

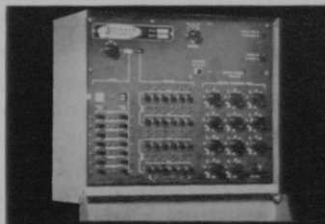


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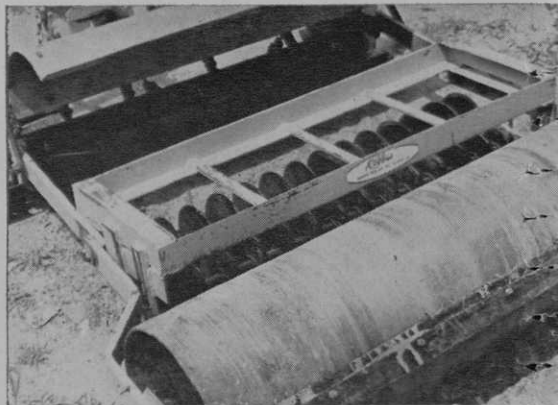


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(Left) Here is a closeup of the front shaft, with knives which loosen the soil. At right, is overall view of the planter with cultivating knives in front, two rows of cutting discs in center, and roller behind.

killed at Bellerive in St. Louis, Ernie Schneider replanted generously with U-3 sprigs and obtained turf cover in a surprisingly short time.

Sprigs from Verticutting

Sprigs were obtained by verticutting in good turf. Before planting the areas were fertilized generously with activated sludge and some mixed chemical fertilizer. The sprigs were scattered generously by hand, 200 or more bushels per acre.

The planter Schneider used has a rotary shaft with knives up front to loosen the soil. Then there are two rows of straight discs to cut the sprigs into the soil. Behind them is a roller to press the sprigs into the soil and firm the surface.

The amount of growth in three weeks time was unbelievable. It may be the best way to restore Bermuda in winter-killed areas.

Club President Sued in Golf Car Accident

Kirtland CC of Cleveland, O., has been sued for \$50,000 for injuries claimed by a guest in a golf car accident.

The suit was filed by Orrin B. Wertz of Cleveland against Latham W. Murfey, Jr., president of the private club. Murfey is an attorney.

The suit stated, in part: "On June 5, 1963, the plaintiff attended an outing on the premises of the defendant, which had leased its club facilities to a group called the Hermit Club that day.

"The plaintiff requested from the defendant use of a golf car and the defendant, through its agent . . . delivered to him for his use for a fee paid to the defendant an electric golf car.

"Plaintiff started down the 10th fairway which is on a steep incline and thereupon found that the car had no brakes. . . . Plaintiff was required to take some action to bring it to a stop to save life and limb of a fellow passenger and himself. Plaintiff told his passenger to jump clear and turned the golf car into the woods at the side of the golf roadway, causing the car to stop on impact with some small pine trees.

"Plaintiff says that the defendant was negligent in leasing a golf car with inoperative brakes and failing to warn him that the brakes were defective.

"Plaintiff injured both his hands upon impact with the trees, sustaining compound fractures . . . and has needed hospital and medical care. The free use of both hands has been substantially impaired, for which damage plaintiff asks \$50,000."

Murfey, speaking for Kirtland, said it would take some time to prepare an answer. However, he said that the club was not leased, but that the Wertz group was there under sponsorship of a Kirtland member. He said that the car involved belonged neither to the club nor the pro, but is used under a lease arrangement.



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If what you seek is putting green perfection with less future trouble, plant stolons. Make certain that the stolons you plant were grown on sterilized soil and are free of wild bent and poa annua.

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extreme variability can be seen at our research center in Palos Park, Illinois.

A leading turf expert stated recently, "Now that the quality of turf developed from commercial Penncross seed seems to be deteriorating (production fields appear to be left down too long) turf men are looking to the old standard stolons."

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 "Genetic Variability in Creeping Bent" A study of seed versus stolons for planting putting greens.

Club Name _____
Address _____
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Superintendent _____

Architect's Plans Translated Into A Course When Martin Moves In

By JOHN M. BRENNAN

Charlie Martin was born on the fringe of Old Bellelaire GC, Bayside, L.I., N.Y., during the pre-depression era when courses were mushrooming in Queens, one of the five counties that comprise the City of New York.

When Charlie became old enough to swing a club, he began to caddie for Joe Turnesa at Old Bellaire and occasionally went to nearby Fresh Meadow CC, Flushing, where Gene Sarazen was pro.

It was at the latter club that a decision was made one summer day that changed Charlie's life and started him on his way to becoming the most important and influential course construction man in the Westchester-Long Island sector.

