much it sells for! The price is missed most by customers if it isn't shown, and even more by the shop operator. So, doesn't it stand to reason that the most important feature of a business be shown correctly, legibly and indelibly?

What we're leading into is the printed price tag, an accepted standard in modern day retailing. Price tags are an important part in displaying and selling merchandise. After a potential customer enters your shop the one thing he eventually will pay close attention to is the price tag. He wants to know "What's the price?"

When the price is printed there's no asking or guessing.

Around country clubs and daily fee pro shops asking what an article costs may be a point of embarrassment for the customers. No matter what their finances, people are cost conscious. But they don't want others to know they checked the prices. So to make buying easier, tell them what it cost, but let a printed price tag do the talking.

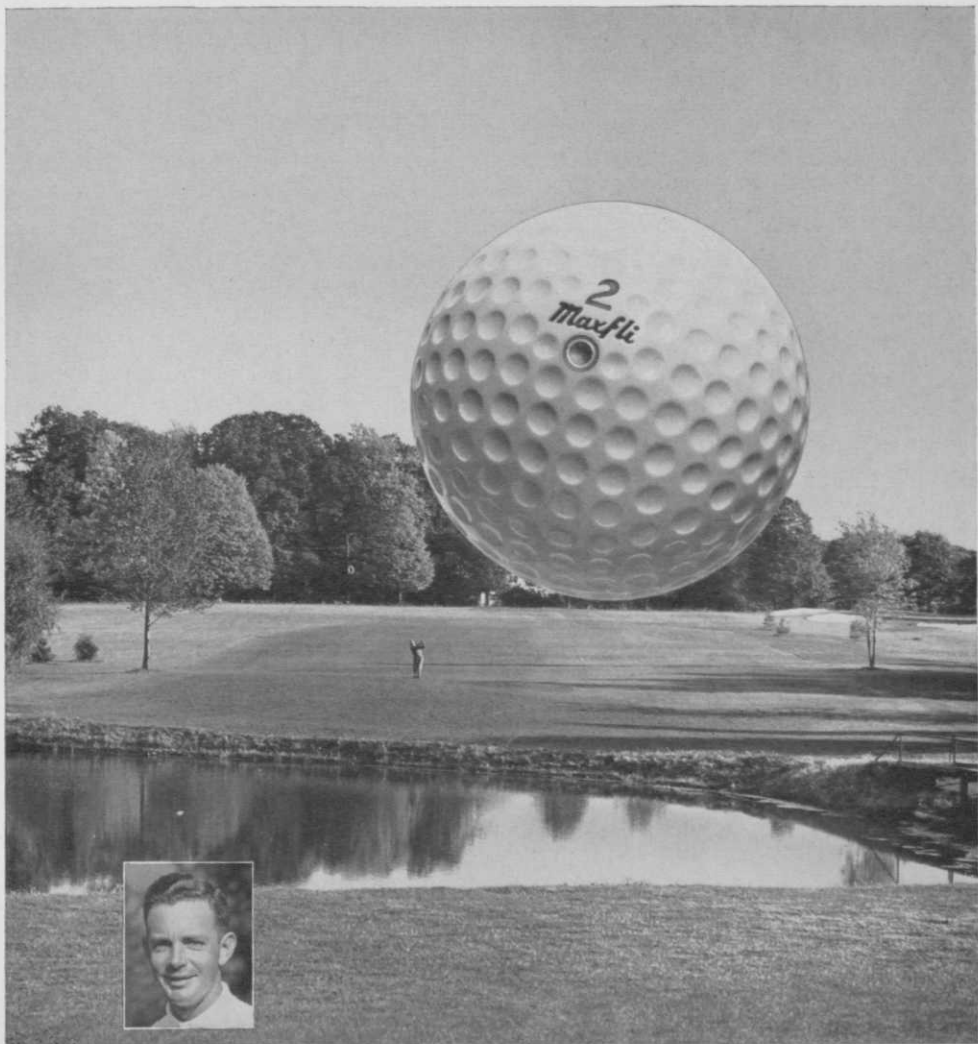


Monarch's Dial-a-Pricer Model

Printed price tickets can do many jobs for your shop. The impulse buyer makes a purchase because he sees an item he has wanted and the price is right there. It seems like a bargain and so he purchases it. Price tags assist impulse buying. Give the buyer every chance to decide to purchase an item — give him the price, but do it correctly by use of mechanical marking.

Unintentional under-pricing because of inadequate price-marking is very damaging to a businessman. We all endeavor to make a substantial profit. The margin between cost and selling price is relatively close on some merchandise. This margin is reduced and sometimes eliminated when a sales person "guesses" under the actual retail price. This can and often does

*(Continued from page 148)*



## Bruce<sup>\*</sup> hits it *a Maxfli mile*

When it's a long shot over the water, no ball stays dryer than Crampton's Super Maxfli. Chances are your players will stay dryer too, when they're sure of distance and can concentrate on control. That's the promise of a Super Maxfli . . . because no other ball out-distances it. None other holds a better line to the cup, from anywhere on the green. It's bright white finish always keeps its gleam. Super Maxfli. Make sure you have plenty.

*\*Bruce Crampton, Dunlop Golf Advisory Staff member.*



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