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FINEST TURF IS GROWN**

Golf shoes, golf carts, divot diggers . . . all are tough on turf. However, the turf experts who keep leading golf courses in top playing condition have learned that they can depend upon MILORGANITE. They use it all season long to fertilize the turf on fairways, tees and greens . . . to make it durable, playable, wear resistant, disease resistant.



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An ideal combination . . . world-famous Golf Course Fertilizer and the MILORGANITE Spreader! For Speed, accuracy and safety! Used on leading courses! Write for illustrated literature or ask your MILORGANITE distributor.

If You Have a Turf Problem
Write TURF SERVICE BUREAU

THE SEWERAGE COMMISSION
Milwaukee 1, Wis.

MILORGANITE
The NATURAL ORGANIC FERTILIZER

pros . . . Alton (Toby) Lyons from Conewango Valley CC, Warren, Pa. to pro post at Burning Tree GC, Greenwich, Conn. . . . Andy Lentine in his 26th year as supt. of Tumble Brook CC, Hartford, Conn. . . . Andy Bieszad, in his 37th year as teaching pro at Hartford, Conn., Keney Park course, says kids are taking to golf now as naturally as boys used to take to baseball . . . Last winter, at the third of his annual school classes for the city's recreation department program, Bieszad taught 300 boys and girls.

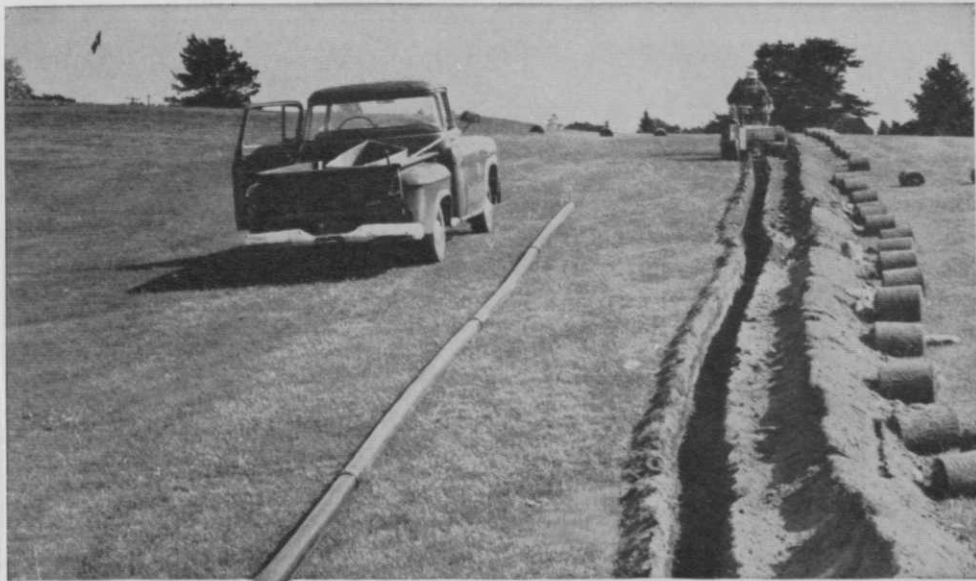
Saratoga GC, Saratoga Springs, N.Y., enlarging from nine to 18, with Francis J. Duane architect for the new layout . . . The club was organized in 1896 as the Saratoga Golf and Polo Club . . . John Plumbley expects to have his Forest Cove CC private 18 in north suburban Houston, Tex., in play in November . . . Paul Falls now pro at Kirtland CC, Willoughby, O. . . . Falls came from Dedham (Mass.) Country & Polo Club.

Charles Nichols now pro at Bethlehem (N.H.) CC . . . Norman Worthley now manager San Juan CC, Farmington, N. Mex. . . . Thomaston (Ga.) CC revamping its course with Southern Turf Nurseries renovating greens and fairways . . . Concord CC, Concordville, Pa., building \$500,000 clubhouse . . . Open first nine of Sunny Crest CC, in suburban Rochester, N.Y. . . . Bob Hill is president, co-owner and pro . . . Will have 18 more holes at Sunny Crest in 1965.

There'll be many park officials and golf businessmen watching developments at the two new 9-hole courses of Long Island state park commission at Sunken Meadow, about 45 miles from Broadway . . . It is believed there will be more people wanting to play nine holes than to wait seven or eight hours to play 18 . . . Green course is 3,125 yds., par 36 . . . Red course is 3,040, par 36 . . . Daily fee is \$1.25 . . . Saturdays, Sundays and holidays, \$1.75 . . . Each player must have a bag with at least five clubs

Tom Nieporte, pro at Piping Rock Club (NY Met district), has a bowl of pennies (2,000 of them) on his ball counter . . . When members ask for ball markers he points to the pennies and says, "Help

(Continued on page 74)



**save your GREENS
save your FAIRWAYS
save your MONEY**

YARDLEY Engineered Pipe does all three

Yardley offers both immediate and long-range economies because it costs less to install and less to maintain.

