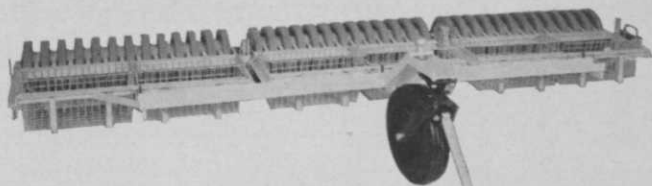


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DYNA-FOG MACHINE
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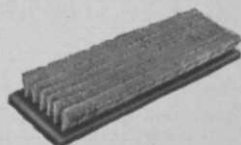
NEW U. S. RANGE BALLS



GOLF RANGE MAT



GOLF BALL PAIS



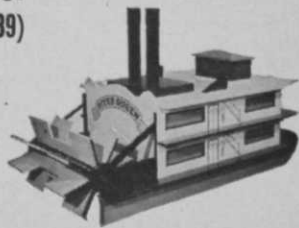
RUBBER BASE BRUSH MAT



NEW BALL WASHER



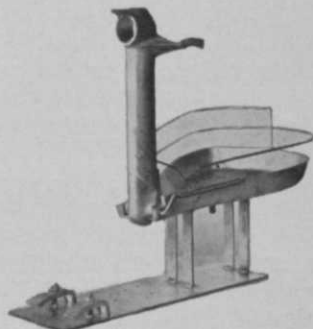
BASEBALL PITCHING MACHINE



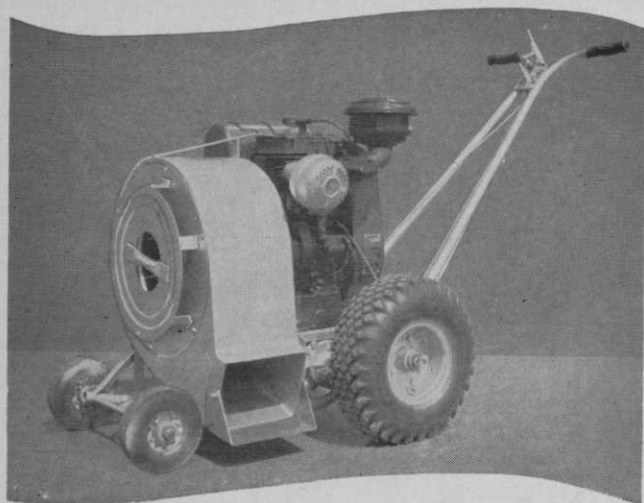
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part of the country where huge rice fields built a dynasty in days gone by in the use of the same kind of flood control. The ten lagoons and eight other water hazards in the playing area, all inter-connected, are part of a master water control system, where on either end a large dam has been constructed. Each dam contains two 48-inch tidal gates which permit fresh water to flow out — and when desired, salt water to flow in.

This method was used to smother grass in the rice fields. The inflowing salt water inhibits scum and the growth of weeds. Control of this kind is ingenious, and according to O'Quinn, was devised after all others failed. "Sometimes we leave the sluice gates open for as long as two weeks at a time, or for as long as we need the incoming salt water to serve our purpose," he explains.

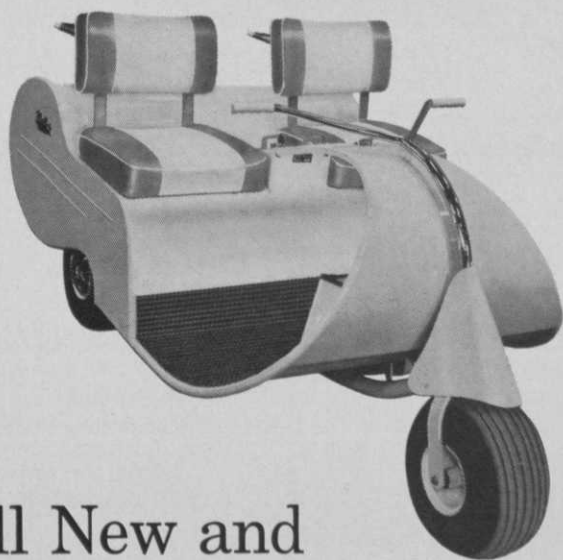
The watering and drainage systems were completed before the course was built, to control the water table in the area, and to permit lagoons and canals to have constant levels in wet or dry weather. The extensive irrigation system includes a 5-mile transite water main

which runs the length of the course, together with more than five miles of galvanized lateral pipe lines. Each of the more than 500 sprinkler heads has a watering diameter of 180 feet. Even fairways and roughs are covered. Water is supplied by six 220-foot-deep fresh water wells.

