

GOLFDOM

SERVICE CARD

READER SERVICE CARD (Oct., 1967) Circle numbers corresponding to items mentioned in the advertising and new product columns in this issue. To help GOLFDOM continue to serve you promptly and effectively, please be sure and fill in all the information requested on the card. Inquiries from this issue will be honored until January 30, 1968.

- I. Please check your principal job function at your course (check one):
 1. ☐ Club President 3. ☐ Club Mgr. 5. ☐ Pro/Pro Shop Mgr.
 2. ☐ Owner 4. ☐ General Mgr. 6. ☐ Course Supt.
- II. Check other duties you regularly or occasionally perform (check one):
 1. ☐ Club Manager 3. ☐ Pro/Pro Shop Manager
 2. ☐ General Manager 4. ☐ Course Superintendent
- III. Is your golf course:
 1. ☐ municipal 2. ☐ private 3. ☐ semi-private 4. ☐ par 3
- IV. If private club, please check how many members belong to your club.
 If semi-private or public, please indicate number of players per week.
 1. ☐ 100 or less 3. ☐ 200-300 5. ☐ 500-1000
 2. ☐ 100-200 4. ☐ 300-500 6. ☐ Over 1000
- V. Which of the following items or combinations of items do you purchase or influence the purchase of (check one):
 A. ☐ Greens Supplies
 B. ☐ Pro Shop Merchandise
 C. ☐ Food/Liquor & Club House Equipment
 D. ☐ Food/Liquor, Club House Equipment & Greens Supplies
 E. ☐ Food/Liquor, Club House Equipment & Pro Shop Merchandise
 F. ☐ Greens Supplies & Pro Shop Merchandise
 G. ☐ Food/Liquor, Club House Equipment, Greens Supplies & Pro Shop Merchandise
- VI. I am considering the purchase of your product:
 H. ☐ immediately J. ☐ in the near future
 ** ☐ We are interested in your product, have a salesman call immediately.

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

If you are not at present a subscriber to GOLFDOM do you wish a subscription sent to you? ☐ Yes ☐ No If yes, please sign your name below.

101	137	173	209	245
102	138	174	210	246
103	139	175	211	247
104	140	176	212	248
105	141	177	213	249
106	142	178	214	250
107	143	179	215	251
108	144	180	216	252
109	145	181	217	253
110	146	182	218	254
111	147	183	219	255
112	148	184	220	256
113	149	185	221	257
114	150	186	222	258
115	151	187	223	259
116	152	188	224	260
117	153	189	225	261
118	154	190	226	262
119	155	191	227	263
120	156	192	228	264
121	157	193	229	265
122	158	194	230	266
123	159	195	231	267
124	160	196	232	268
125	161	197	233	269
126	162	198	234	270
127	163	199	235	271
128	164	200	236	272
129	165	201	237	273
130	166	202	238	274
131	167	203	239	275
132	168	204	240	276
133	169	205	241	277
134	170	206	242	278
135	171	207	243	279
136	172	208	244	280

NO. 217
CLINTON, IOWA

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

GOLFDOM

Box 2520
Clinton, Iowa 52733

[illegible]

Coming Events

PGA West Coast Golf Merchandise Show, Biltmore Hotel, Los Angeles, California, November 26-29.

22nd Annual Texas Turfgrass Conference, Texas A&M University, College Station, Texas, December 4-6.

Minnesota GCSA 40th Annual Turf Conference, Normandy Hotel, Minneapolis, Minnesota, December 6-7.

Wisconsin Golf Course Superintendents Association and the Milwaukee Sewerage Commission "The Physical Nature of Soils" symposium, Pfister Hotel, Milwaukee, Wisconsin, December 13-14.

PGA Merchandise Show, Palm Beach Gardens, Lake Park, Florida, January 20-23.

Golf Course Superintendents Conference, San Francisco Hilton, San Francisco, California, February 18-23.

Cornell Turfgrass Conference, New York State College of Agriculture, Ithaca, New York, February 26-29.

Club Managers Convention, Bellevue-Stratford Hotel, Philadelphia, Pennsylvania, March 5-9. •

Grounds Too Green?

continued from page 88

start planning for next year's flower arrangements, especially if a club is starting from scratch. It is advisable to get advice

from a nurseryman before beginning widespread planting.