Savings on irrigation-system installed costs of 50 per cent and more have been reported, thanks to Yardley's ease of handling and joining. Heavy equipment is not needed to install this corrosion-resistant pipe. Permanent, leak-proof joints are made quickly by solvent welding. Installation takes less time than other types of pipe.

Through the years, maintenance is virtually non-existent on this durable pipe that's guaranteed not to rust, rot or corrode. Yardley pipe is approved by the National Sanitation Foundation which means that drinking fountains can be tied in with the watering system. The pipe's smooth internal

walls give a high rate of flow — allows more sprinkler heads to operate at one time.

Yardley engineered pipe and fittings for irrigation, water supply and drainage systems are distributed nationally. For complete descriptive information write: Dept. L-7, Yardley, Celanese Polymer Company, 142 Parsons Ave., Columbus 15, Ohio.

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Then plant *Warren - STOLONS* Grown on Sterilized Soil

DEFLOWERED BEFORE SEEDING TIME TO PREVENT CROSS POLLENIZATION

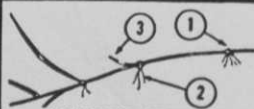
Field sterilization assures purity of strain — prevents *Poa Annua* — eliminates off-strains of Bent — kills weed seeds.

Pure strain foundation stolons grown on sterilized soil result in velvet smooth greens of uniform texture and color.

Our research has shown that when greens are grown with Bent seed, there can literally be hundreds of variations in color and texture from the same seed bag, because of the variability of seed. People illustrate this principle: a dark-haired mother and blond father could have a red-haired child.

When greens are grown from stolons, it is the same individual plants which grow again. Therefore, uniformity is maintained in color and texture of the grass.*

**For further information on this subject, check coupon.*



A WARREN CREEPING
BENT STOLON

- (1) Node, (2) New Roots,
(3) New Bent Plant.

Warren's Stolons give more
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from New York to California
— from Mexico to Canada
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Green Bluegrass Sod for
easier maintenance. Ideal
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*Many Clubs Expand
Services — But For Whom?*

Do Most of Members Benefit from Capital Improvements?

By **GENE O'BRIEN**

Professional, Rolling Hills CC,
Wichita, Kansas

In my spare time work as a club consultant, I hear a good deal of grumbling about the steady increase in the cost of operating country clubs and the consequent increase in dues and assessments. Capital expenditures often come in for a good deal of criticism.

Taxes take a bigger bite each year. So, too, do wages, materials used in maintenance, food and liquor re-sold in the restaurant and bar, supplies of various kinds, and, in many cases, insurance. The cost-of-living index, according to government figures, either stays steady or does no more than creep up from quarter to quarter, but you'd never believe it upon looking over the income and expense statements of many country clubs. Expenses, it seems, are always taking a substantial leap forward, making it mandatory that income do the same, or the club eventually will be going to the highest bidder.

Country clubs, as I see them, are a good deal like city, state and federal governments. People who pay for them are often behind in their payments. The

various government branches, in softening up the public for new increases in taxes, always maintain that services are being broadened and therefore more money has to be extracted to pay for them. Whether these services actually materialize is another thing. And whether the public actually benefits from them is questionable in many cases.

Many country clubs are copying the government in this respect. They are expanding their services — but for whom?

Demands May Be Great

Often, it only takes about six or eight influential members to prevail upon the board to build a new wing because another lounge is wanted, but not necessarily needed. Or, these same members may want to expand the restaurant, which presently isn't even paying its way in what are described as "cramped quarters". Or, it may be that they want to enlarge the lockerrooms so that massage parlors can be installed. Or, they may want a skeet trap, or bowling alleys, or possibly a landing strip near the club even though perhaps only two or three members own planes.

More than one country club is being operated from the lockerroom or the bar

room and not from the front office. The most unpopular boards so often are the ones that don't spend much money. Influential members, in so many cases, don't use much business sense in pressing for additions to the clubhouse or in building new facilities. Some of these people may be directing or managing large corporations where all emphasis is on returning a profit so that no dividend is missed. But as far as they are concerned, the profit motive goes out the window where club affairs are involved.

Outside Competition

What many of these influential members don't take into consideration is that the golf course probably is the only operation at a club that doesn't have outside competition. The dining room, bar, tennis courts, swimming pool, etc. are competing with TV, night clubs, theaters, good and bad local restaurants and several other forms of outside amusement. The competition may not be so formidable in smaller communities, but it can be murder in and around large cities.

