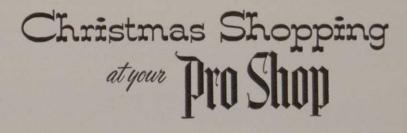
# Are you A Pro who can use

## An extra month's profits?

That extra 13th month is the profit in sales and in golfer service that the Professional gets from



Orders now being taken for the 12th edition of this annual guide to gift buying in the golf shop — the Christmas gift sales promotion publication that built a multi-million dollar business for Professionals, converted their inventories into cash and made the golf Professional's helpfulness greatly appreciated by his members who spend a bundle of money cheerfully as Mr. and Mrs. Santa Claus. Last year 651 Professionals used Christmas Shopping At Your Pro Shop. The entire Chistmas 1964 edition was sold out early . . . in circulation and in advertising space.

ALL ADVERTISING SPACE AVAILABLE FOR 1965 Edition of CHRISTMAS SHOP-PING At Your Pro Shop already has been sold — and to top quality suppliers of pro shop merchandise!

Order early to get your share of this year's record Xmas gift spending. You will, with CHRISTMAS SHOPPING At Your PRO SHOP.

This year make your's a Long Green Christmas

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#### Another GOLFDOM Pro-Only Sales Promotion

July, 1965

91

## Fairway Mowing-Rough Control-Leaf Mulching



Bob Ross, Jr. had his pro shop featuring apparel for the National Open visitors . . . Ross, his assistants Wendell Pittenger, Frank Groat and Dick Haas and others of the shop's staff of young men and women were bright and helpful in handling shop traffic so heavy that one door had to be used for the entrance and another for the exist . . . A display feature in the shop was Golfcraft's Jackie Gleason Champagne Brut assembly of gold-plated irons, golden headcovers, a bag, duffel bag and shag bag of goldcolored material . . . The outfit had been ordered by a group known as The Millionaire's Club for presentation to Gleason at Doral CC . . . Another showy exhibit in the Bellerive shop was a set of four "autumn haze" mink headcovers.

Men and women Open committee members at Bellerive were smartly dressed in blue outfits with white hats and shoes and with the club crest on the coats . . . Operation of Bellerive's beautiful clubhouse for the Open crowd was smooth and service was remarkably fast . . . Edgar Reed, who came as manager to Bellerive from Old Warson two years ago, didn't seem to have one bit of the difficulty some had expected in handling an Open crowd in a clubhouse that isn't any too big for the club's 400 members . . . Reed planned food and drink service in a way to solve his traffic and personnel problems in advance . . . He had two able aides — his assistant, George Dellas, and Al Cattaleno, captain.

Cedar Hill G&CC, Livingston, N.J., had 203 entries in National Golf Day and 30 of them beat or tied **Bobby Nich**ols' mark of two-over par . . . Paul Hahn seems to get younger on hard work . . . His trick shot schedule this summer is heavier than ever before . . . One of his big shows was for Ballantine brewers during the National Retail Grocers' convention in Chicago . . . Hahn is to me the PGA championship clinic again this



## One sure way to build a better golf course



CASE IN POINT: The new Belvedere Country Club in Hot Springs, Arkansas. Designed by architect Bert Meade, this championship golf course is one of the finest in the country.

## (and keep it that way!)

Helping to keep it that way is its completely automatic sprinkling system by Rain Bird, consisting of the Rain Bird ME-11 Rain-Clox Controllers, and the No. 51 and No. 41 Rotor Pop-Ups.

Rain Bird Rain-Clox gives the superintendent direct control – up to 14-day cycle programming with the greatest flexibility and selection. All Rain Clox settings are easily made with dependable switches and dials; there are no loose pins or pegs to get lost or broken.

Interested in building, re-building or

converting to a fully automatic Rain Bird system?

For complete engineering details contact your local Rain Bird dealers or write direct for catalog S-65. In the East and Midwest, write to Rainy Sprinkler Sales, Division L. R. Nelson Mfg. Co., Inc., 1012 W. Pioneer Parkway, Peoria, Illinois 61614. In the West, write Rain Bird, Glendora, California 91740.





conducting tournaments at a club, should own this booklet. Price — 50 cents

National Golf Foundation 804 Merchandise Mart Chicago 54, Illinois year at Laurel Valley.

Walter Cosgrove, 55, pro at Green Hill GC, Worcester, Mass., for 30 years, died recently while attending a B'nai B'rith sports dinner at Wachusett CC, West Boylston, Mass. . . Chappy Chapman now pro at Golfomat Golden Tee CC, 6659 Topanga Canyon Blvd., Canoga Park, Calif. . . The place has Golfomat nets in which holes at Pebble Beach, Doral and Congressional are pictured and shots played are registered electronically . . There's talk that the 1967 Ryder Cup matches will be played in Texas . . Midwest GCSA recently published a directory of its members.