If you are going to plant from flats, and this is advisable, Gerber strongly suggests that you place your order before Christmas, and no later than New Year's. If you don't give a nurseryman an order this early, there is a chance that you may be disappointed come delivery time. •

COLOR SCORECARDS



DOES YOUR SCORECARD REFLECT THE BEAUTY OF YOUR COURSE?

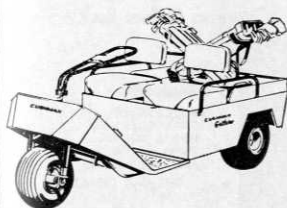
GIVE YOUR MEMBERS A FEELING OF PRIDE AND YOUR GUESTS A LASTING MEMENTO WITH SPECIAL, FULL COLOR, 3½" x 11" SCORECARDS FEATURING A PHOTOGRAPH OF YOUR COURSE OR CLUB HOUSE.

SEND FOR PRICE LIST TODAY

KOLOR KARD

6009 WEST SIXTH STREET
LOS ANGELES
CALIFORNIA 90036

For more information circle number 146 on card



We specialize in
reconditioned Cushmans.
All reconditioned cars fully
warranted

FAIRWAY TESTED
Gas and Electric
\$175.00 - \$595.00
and many more to choose from
Come in today!
USED GOLF CARS

ROBISON'S
Lawn and Golf Inc.



AC 816-JE-1-8811
3929 BROADWAY, KANSAS CITY,
MISSOURI 64111

For more information circle number 241 on card

Graffis Swing

continued from page 12

Betty who has worked for the club in the pro shop and club office ever since Ade has been at Racine, also is retiring . . . Ade is quitting because of osteomyelitis . . . Jack O'Neill goes from Oakmont (Pa.) CC to become general manager, Chicago GC, Wheaton, Ill. . . . O'Neill formerly was manager Ridgemoor CC, Chicago . . . Pro-am, Oct. 24-25 that will precede Sahara Invitational at Las Vegas will be named in honor of Del Webb, builder of several communities featuring golf courses . . . PGA at Columbine set an attendance record, nearly 80,000 including practice rounds . . . Members did a tremendous job selling tickets despite discouragement of a threatened boycott by some players who didn't like something or other about the PGA which financed and built the tournament circuit . . . Happily the period of petulance seems to have passed . . . The jawing had an unexpected effect in making

tournament TV time tough to sell . . . An excellent commercial on what the PGA does with National Golf Day revenue was effectively used for some PGA championship TV time . . . Good job of teamwork done by Byron Nelson and Chris Schenkel on PGA . . . They kept the coverage from dragging or getting jerky.

Another of those rare 1-2-3-4 performances recently was at Brae Burn CC, West Newton, Mass., on the 250 yd. 17th with Jack Forte holing his driver shot for the ace; Paul Leist the birdie, Dick Crosby the par and Bob Harvey, four . . . Gene Cronin, Lawn Products, president, says the moral is don't bet against anything happening in golf.

PGA championship often determines another champion; the fellow who can keep a course in excellent condition during the grass-ruining weather of July when the PGA championship usually is held . . . This year the course management champion for the PGA was Ken Voorhies, superintendent at Columbine



THATCH and SWEEP ONE OPERATION



Model 720

5 CU. YD. HOPPER
5 FT. SWEEPING WIDTH

**WET
OR
DRY**

↑
MODEL 720 SWEEPER
THATCHER-THINNER ATTACHMENT

- Stimulates Growth
- Removes Thatch and Other Decay Materials in Same Operation
- Prevents Disease
- Removes Surface Rock

Sweeps

ROCKS; PAPERS,
GRASS CLIPPINGS,
LEAVES, BOTTLES,
BRANCHES, CANS,
AND OTHER DEBRIS

ONE MAN OPERATION

ROGERS MANUFACTURING CO., INC.

220 N. MAHAFFIE ST., OLATHE, KANSAS 66061 • PHONE 913 764 1615 or 913 782 0831

For more information circle number 190 on card

. . . Voorhies, his chairman, **Bob Koran** and pro **Tony Novitsky**, teamed in getting the course into such shape there was praise from players . . . Voorhies was highly commended during the ABC telecast, by ace sports commentator **Chris Schenkel** for the playing condition . . . Schenkel, one of the highest paid of the TV sports guys, once was a Purdue student learning the fundamentals of course care . . . A classmate was **Ted Woehrle**, superintendent at Beverly CC, Chicago, where Western Open was held . . . Woehrle and Schenkel had a reunion there . . . PGA 1968 starts July 10 at Pecan Valley CC, San Antonio, Tex.