With all these outside diversions cutting down on club patronage, it can be a very expensive proposition to keep the club dining room open in the evening or, for that matter, even at lunchtime. Day in and day out, how much does it cost to serve a salad or hamburger at noon-time and a steak in the evening? Some managers have told me that a dollar or more per setting is lost on evening meals on those slow weekdays when the dining room personnel outnumber the diners. The noontime gross usually is sufficient to more than take care of food costs, wages and overhead thanks to Ladies' Days and heavy play on Wednesdays and weekends, but there are occasionally days when the take barely outruns expenses.

One Night Doesn't Make A Week

When the influential members start agitating to have the restaurant enlarged, it often is because they have spent no more than a Saturday evening at the club. Patronage is at its peak on this night and all of a sudden the dining room seems to be completely inadequate to handle the crowd. Somebody starts grumbling about the lack of facilities "for



—Bill Mark photo

Ken Venturi hands the ball which he played when he shot a record 30 for nine holes in the third round of the Open to Fred P. Koehler, sales manager of Royal Golf Equipment. Besides collecting \$17,000 for winning the USGA event, Venturi received a \$10,000 bonus check from U.S. Rubber.

a club of this size" and immediately there is talk of knocking out a wall and expanding the restaurant to take care of the demand. What is forgotten is that on the previous Tuesday evening a person could have practiced wedge shots in the dining room without having endangered any patrons.

The test is whether the day in, day out patronage justifies expanding the restaurant facilities. Even if a club has one big night a week every week for four or six months a year its overall gross may not be large enough to make this capital expenditure wise or worthwhile. What has to be taken into account is the amount of time that the restaurant is idle or is patronized by only a few people.

Consider Average Income

No board of directors should consider financing to expand facilities without first giving some thought to the average income of its members. A board should resist the all too human weakness of trying to keep up with the richer club across town when it knows that it is going to burden its membership with too high assessments or a debt burden that is going to be dragged out over a great many years. No board should allow itself to be swayed by the argument, "Well, if they can't afford it, they shouldn't belong," in

(Continued on page 66)

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the Selective Weed Killer

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Mecopex seeks out and destroys unsightly weeds, without injuring fine turf grasses. It's the safe, sure way to protect the beauty of your golf course—and your turf investment. A new, highly selective chemical in Mecopex—MCPP—attacks weeds at the root for sure control. Especially effective against weeds like clover, chickweed, knotweed and plantain. Mecopex has proven harmless on many grasses including Pennncross, Washington, Toronto, Seaside Bent, Kentucky and Merion Blue. Treatment will not only prevent the spread of ugly weed patches, but can save hundreds of dollars in reseeding costs.

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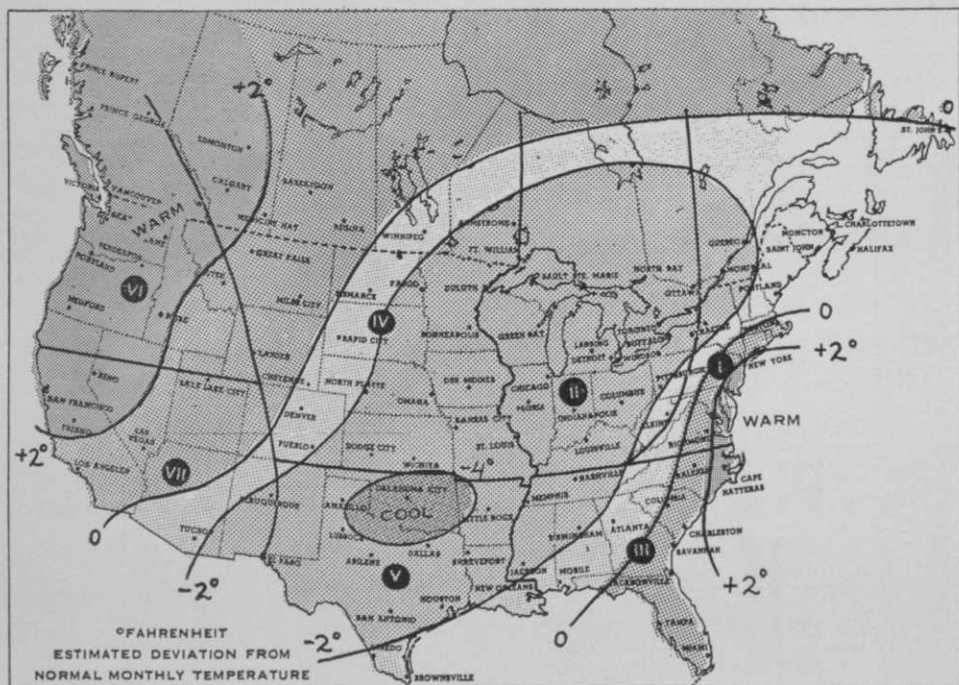


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Will Help Turfmen Head Off Disease, Other Complications



Weather Forecast Service for Superintendents

"Everybody talks about the weather but nobody ever does anything about it." This well known saying, attributed to Mark Twain, is being refuted by one enterprising company to whose customers the weather is of more than normal concern.