Helped with Weeding

"It was a hot, humid day in the 1920's when Ed O'Brien, the head greenskeeper at Fresh Meadow asked me to help with the weeding and mowing of one of the greens at the course where Sarazen was to win his second U.S. Open title after annexing the British Open earlier the same year," recalls the youthful-looking Martin as he and his comely wife, Ginny, an important cog in his golf course construction firm with headquarters at Commack, L.I., recently talked of the vast growth of golf in their area.

"There were no caddying jobs that hot day, because of the high humidity. So I was anxious to make a few dollars helping O'Brien and his foreman, Jimmy Keough, now the superintendent of Fresh Meadow's new layout at Great Neck, formerly known as Lakeville," says Martin.

"That was my start in the maintenance and construction phase of the sport, something for which I shall be eternally



Mr. and Mrs. Charlie Martin
... no job is too big.

grateful to O'Brien and Keough. Golf has been kind to me through the years, has offered a tremendous challenge and given me a great satisfaction because of the courses I have helped to create and revamp."

Baseball, Golf Maintenance

At one time, when Martin was associated with the late Walter Grego, recognized as one of the leading turf developers in the country, the pair maintained the grass at Yankee Stadium, the Polo Grounds and Ebbets Field. At the same time they were responsible for the condition of Winged Foot GC, Deepdale GC and Shinnecock Hills.

It was shortly after Charlie and Grego parted company that Charlie launched the



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- RELIEVE COMPACTION
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- SMOOTH ROUGH AREAS
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STIMULATES

NEW GROWTH

ADJUSTABLE BLADE — 0 - 3-1/2"
 ANY GROUND CONDITION

ROGERS "Z" Bar Action *Bar Action* **ALLOWS**
POWER-AERATOR TO FOLLOW GROUND CONTOUR

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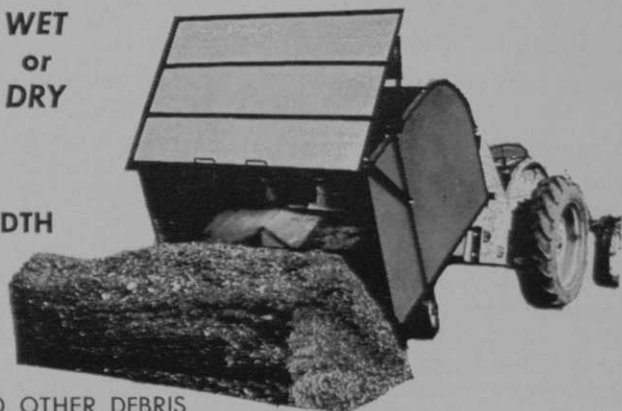
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C.K. Martin Co. with headquarters at old Indian Road in the burgeoning Commack, L.I., area. At present Martin uses more than 150 pieces of heavy equipment to build new courses. His 60-acre nursery featuring all strains of turf, and his vast trap sand and top soil facilities are the talk of the golfing world in the East.

More than 90 per cent of the clubs in the Long Island and Westchester area, in addition to Fairfield county in Conn., are clients of Martin's firm. During the spring, summer and fall, the Martins have a force of more than 150 on the payroll. In the winter months, spent mostly in reconditioning and repainting the machinery, there is a force of 30.

Three This Spring

This year during late spring, three more Martin-built courses were launched on Long Island. One of these is a 27-hole privately owned public course at Middle Island, near old Camp Upton of World War I days. Another is Baiting Hollow, a scenic masterpiece that overlooks Long Island Sound at Riverhead. The other is Mill River Club in the Gold Coast sector of Old Brookville.

Other new courses built by Martin during recent years include Island's End at Orient Point, L.I., Indian Hills at Fort Salonga, Heatherwood at Squantum and Commack Hills in Huntington.

Martin's role as a course remodeler has earned him an outstanding reputation in this field. He has recently been commissioned to facelift Gardiner's Bay CC, located on picturesque Shelter Island in Peconic Bay. He also has been called upon to complete the new Noyac CC, Bridgehampton.

Has Modernized Many Courses

Other clubs that had Martin modernize their layouts included Rockville CC, Lake Success, Glen Head CC, Engineers CC, where Chick Evans captured one of his U.S. Amateur titles. IBM's course at Sands Point, Pelham CC, Scarsdale CC, the new North Hills, a layout designed by Robert Trent Jones. Pine Hollow CC and Brookville CC also have been modernized by Martin.

Course Designer Dick Wilson, after building the Meadow Brook and new

Grau Takes Brief Leave

Fred Grau, who has been writing *Golfdom's* Q & A column for many years, is so deep in Penngift crown vetch that he has asked to be excused from writing his regular contribution during the summer months. He has been working from sunup to well past the dinner hour seven days a week for the last several months, and prospects are that he will continue to do so through mid-September. He won't get a chance to get back to the typewriter until after harvest time.

Grau's popular column will be resumed in October.