Robert Loughrey, who switched pro jobs from Dyer CC, Toronto, O., to the new Oak Tree CC, Sharon, Pa., got an unpleasant welcome when he and his two sons were held up at gun point by robbers who took about \$8,000 in golf equipment and \$200 in cash . . . **James A. Palmer** is manager of Midvale G&CC, Rochester, N.Y., which is in its new

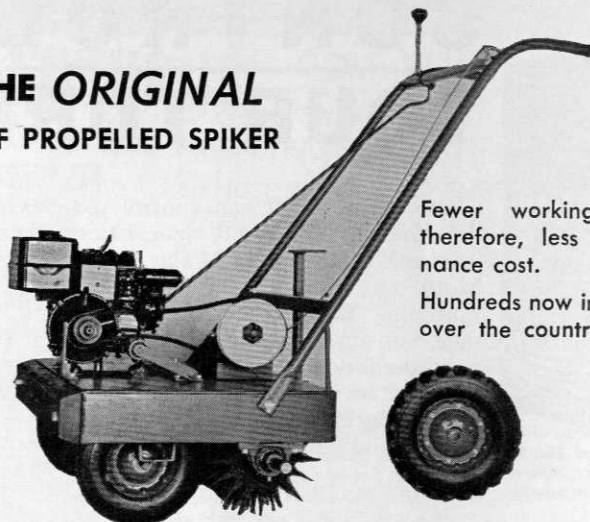
\$600,000 clubhouse . . . Bridgeport CC, Clarksburg, W.Va., is building \$300,000 clubhouse . . . **Johnny Carsock** resigns as pro at Royal Palm Beach (Fla.) CC and is succeeded by **Bill Kaplan** from Crestview CC, Wichita, Kan.

Frank Matey, Jacksonville, (Fla.) Times-Union golf writer, forecasts that a great new golf vacation site is going to be discovered soon by many more golfers . . . It's the Golden Isles area on the islands off Brunswick, Ga. . . . Newest course to open is Sea Palm G&CC, on St. Simons island . . . **George Cobb** designed it . . . **W. J. Bryan** is vice president and general manager and **Chuck Matlack** is pro . . . There now are five courses with 117 holes on the Isles.

In all the publicity we've seen about the new courses financed by loans that Farmers Home Administration backs, we've only seen mention of two golf architects having the slightest bit of experience . . . Somebody ought to tell the borrowers on the FHA golf course deals

continued on next page

THE ORIGINAL SELF PROPELLED SPIKER



Fewer working parts
therefore, less maintenance cost.

Hundreds now in use all
over the country.

WHY BE SATISFIED WITH LESS THAN THE BEST?
POWER SPIKE MANUFACTURING CO.

113 E. Colorado •

WALTERS, OKLAHOMA

• Area code 405 - 875-2307

For more information circle number 115 on card

For

**HEALTHY TURF & MAGNIFICENT
GREENS . . . at LOWER COST and
with a minimum of effort!**

Try our

FUNGICIDES

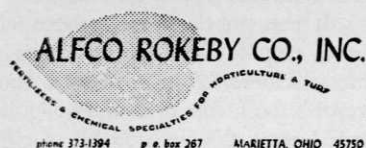
HERBICIDES

INSECTICIDES

LIQUID & SOLUBLE FERTILIZERS

WETTING AGENTS

We ship direct! In business since 1939



For more information circle number 228 on card

Graffis Swing

continued from page 93

how to protect themselves against the pork barrel temptations that trim trusting chumps, an old racket in which Washington specializes.

T. N. (Bo) Welch is pro at the Johnston County CC, Smithfield, N.C., which Ellis Maples designed and Charles Montgomery Construction Co. built.

Ray Shepard is now pro-manager at Swainsboro (Ga.) GC succeeding Les Perryman who moved to St. Petersburg, Fla. . . . E. B. McFarland is now manager, Oceanside CC, Daytona Beach, Fla. . . . Broyles Plemmons resigns as pro at Tomoka Oaks CC, Daytona Beach., and goes to Northwood CC, Atlanta, Ga.

Urban Land Institute panel studies which include interesting material on the relation of community development and golf courses, may be obtained from Urban Land Institute, 1200 18th St., N.W., Washington, D.C. 20036 . . . Robert

CONTROL YOUR TURF



Packed in 50 and 100 lb. drums. Write for prices or contact nearest distributor.