Though the lagoons were a natural consequence when the more than 80,000 truckloads of dirt were moved in the construction of the course, they are strategically located and have proved to be a tremendous tourist attraction. They are a natural attraction, too, for alligators which immediately took up their abode in the pleasant waters and soon learned they could get three square meals a day from the hand of man. Another fringe benefit is the golf balls lost by unsuspecting players — the saurians eat 'em for dessert!

The Sea Pines course operates on an annual budget of about \$65,000. The pro shop is leased and is under the management of Wallace Palmer of Baden, N.C., a PGA professional and a brother of Johnny, well known as a circuit player about a decade ago.

The Walker *Executive* for '65



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All New and

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Now the famous Walker Executive is available in both electric and gasoline models. It boasts all the features that has made the Executive the pace-setter in its field. Sleek styling . . . luxurious appointments . . . rugged unitized body . . . and *now* you have your choice of either electric or gasoline models.

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For all the details on the complete line of Walker Golf Cars, write today for your FREE full-color illustrated booklet.

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Grau's Answers

(Continued from page 80)

the production fields. Those who buy large quantities of Merion seed (sod growers, new golf clubs) will do well to buy on specifications that provide for "Zero tolerance of *poa annua*, bent and *poa trivialis*" with suitable penalties for non-performance. Seed from Europe and parts of the U. S. most often contains objectionable impurities. Duich says that when a customer buys in good faith he should receive what he expects to get.

Disease: *Fusarium roseum* has developed into a major headache for many. Commonly believed to be a cool-season fungus, it operates at high temperatures. No one seems to be certain of the most effective treatment for this disease.

Phythium, helminthosporium and curvularia took their toll. Dexon, Zineb and others helped reduce losses. Hydrated lime was a "hot" item on dealers' shelves for ½-pound per-1,000 sprays to check leafspots and to revive tired.

Spring deadspot on Bermuda is reported to be stopped by fall applications of a compound called Spring-Bak.

Developments of Interest

Duich's soil-mixture studies at Penn State cover the greatest area and range of materials in the world. There will be a constant flow of data for many years. Field and lab studies are leading to increased levels of understanding of necessary individual factors for modifying soils for heavy recreational use.

Juska's work at Beltsville on phosphorus cites applications of 4,000 pounds of P_2O_5 to the acre without injury. The report will be extremely interesting.

Daniel's report No. 28 from Purdue on electric warming of soils for sport turfs makes interesting reading.

Couch's book on Turf Diseases fills a need in this field. Penn State's Circular 510, "Control Turfgrass Diseases," is a useful ready reference.

Florida reports a Bermuda that needs no mowing.

Youngner, California, reports creeping red fescue far in the lead when overseeded on Bermuda turf.

Engel, New Jersey, predicts that confusion is likely because of rapid release of bluegrass varieties that have not had adequate testing.

Emergency Reserve

(Continued from page 62)

or clubs become so accustomed to escaping large scale emergencies that they come to think they are immune to them.

"On second thought," says Frank, "it shouldn't be left up to the supt. to have to sell the club on an emergency reserve. The club should be operated on enough of a businesslike basis to automatically provide for it."