Although Mallinckrodt Chemical Works of St. Louis, Missouri, hasn't quite managed to arrange the weather to conform to optimum golfing conditions as an extension of its customer services, it has done the next best thing. Starting in July, Mallinckrodt is furnishing a monthly weather forecast as an exclusive service to golf course supts. and turf managers throughout the country as well as the company's network of turf distributors.

The forecast gives far more detailed

weather information than that available from the U.S. Weather Bureau. The weather service, if purchased individually, would cost \$36.00 per year.

Mallinckrodt is undertaking distribution of this new weather report on the premise that superintendents and turf managers need all the information they can get to protect precious putting greens and fairways against the various diseases associated with changing weather conditions.

The weather information is supplied to Mallinckrodt by a private firm of meteorologists, specializing in long-range forecasting. The four-page weather bulletin is tastefully designed and titled "Mallinckrodt Weather News."

Although, as Stan Frederiksen, Mallin-

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for junior is with

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Made in smaller sizes
especially for boys and girls

The beginning of everything in golf is in the grip. Starting with Golf Pride grips is the important first step for all young golfers. Golf Pride grips are the grips of modern golf. Their positive feel creates confidence, speeds the learning of better golf.



Emil Beck, who is an authority on re-vamping trade-in clubs into good clubs for youngsters, is a member of the Golf Pride advisory staff. He recommends the All Star, Lady Victory and Lady Rib-Lock models for this purpose. Your distributor has some attractive prices on these grips. Ask about them.

FAWICK FLEXI-GRIP CO. Box 111-C, Akron, Ohio 44321

ckrodt's distribution products manager points out, the bulletin can not predict that on a certain day the high temperature in a particular city will be 80 degrees, with thunderstorms in the late afternoon, it can and does show by maps, graphs and key city forecasts, which areas will be cooler or warmer and wetter or drier than usual.

Color bars on charts for seven different regions show approximate timings and durations of precipitation (green bars), as well as periods of hotter (red bars) and cooler (blue bars) temperatures than normal for that season and location. With such information, supts. will be able to more intelligently plan their turf maintenance schedules to take advantage of or adjust to existing weather conditions.

For example, on page one of the July issue of "Mallinckrodt's Weather News," greenmasters are cautioned that July is a bad month for fungus troubles such as brownpatch, pythium, dollarspot, copper-spot and red thread. A complete disease prevention program built around KRO-MAD,[®] Mallinckrodt's broad-spectrum turf fungicide, is recommended as a safe bet for all-around protection of putting greens during the month. These helpful hints also include recommended treatments and dosage.

Pages two and three include precipitation and temperature maps of the whole country printed in four-colors, the bar charts and climatological data plus forecasts for thirteen key cities. The "Greens' Outlook For July 1964" on page four summarizes the weather by area and is also cued to the July forecast.

Prepares Construction Guide

H. B. Musser, former U. of Pennsylvania agronomy professor and now a consulting agronomist, has compiled a guide for preparing golf course construction specifications. It represents the best features of a number of leading architects' specs which Musser has had the opportunity of reviewing in recent years. It is organized in such a way that any item in a section of the guide can be dropped without affecting the overall specifications.

California Launches Two-Year Turf Training Program This Fall

Jobs for young men are becoming more plentiful in turf management but applicants are scarce. So a group of men in Los Angeles hope to remedy the situation within a few years, according to Wayne C. Morgan, U. of California farm advisor (See *Golfdom's* June cover).

Superintendents Cooperate

To train youngsters for turf positions, Morgan is working with educators, golf course officials and members of the turfgrass industry on management programs at the Junior and Senior high school and college levels. The aim is to interest young men in turfgrass as a career and provide opportunities for training them to take positions with golf courses, parks, highway departments, etc. Assisting Morgan in the undertaking are Lester O. Matthews, L.A. school official, and G. Allen Sherman, dean of agriculture at Mt. San Antonio College in Walnut.

Twelve Los Angeles area Junior and Senior high schools now are teaching turfgrass management at a primary level. The Southern Cal GCSA is cooperating with the educators by sponsoring a summer program in which boys are trained in golf course work. Last year, 11 boys took advantage of the GCSA on-the-job training plan.

This fall, Mt. San Antonio College will introduce the first college level turfgrass curriculum for prospective supts. west of the Mississippi. Students who complete the two-year teaching and training program are assured positions as assistant supts. at California courses. Herman Weskamp will teach the turfgrass courses.

Along with their academic and technical training, students will be assigned to play on the school athletic department's greens and fairways. This will cause wear typical on a course as a test for fertilization, mowing, irrigation and other management techniques.