That's right, *YOU* can control your turfs growth, root development, color and vigor. Control Poa Annua, keep in check or eliminate Dollar Spot, Melting Out, Snow Mold, etc. through the use of various Plant Marvel Formulas. Each Plant Marvel fertilizer formula is designed to do a specific job, from eliminating your soils nutritional deficiencies to promoting just the type of turf required for the play on your course. All formulas are highly concentrated and all water soluble and economical to use. Find out how!

Send for our Golf Course Superintendent Brochure.

PLANT MARVEL LABORATORIES

624 W 119th St.,

Chicago, Ill. 60628

Dept. GD107

For more information circle number 225 on card

Trent Jones, labelled by some the Frank Lloyd Wright of golf architecture, is doing the course for the Spring Green Corp. at Taliesen, the late Wright's architectural study center and home, on the Wisconsin River . . . Developers are Wisconsin River Development Corp. headed by Willard H. (Bud) Keland of Racine, former vice president of S. C. Johnson and Son, Inc., Racine, and part owner of the Miami Dolphin AFL club.

Pomona, Calif., municipality allots \$100,000 to keep Mountain Meadows course operating until the end of the year and is trying to make arrangements with the county to get the club a municipal facility.

Golf family stories make pleasant reading in sports section . . . A piece in the Quincy (Mass.) Patriot Ledger written by George O'Leary pro-superintendent-manager at Walpole CC for past 25 years tells about his family's start in golf when

continued on page 106

Come see the difference

There are 66 manufacturers of better tailored mens slacks in the United States (give or take a few) producing some 547,650 garments a week.

Of these manufacturers about twelve are really good, and among the 12, two are exceptional.

Of these two, one is the best. Now that you know, you can ask your favorite pro shop for a Hugger Slack.

"All over the world . . . the most comfortable slack you can wear."

finely tailored
HUGGER
SLACKS

The label to ask for
Hugger Slacks seeking representatives or
distributors for Pro Shops. Write us in confidence
at 915 Broadway New York, N.Y. 10010

FUTURUS GOLF CLUB TILE CARPET

GUARANTEED THREE YEARS AGAINST ALL TRAFFIC!

HANDSOME, LASTING FLOORCOVERING
ECONOMICAL TO INSTALL—MAINTAIN

Check FUTURUS with ALL others:

- Absolutely SAFE and SKIDPROOF — wet or dry.
- HIGHLY RESISTANT to heavy spike shoe traffic.
- Women's spiked heels DO NOT penetrate its surface.
- NOT AFFECTED by exposure to fresh or salt water.
- EASILY INSTALLED by anyone — Cleans readily.
- Indoors or Outdoors — completely WEATHERPROOF.
- Neutral color tones BLEND with any background.
- STAIRWAYS — Safest, Most Durable of All.

Made from selected nylon cord heavy duty tires — buffed to chenille-like finish. Strips $\frac{3}{8}$ " thick are bound to glass-cloth impervious to moisture . . . then cut to 12" x 12" tiles.

For further information, prices — and USER-PROOF of
FUTURUS Carpet Tile service satisfaction — write:

FUTURUS, INC.

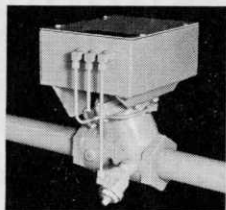
1076 West Ninth Street
UPLAND, CALIFORNIA

For more information circle number 220 on card

INTRODUCING THE TSET
TIMER/ACTUATOR FOR

Automatic

Golf



Course Irrigation

Check these exciting features:

The Tset Timer/Actuator adapts readily to existing watering lines . . . and, operates off normal water line pressure.

No electricity or expensive electrical equipment is required . . . And, because no electrical conduit has to be laid, your course doesn't get torn up.

Timing device is self-winding. Simply set watering sequences desired and Timer will automatically start and stop watering patterns indicated.

Quality materials and workmanship.

MOST IMPORTANT! With a Tset Automatic Irrigation System . . . your course is watered **properly and reliably** . . . to assure top course condition and more enjoyable play.

TSET CORPORATION

P.O. Box 566 Ashland, O. 44805

For more information circle number 226 on card

Book Review

Pro Shop Manual, *National Golf Foundation*, 804 Merchandise Mart, Chicago, Ill. 60654. Price \$7.50.