Members Hard Hit

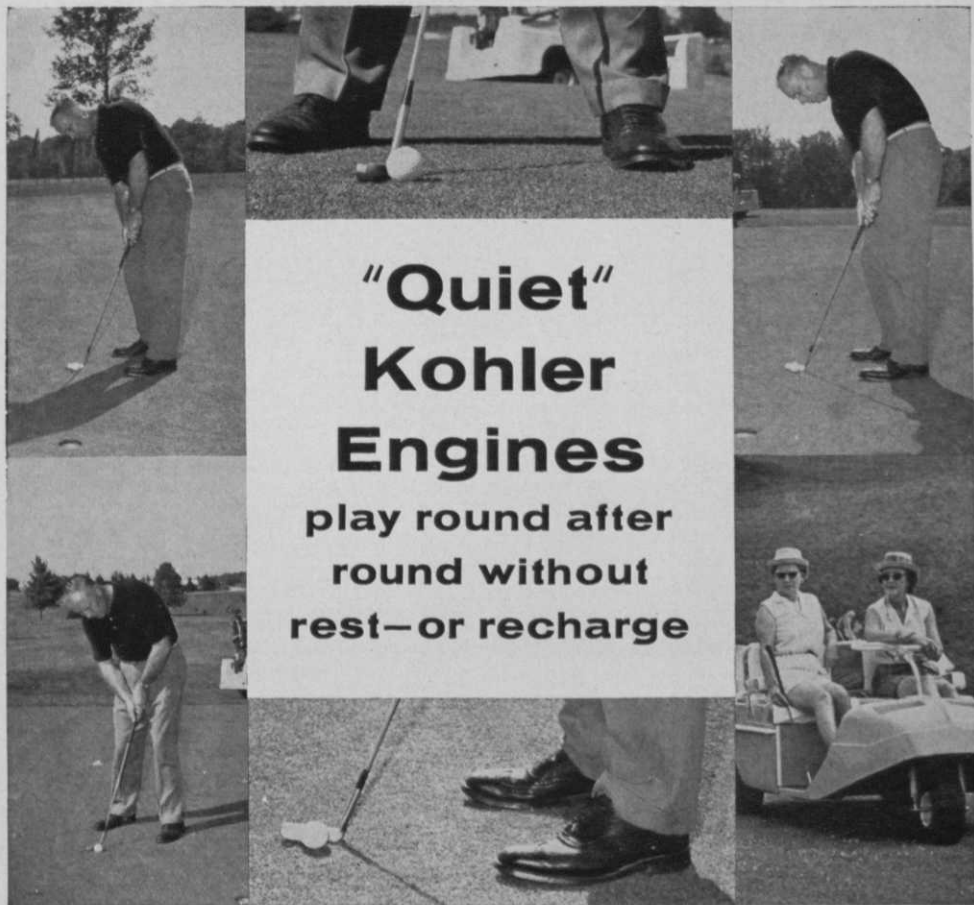
A good deal of financial distress has resulted at clubs where there hasn't been some kind of an emergency reserve fund to help pay for the damage caused by major catastrophies such as hurricanes, tornadoes, etc. Members have been taxed with extraordinary assessments to pay for repairs, or it has been necessary to obtain large bank loans to handle them. The blow in many cases could have been softened if a fund had been accumulated over the years to provide for emergencies.

Clubs have no choice but to provide their own catastrophe insurance, by the way, because the cost of obtaining protection against windstorm, vandalism, etc. is prohibitive.

Poa in New England

Referring to the article on pythium that appeared in the September issue of Golfdom (page 28), Burt Anderson, supt. at Augusta (Me.) CC, points out that Arthur Anderson at Brae Burn in Newton, Mass., and Manuel Francis at Vesper CC in Lowell have virtually eliminated *poa annua* in their greens, tees and fairways. It has taken them several years to do it with the use of arsenicals.

Quoting Burt Anderson: "To say that New England supts. are divided about going along with *poa* or getting rid of it means that Art Anderson and Manny Francis are on one side of the fence and the rest of us are enviously looking over at them."



**"Quiet"
Kohler
Engines**
play round after
round without
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Kohler-powered golf cars never take time out to get their "batteries charged." They keep running, two, three, four rounds a day, seven days a week, as long as there are players to use them. Maintenance is minimum, profit maximum.

Kohler proves gasoline engines need not be noisy. Quietness is built into Kohler engines with the famous cast iron block to cut vibration noise. Plasticized blower housings and non-metallic cam shaft gears, plus low idling speeds all keep noise down to a polite purr. Keep your golf cars rolling and profitable with Kohler "quiet engines." For more information write Dept. E4-610 Kohler Co., Kohler, Wisconsin.

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Washington 2, D.C.
(Area code 202) 526-1240

Pro Must Advertise

(Continued from page 32)

pro says: "I tell one of my members what I want to say and he writes it as I should say it. I only get out a letter at the start of a season and one along in late July when I want to clear out stock that hasn't been moving. I should do more of this, but like most professionals, I haven't got the advertising part of my business fully organized."

Advertising Is A Sales Assistant

A practical slant on pro advertising comes from Texas. A Houston pro says: "I've got a young woman assistant who knows something about advertising. Her sales letters, signs, birthday and Fathers' and Mothers' Day cards have done so much good they are like hiring another assistant to do nothing but sell."