Cute merchandising tie-up Shakespeare Co. had in an ad on the National Open pairing and starting time folder . . . There was a "special tournament offer" of Shakespeare Fiberglas center balls when the pairing sheet was presented to pro **Bob Ross, Jr.** in his pro shop at Bellerive CC . . . With **Gary Player** winning the Open the Fiberglas-cored ball and the Fiberglas shafts will be getting a strong pro shop push by Shakespeare.

The Laramie (Wyo.) CC has opened its new clubhouse, pool, and the first nine of a proposed 18-hole course, according to general manager, **Bert Goldsmith** . . . The first nine is a par-35, 3275-yard layout, with ladies' par 38, says supt. **Larry Lockwood** . . . Pro for the Wyoming course is **Ford Willey**, formerly at Sun City GC in Phoenix, Ariz. . . Members of Paradise Valley CC, Las Vegas, Nev., have formed a corporation to operate the 18 hole course as a private club, with an option to buy from owners **H. M. Greenspun** and **Lloyd Whaley**, according to Pro **Charley Teel**.

A Long Island (N. Y.) landmark, the Pioneer miniature course in New Dorp, which opened in 1929 as a pee wee course, will be replaced by a pizza drive-in restaurant . . A group of Stronghurst, Ill. businessmen have organized to promote a four-hole layout with sand greens that will be located near the Stronghurst schools . . . All support and labor is voluntary.

Work is progressing on Hemlock Springs GC, Harpersfield, O., and all 18

## Announcing new Sarolex for turf. Get spectacular control of both nematodes and insects with just one product.

Season long effectiveness against nematodes. Long-lasting control of insects. Fast green-up. All this with only one product . . . new Sarolex\* nematicide-insecticide. No other product can do as much.

One application of Sarolex provides outstanding, long-lasting control of lance, pin, ring, rootknot, sheath, sheathoid, spiral, sting, stylet, and other plant-parasitic nematodes that attack established turfgrasses. And control generally lasts for an entire season.

Three years of plot and field work in Florida has proved that Sarolex produces results far superior to those you have been able to get with other control materials. Visitors at the recent Florida Turf-Grass Association meeting were amazed when they saw the results of the tests.

Sarolex treatment greens up grass fast . . . Bermudagrass in as little as two weeks, and St. Augustine grass in six to eight weeks, in hot weather.

You get an exclusive bonus with new Sarolex because the rates recmended for nematode control also provide outstanding control of a wide range of turf insects . . . lawn chinch bugs, sod webworms (lawn moths), crickets, armyworms, and many more.

Sarolex has a high margin of safety to established turfgrasses.

You can use Sarolex in combination with other chemicals, and with liquid nitrogen fertilizer.

The most effective period for making Sarolex treatments on home lawns, parks, athletic fields, commercial sod, golf greens and fairways, and around motels, hotels, and office buildings, is between May and September . . . when grass is usually growing fastest, and when nematodes and insects are also most active.

For more information about Sarolex write:

Geigy Agricultural Chemicals, Division of Geigy Chemical Corporation, Ardsley, New York.

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## Growing Turf The Hard Way



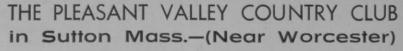
#### By Tom Mascaro

Geographical Area: Southern California

Problem: Digging Bermudagrass out of fescue fairways. Twenty-five men were employed to remove the Bermudagrass by hand.

Solution: Let the Bermudagrass grow. They were trying to eliminate the grass that would grow well in the area, and trying to save the fescue which had no chance of surviving. Today, these fairways are completely covered with a beautiful, solid stand of Bermudagrass.

holes should be open by Memorial Day 1966, according to Charles Vanis, owner... Designer of the course is Benjamin Zink... The 6691-yard course will have a par of 72... Owner Luke Frey says his Paganica GC in Oconomowoc, Wis. should be open by Labor Day... Paganica is a name derived from the ancient Roman game similar to golf and in which a leather-covered ball was hit with a crooked stick... Warner Springs (Calif.) Guest Ranch course, designed by Harry and David Rainville and being construct-

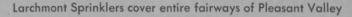


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#### Federal Excise Taxes On Club Dues Repealed

On June 21, 1965 President Johnson signed into law legislation repealing the excise taxes on all club dues and fees. The repeal, passed by Congress last month, applies not only to actual dues, but to any other fees or assessments on which club members are currently paying the 20 per cent federal excise tax. The law applies only to dues and fees applicable on and after Jan. 1, 1966. The law does not effect dues and fees for the balance of 1965.

The repeal is the climax of a battle led by the CMAA, NCA and other organizations over the past 10 years. The CMAA warns clubs against trying various tax dodges, such as voiding dues for the balance of 1965 and trying to recoup them next year without taxes. It will only be a matter of time before an IRS agent discovers this. The deficiency penalty that may be imposed will far outweigh any gain.

ed by Larry Farnan, should be ready for play in Sept., according to Thomas O'-Hara, manager . . . The 18-hole course measures 6800 yards.