This is the latest edition of the pro shop operating books which began with "Pros, Players and Profits," issued by U. S. Rubber Co. years ago, and continued by earlier books of the Foundation, on pro shop layout, equipment and Operation Policies.

It is an excellent job outlining the development of pro department facilities to the present stage, referred to by the fancy word "complex," which all smart operators strive to simplify.

The display and selling area, the storage spaces for merchandise, bags and clubs, the cleaning and repair space, pro office, car and cart storage, service and parking areas and starting facilities are treated so pros, architects and building committees will know what problems must be considered and how to get the right answers to apply to each situation.

"The Pro Shop Manual" accents in a strong, practical way a primary policy expressed when the National Golf Foundation was created by the publishers of *Golfdom*: "What's good for the pro is good for the club, all players, course owners and golf in general."

The Foundation has done a valuable job for pro golf with this long-awaited book and is to be congratulated.—HERB

GRAFFIS

Man and his Earth, George D. Scarseth, *Iowa State University Press*, Ames, Iowa. Price \$4.50.

This book came to me by courtesy of William Lyons, Canal Fulton, Ohio, autographed by Mrs. Scarseth. As one reads easily through the 199 pages, one is impressed with the sincerity of this great agricultural leader who was far ahead of

his time. He taught by simple illustration and, when it seemed that everyone was against him and his progressive ideas, by buying land and *doing* the "impossible" that he knew would work.

George Scarseth was widely traveled. He relates incidents from the tropics to the Arctic to nail down the facts of soils, climate and people. The story of the three pebbles was inspired by Dr. Hoffer who was one to encourage the writing of the book. For down-to-earth explanations of organic matter, soils, nitrogen and soil fertility every golf course superintendent would be well advised to have this book in his library.

The reader will find only a few tables and charts but a wealth of inspired anecdotes and illustrations that lead one to a better understanding of the earth on which we live. To those of us who knew him this book is a summing up of the way Dr. Scarseth lived, simply and dedicated.—FRED V. GRAU

Pentenero heads Metropolitan Course Supts. Association

Vincent Pentenero, Siwanoy CC, recently was elected president of the Metropolitan GCSA, whose members manage courses in the greater New York, New Jersey, and metropolitan areas.

Charles Fatum of Fenway CC was elected vice president; Everett Wood of Scarsdale GC, secretary, and Lawrence Sheridan of Hillandale GC, treasurer.

Michael J. Bozeman received the 1967 City College of San Francisco, Club Managers Association of America scholarship check from John Bennett, manager of the San Francisco Commercial Club.

The club manager's national scholarship fund is made up of annual donations from CMAA's 51 chapters and given to universities and colleges.

21 years ago

Ted Bishop won the U.S. amateur championship at Baltusrol Golf Club.



Golf Course Superintendents:

Be sure to make early reservations for
THE GREATEST SHOW ON TURF

GCSAA 39th International Turfgrass Conference and Show

FEBRUARY 18-23, 1968

SAN FRANCISCO HILTON HOTEL

1968 Educational Features Include:

Small Engine Clinic

Sprinkler Irrigation Clinic

The Putting Green

(manual and automatic systems)

(co-sponsored by USGA)

More than 100 Exhibits

Helicopter Spraying

Bring Golf Clubs for Tournament

Swimming Pool, Tennis Court,

See San Francisco!

Curling Facilities

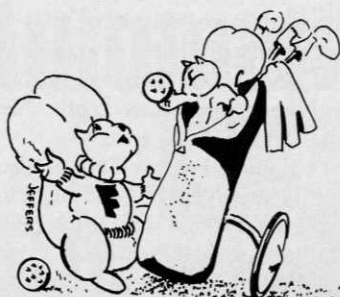
sponsored by

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

3158 DES PLAINES AVENUE / DES PLAINES, ILLINOIS 60018 / 824-6147 A.C.312

For more information circle number 204 on card

FONKY —



BECAUSE THE FONKENJ-2
RETRIEVES ALL BALLS
ON THE RANGE DOESN'T
MEAN YOU CAN STEAL
THEM FROM THE GOLFERS.