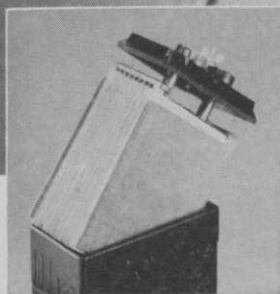
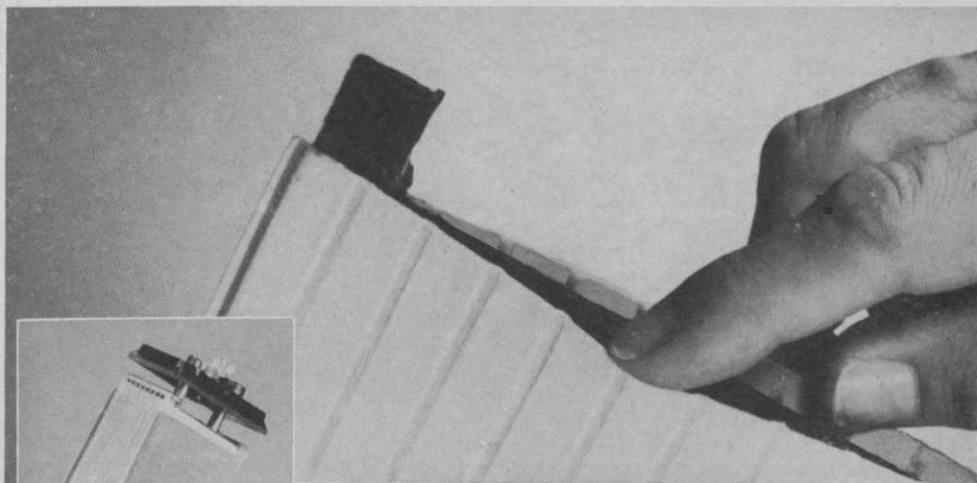
There is a fair share of pro advertising in club magazines, but unless the club's editor gives the pro special attention, the ads don't say much. However, when the pros write instruction articles they usually are decidedly good. Club magazine advertising misses many chances to focus na-

tional advertising on the pro shop. The GOLFING-pro merchandising campaign accents those tie-ups between the manufacturer's national advertising and the pro's own advertising whether it is in print or in displays in his shop.

The pro's personal advertising through local sports columns, TV and radio programs, night school classes and in clinics and demonstrations usually is remarkably good general publicity. But it is in direct, printed advertising that he needs to apply more imagination.

Shop signs are coming back and so are sales enclosures in club bills. The pro is beginning to see that his own advertising can be directed to reassert his command of the golf market. By constructive use of advertising, the professional can more than offset the destructive advertising that has lowered the quality and price standards of golf equipment, and has brought him under suspicion of exploiting his members.

EXCLUSIVE POLYKLAD® PLATES *make the difference in the* KARGO GOLF CAR BATTERY



Demonstrator shows one group with plates "PolyKlad" protected



EXCLUSIVE POLYKLAD PLATES make the difference! An entirely new process, the only major advance in internal battery design during the last decade, encases the plates in a protective polyethylene jacket that provides superior performance in every Kargo Sure Drive battery. Laboratory tests backed by extensive field testing over the past several years, prove the "PolyKlad" plates better withstand the severe conditions of constant vibration and deep cycling that golf car batteries are exposed to in everyday use. This new, exclusive method cushions the plates from shock and because no plate edges are exposed, the danger of internal shorts is eliminated completely. The Kargo battery with "PolyKlad" protection will out-perform any conventional type battery because it is especially designed for rugged service under severe conditions.



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Moffett, Griffin Added to National Foundation Staff

Thomas Moffett has been named public relations director of the National Golf Foundation. He is a graduate of Northwestern University, Evanston, Ill., where he majored in English. He recently completed a three-year tour of duty with the Army, serving in Korea with the 7th Division and in Germany with the VII Corps.



Moffett

Moffett is a onetime assistant pro at Plandome CC, Long Island, N.Y. He also caddied at this club, worked as a starter and served with the maintenance department. While attending Northwestern he caddied at the Inverness GC in Palatine, Ill.

Moffett's primary jobs with the Foundation are to help stimulate wider participation in golf and promote the market.

Another recent addition to the Foundation staff is Ellen Griffin, who serves as a high school and college golf consultant. She has taken a leave of absence from the physical education department of the University of North Carolina to fill the post.