Lakewood public GC, Georgetown, O., opened its full 18 holes recently, according to Forrest Wahl, owner . . . A new 9hole semi-private course, Homestead GC, has opened near West Milton, O. . . . A pre-planned residential sub-division near Tyler, Tex. already has a course under construction.

Pro John Wisinski retained as manager of the Big Whitefish Lake GC, Howard City, Mich., although the club has changed hands . . . Owners Maurice and Grace Newell have sold the club to Walton Pierce . . . Geoffrey Cornish is designer for the Powder Horn GC in Lexington, Mass. . . . The 47-acre, 2820yard, Par-3 course is owned by Murray and William Howard who operate it on land that has been in their family over 50 years.

Plans are progressing rapidly to replace the burned-out clubhouse of the Willow Lake GC, Metter, Ga. . . .



Waynesboro, Penn. will have a new miniature course added to Nellie Fox bowling center . . . Camino (Calif.) Heights GC, designed by **Bert Stamp**, opened in July . . . Course is part of 304-acre home development and will be expanded to 18 holes by next year.

The new Central City (Ky.) GC opened this spring . . . Life memberships were presented to officers and employees of the Peabody Coal Co., which donated machines and labor to do most of the work on the course without charge . . . St. Bonaventure GC, Olean, N. Y., has revamped the 9-hole course adding a stroke on the seventh to raise par from 35 to 36 . . . Greencastle, Ind. has a new Par 3, 1341-yard course called Allenhill . . . Owners and operators are **Bayard Lee** and John D. Allen . . . Pro is Larry **Brant**.

Mavor Boyd is new supt. at Calumet CC in Homewood, Ill . . . Ronnie Reitz is pro at the Green Hill CC, Louisburg, N. C. succeeding Gene Samaske . . . The new Dennis Pines GC on Cape Cod in Mass., measures 7200 yards and plays to a par 72 . . . Lou Thibeault is pro and Peter Kirouac is supt. of the community owned course. The Loch Ledge G & CC, Peekskill, N. Y., plans to open its course this fall . . . Vacationland Open to be played Aug. 12-15 at Poland Spring (Me.) GC for \$15,000 in prizes.

Pro-manager of the Passaic County public course in Wayne, N. J., Jerry De-Rosa, says plans are afoot to acquire more land to take care of the rapid increase in the number of golfers playing the links .... De Rosa is also an associate professor of physical education at Montclair State College . . . Owners Frank and Pete McLean have added a new nine to Genegantslet GC's layout to bring the course to 18-holes . . . Genegantslet is in Greene, N. Y. . . . Maurice Witherspoon, Jr. is director of operations for the Atlanta, Ga. Athletic & CC . . . Previously he was manager of Travers Island for the New York Athletic Club.

A 7000-yard, 18-hole course will be part of a new country club planned on a



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tract in Winterton, N. Y. . . . It is scheduled for completion in Sept., according to the builders . . . The Val Halla CC, Cumberland, Me., has completed its first nine and clubhouse . . . Official opening was June 15 . . . The three operating heads at Oak Ridge public course in Clark N. J., pro Dan Billy, manager Charles Alioth and supt. Mike Yarussi, say that play will be speeded up considerably with the fleet of 22 new golf cars acquired by the course . . . Jim Champman, formerly assistant at Detroit's Tam O'Shanter, now pro at Chagrin Valley CC in Ohio.

Linden Hall, formerly St. James Park, CC in Lower Tyrone township, Pa., is being renovated, according to supt. Frank Ucman, Jr. . . The pro shop is also being moved closer to the No. 1 tee, according to Pro Francis Barrett . . . Osborne and Stewart are designers of a 9-hole course to be built below Grizzly Dam, Portola, Calif. . . . Architect John Fleming will serve as a consultant on this project . . . W. Theodore Baptist, manager of the Audubon Golf Club, New Orleans, La., died suddenly in late May . . . A 36-hole miniature Putt-Putt course, operated by Jerry Laurie, opened recently in Ashtabula, O.

The 6715-yard, 18-hole, par-72 semiprivate course at Sportsman's GC, Harrisburg, Penn., has opened according to owner **George C. Winterling**... The port of Seattle (Wash.) commission has executed a lease for 25 years on a 97 acre tract just south of the Seattle-Tacoma international airport to the GMP Co. for construction of an 18-hole course . . . Commissioners have awarded contracts for the development of an 18-hole course in Spanaway Park for Pierce County Tacoma), Wash.

Gene Renz and Bud Miller have opened a new Putt-Putt miniature course in Sharon, Pa . . . Shirley Englehorn, until recently president of the Ladies PGA, has taken a position with Brookhaven CC, Dallas, Tex., according to pro Joe Black