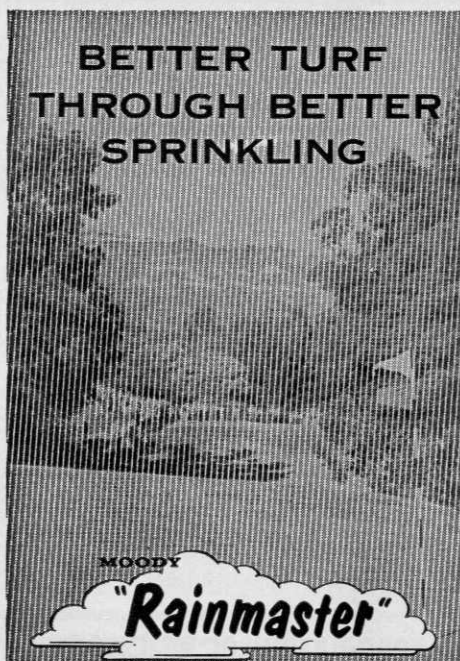
FONKEN MFG. CO.,

1941 Pontius Ave.

Los Angeles, Calif., 90025

For more information circle number 130 on card

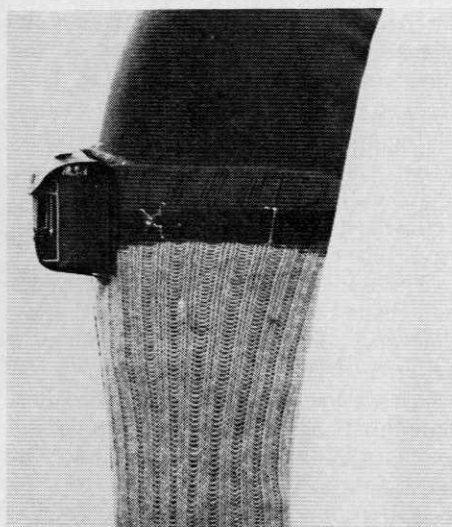
BETTER TURF THROUGH BETTER SPRINKLING



MOODY SPRINKLER COMPANY, INC. / P.O. BOX 240
ARCADIA, CALIF.

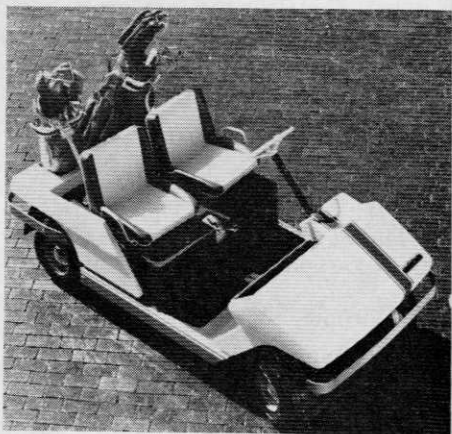
For more information circle number 140 on card

NEW PRODUCTS



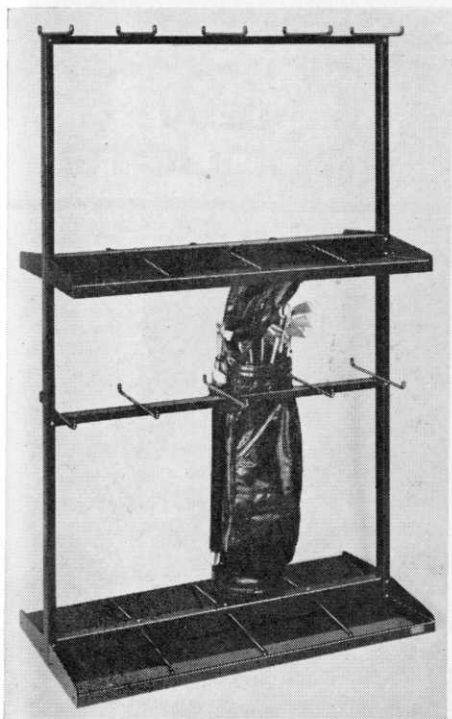
Timely Products Corp. announces its Lectra-
Sox, a new wool and acrylic knit sock elec-
trically heated by a small battery. It weighs
less than eight ounces.

For more information circle number 250 on card



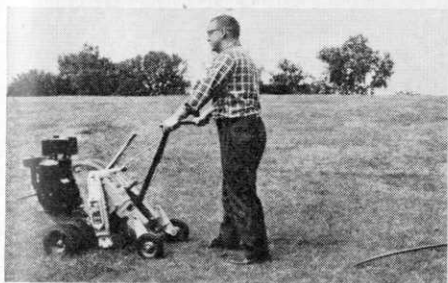
Cushman Motors announces the new Gran
Cushman 400 golf car. The four-wheel car
comes in gas and electric models.