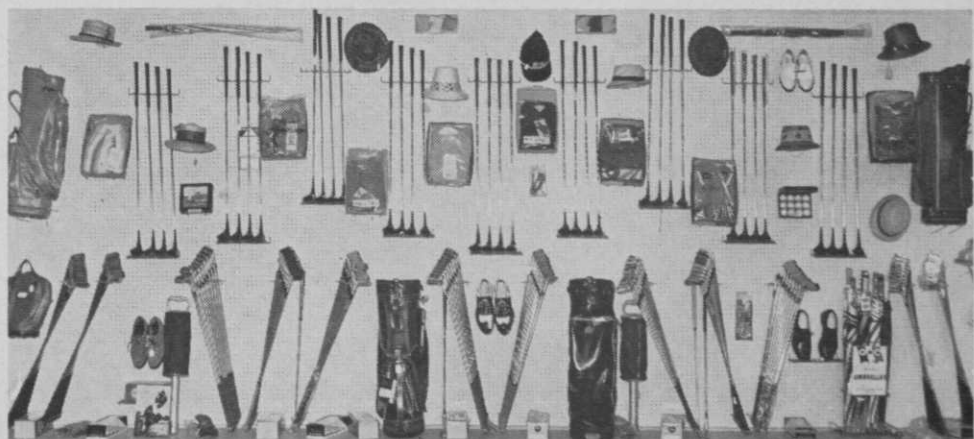
Griffin

She directs the establishment of golf instruction and playing programs in high school and college athletic set-ups. Audio-visual aids, workshops, and demonstrations are being used in this work. Most of her efforts will be concentrated in making golf teachers as well as players out of physical education instructors.

Miss Griffin has been a physical education teacher for more than 20 years. Besides teaching at North Carolina she has served as a consultant at Purdue, Michigan, Wisconsin, Iowa, Ohio State and Georgia. She is a staff member of the Ladies PGA national golf school.

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 ONLY FOR \$100 OR MORE $\frac{3}{8}$ " DYMO TAPEWRITER

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An open letter to: Golf courses in the Chicagoland area

Gentlemen:

As distributors of Cushman Golf Cars in the Chicagoland area, we are proud of Cushman's new 1965 line — as shown on pages 82D, 82E of this issue. That is the most extensive line of golf cars ever produced by a single manufacturer and it provides a car to meet every budget and operational requirement.

Additionally, we (Chicagoland Cushman Sales, Inc.) are one of the largest Cushman distributors, and one of the largest leasing operations in the country. This combination guarantees you a successful fleet operation in ways which no one else in this area can match.

We are anxious to meet with you at your convenience, demonstrate our new cars, and quote you on sale or lease programs. If you want to provide your club with both the best golf cars AND the best service — call us today.

Chicagoland Cushman Sales, Inc. 61 E. 23rd St., Chicago Heights, Ill.
WA 8-5554 (Area Code 312)

PS: Because many clubs will be trading their used cars for beautiful new Cushman Golfsters — we expect to have a large stock of used cars available for resale. If you are interested in used cars be sure to call us.

Late Summer Turf Meetings Held at Four Universities

One-, two- and three-day turf conferences were held in recent weeks at Michigan State University, the University of Missouri, Ohio State University and the University of Florida.

Michigan State University, East Lansing, had more than 450 specialists at its turf field days. James Beard, MSU turfgrass researcher, who was in charge of the program, reported that attendance set a record for the two-day show. Highlights of the program included observations of field experiments in winter injury of turfgrasses, new grass variety evaluations, the effects of pre-emergence herbicides on desirable turfgrass species, a red fescue breeding program, and a shade grass environment study.

Of special interest to supts. was a demonstration of a newly developed machine especially constructed for measuring the speed of bentgrass putting surfaces. Results showed that most cultivation practices increase ball velocity, while heavy

topdressing and less frequent mowing than normal reduce ball speeds.

The MSU tour included displays of various aspects of turf management by Carter Harrison, Leyton Nelson, John Shickluna, Bill Meggitt, Jim Beard, Ray Cook and E. C. Doll. Maintenance equipment, soil sampling, identification of grass-specific situations and fertilizer procedures and diseases, studies of various grasses were among the subjects covered.

Fifth Missouri Conference

The lawn and turf conference sponsored by the University of Missouri, Columbia, was the fifth conducted by that school. Ellis R. Graham and George E. Smith of the Missouri agronomy school were among the speakers. Graham discussed the significance of soil tests while Smith talked on fraudulent fertilizers. Representatives of commercial firms who spoke included James Latham, Milwaukee Sewerage Commission, Stan Frederiksen, Mallinckrodt Chemical Works, Verne Fish, Toro Manufacturing Corp., and Ed Shoemaker, Rainy Sprinkler Sales.