Deepdale courses, decided the Martin's touch was required. So Charlie embellished those courses, shortly after doing a major renovation job at Inwood, where Bobby Jones won his first U.S. Open.

Probably the outstanding accomplishment of the Martin firm was the building of Tam O'Shanter CC in 90 days three years ago. With 50 pieces of equipment and 64 men, Charlie constructed and seeded the 18-hole course on which the LPGA has staged several tournaments in recent years.

Non-Member Clubs Invited to Join USGA

The membership committee of the United States Golf Association has again invited all non-member clubs and courses to apply for USGA membership.

There are two classes—Regular Membership, open to any regularly organized club in the United States; and Associate Membership, open to any golf course in the United States not controlled by a regularly organized club. Associate membership entitles a course to all USGA privileges except voting rights and eligibility of the course's patrons for the USGA Amateur, Women's Amateur, Senior Amateur and Senior Women's Amateur championships.

According to Fred Brand, Jr., of Pittsburgh, chairman of the membership committee, member clubs of the USGA now total 3,092, a record high.

Mr Superintendent!

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Pro-quality again protects market . . .

Pro grade balls — 54% unit volume; 72% revenue

Pro grade woods — 30% unit volume; 50% revenue

Pro grade irons — 28% unit volume; 50% revenue

1964 Golf Sales Account For 50 Per Cent of Sports Market

Golf again is the big leader in sales of athletic and sporting goods, as reported in the Athletic Goods Manufacturers Association's *Census Report for 1964*.

On the basis of manufacturers' selling prices, including federal excise tax, 1964 sales amounted to:

Golf equipment	\$128,249,046
Baseball and Softball equipment	35,565,847
Athletic shoes	25,266,440
Inflated goods	22,673,311
Miscellaneous items	14,113,014
Athletic clothing	9,220,848
Tennis, badminton and related equipment	8,805,686
Helmets and pads	5,977,762
Boxing gloves	233,241
Bowling bags	149,268
	<hr/>
	\$250,254,463

Although the report shows golf accounts for 51 per cent of the "athletic and sporting goods" total, actually golf's part of the market is much greater as golf shoes and golf apparel are virtually omitted in the compilation. Any figures on the golf apparel market would be the wildest sort of a guess. Annual sales of golf shoes would be pretty much of a guess, too, especially since so many cheaper shoes have come into the market. They haven't hurt pro shop sales of quality shoes, which show a steady and substantial increase at first class shops.

The Census Report also misses the complete story by not figuring in the

sales of manufacturers who account for possibly 20 per cent of the U.S. golf ball production and somewhere between 5 and 10 per cent of U.S. golf club production.

Imports Not Included

In another respect the Census Report cannot be analyzed and compared with previous years. Reporting for 1964, the cooperating manufacturers do not tell how much imported merchandise they sold in the United States. Previously imported goods were included.

With the selling price of the imported merchandise omitted, the 1964 total reported was \$1,243,332 less than in the previous year. Much of that statistical slump was in baseball gloves made in Japan, and in tennis equipment made in Europe and Pakistan. In 1964, 409,047 dozen golf balls were imported into the U.S. from Britain and Japan, according to government figures. This was an increase of about 35 per cent over the previous year.

Low Prices Confuse Pros

In 1964, the Census reports 6,145,199 dozen balls made in the U.S. That is 450,850 dozen more than were shown on the previous year's report, which included imports. The value of the American-made balls in 1964 was \$43,473,126. The average value was \$7.07 a dozen, down 11 cents from the 1963 figure.

Why the average price of American-made golf balls should fall, although most other sporting goods prices have increased, puzzles and threatens pros. They think they ought to have fullest cooperation of

BROWN DOLLAR SPOT Red Thread COPPER SPOT PATCH LEAF BLIGHT

Kromad stops all 5. Why add Calo-Clor?

Good question. Mallinckrodt KROMAD® prevents ALL FIVE major summer diseases. But during severe "brown patch weather," *you can always use extra protection.* That's when you add a little CALO-CLOR® to your tank.