For more information circle number 251 on card



A. G. Stafford Co. features new double unit, two-deck bag rack. It holds 16 bags on 2' x 4' floor space.

For more information circle number 252 on card



Sod-Master has come out with the Pipe Piper, a trencher which lays wire, cable and pipe underground without removing turf.

For more information circle number 253 on card

Spero Electric Corporation have available glare-free lighting fixtures. They are shielded on top and sides to eliminate all glare, are heat-resistant and are weatherproofed.

For more information circle number 254 on card

FALL/1967

from Plans to Play



You go all the way
with **COLONIAL GARDENS**
GOLF COURSE CONTRACTORS

for the full color story
write or call:

W. W. Ullman, Consultant

COLONIAL GARDENS INC.
P. O. Box 435 — Marietta, Ohio
Phone — 614 373 2188

For more information circle number 149 on card

BETTER GREENS CARE... with

rugged 2 h.p. model 64
SP-24" width—
durable finish

E-Z RAKE!

- removes thatch
- "stands up" grasses
- improves aeration
- cuts costs

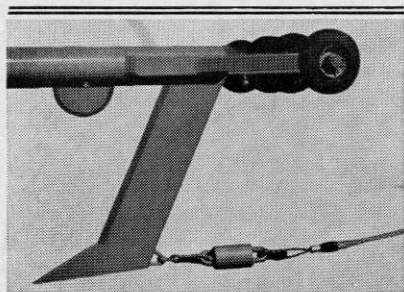
"E-Z Rake... best machine we ever bought!"

Write for catalog and prices today.

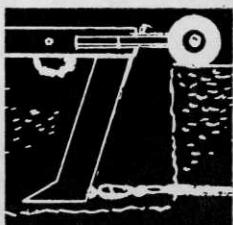
E-Z RAKE, INC.

Acton, Indiana

For more information circle number 183 on card



LAWN-SAVER SAVES MONEY!



Midwest Lawn-Saver buries tubing, piping up to 24" deep in a narrow slit. There is NO cleanup, NO backfilling. A 3-man crew handles distribution burial with ease, winching up to 40 feet per minute!

write for complete details

LAWN-SAVER EQUIPMENT CO.
925 N. BLUEMOUND DR. BOX 588
APPLETON, WISCONSIN 54910
Area 414, 734-5632

For more information circle number 236 on card

J. PRESS MAXWELL

Golf Course Architect
Rt. 1, Box 700
Morrison, Colorado
Denver Phones
697-4680 222-3591

Design Construction by Contract

Member American Society of Golf Course Architects

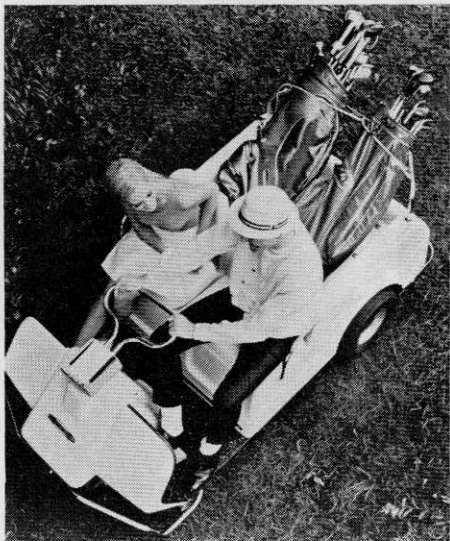
For more information circle number 186 on card

MILLER GREEN Miller Sprinkling Systems

Division of A. J. Miller, Inc.
1320 North Campbell Road, Royal Oak, Michigan
313, 398-2233
*40 years of experience in designing and installing
irrigation systems*

For more information circle number 138 on card

NEW PRODUCTS



Harley-Davidson announces its new electric golf car with a two year warranty on all components of the electrical system.

For more information circle number 255 on card



Wilson Sporting Goods Co. offers a gift set of golf balls and flame-proof coaster/ash trays. Each one is decorated with a color drawing of Julius Boros, Sam Snead, Patty Berg or Billy Casper.

For more information circle number 256 on card

Professional Golf Company is now displaying their 1968 line of golf equipment sold through pro shops.

For more information circle number 257 on card