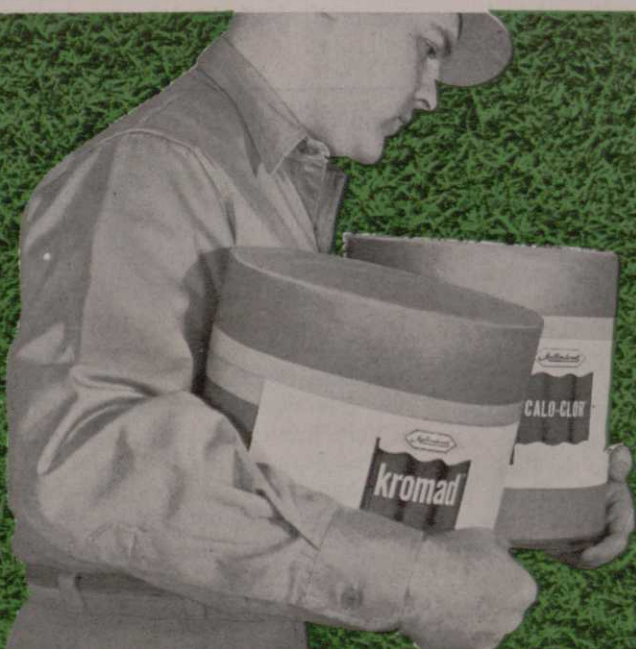
NOTICE WE SAID A LITTLE CALO-CLOR. When combined with KROMAD, ½ oz. of CALO-CLOR per 1,000 sq. ft. gives you the best all-around fungicide combination ever tested by many important experiment stations. And CALO-CLOR is so effective against brown patch, many courses have used it for 40 consecutive years.

KROMAD SAVES YOU MONEY ALL SEASON. This one broad-spectrum fungicide gives you a complete, basic disease prevention program. It saves buying several fungicides. It cuts spraying time and labor costs.

Here's the system: 2 oz. of KROMAD per 1,000 sq. ft. *regularly.* Add ½ oz. of CALO-CLOR when brown patch threatens. Economical! You bet. Saves your club dollars—and save your turf! Start your "KROMAD plus CALO-CLOR" program now. Call your Mallinckrodt Distributor.

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manufacturers in preserving the market for quality golf goods. The pros' concern is shared by some manufacturers who don't want the golf ball business to follow the cheap baseball glove business to Japanese factories.

Cheap golf balls are being poured into the market as advertising gifts and are adding to the conglomeration of items in stores specializing in the cheapest sort of merchandise. These retailing outlets aren't directly competing with pros as the pro standard of golf goods values attracts a better class of customers. But where cheap stuff is harming the pro cause, say club professionals, is in featuring low grade balls bearing the names of prominent professionals who don't play the balls bearing their names. This misleading advertising cheapens the entire pro business picture.

Hard to Figure This One

PGA members were shocked recently when a telecast of a tournament authorized by the PGA carried advertising of a \$3.98 putter, a \$1.98 golf umbrella and three golf balls for \$1.33 as the bait for a chain of tire stores. The implied endorsement of low grade merchandise by the PGA, and the use of PGA co-sponsored tournament publicity to get golfers away from pro shop buying and into tire stores for golf goods, has professionals burning.

The case has been embarrassing all around. The network that hooked the PGA into apparently plugging the cheap grade of golf goods needs to do a lot of explaining. The tire company that associated itself with the low quality goods has lost friends and boosters among pros and golfers who feel it is wise to buy good quality tires as well as good quality golf goods.

Pro Quality Makes Market

The 1964 ball figures show that the pro shop type of balls (of average value of \$8.96 a doz., per Census report) accounted for 3,361,503 dozen of the 6,145,199 dozen total sold. The pro quality balls sold for \$30,113,034 of the total ball sales of \$43,473,126.

What these figures prove is that pro quality sales amount to only about 54 per cent of the American golf ball volume, but account for near 72 per cent of the

USGA Says Some Balls Don't Conform to Rules

USGA has indicated that substantial numbers of five brands of golf balls fail to conform with the velocity regulation in Rule 2-3 of the Rules of Golf. Use of all balls of these brands is thus prohibited because balls may be tested for velocity only on the USGA apparatus.

Rule 2-3 provides in part that the velocity of the ball shall not exceed 250 feet per second when measured on the USGA apparatus, with a maximum tolerance of 2 per cent. The balls in question exceed the tolerance as well as the basic limit.

Maximum Weight Involved

In addition, substantial numbers of three brands do not conform with the provision in Rule 2-3 limiting the maximum weight of the ball to 1.620 ounces avoirdupois. Two of these brands also fail the velocity requirement and may not be used under any circumstances. Any individual ball of the brands which have failed only to meet the weight regulation may be used if it can be proved that its weight does not exceed 1.620 ounces.

Notification of the findings were made to officials in charge of the local qualifying rounds for the U.S. Open and the PGA.

Amateur golf associations also are being notified of the breaches of the golf ball rules.

manufacturers' ball sales revenue. There are 18 pro-only golf balls on the market.

It doesn't take any marketing genius to see why the health of the pro golf ball market is essential to golf goods manufacturers.

Club Market Up Slightly

For 1964, there were 10,731,574 clubs reported at a total factory selling cost, including federal excise tax, of \$70,439,099. The average value was \$6.56.

Very few clubs were imported into the United States so the 1963 sales of 10,000,279 and the 1964 sales probably give a nearly accurate comparative picture. With

(Continued on page 70)