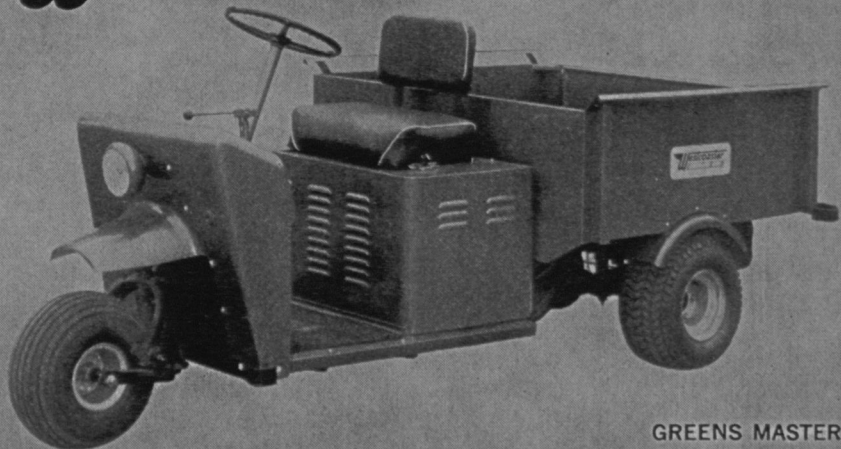


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Here's the ideal errand boy... swift (35 mph), easily maneuverable and economical... deliver mail and parcels or carry tools and repair material... charges steep hills and turns on a dime... will deliver up to 35 miles per gallon, thus assuring utmost economy.

The Westcoaster Greens Master shown above has a long history of service on both the campus and the golf course. It can be assembled with an all-weather fiberglass cab, plexiglass windshield with skirt and plastic cloth side curtains with plastic windows and zipper opening. Westcoaster distributors near you guarantee the utmost in service and operational satisfaction.

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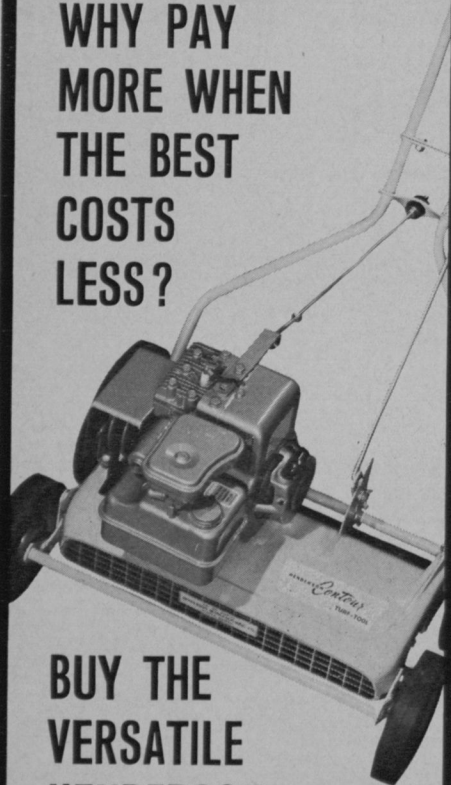
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P. O. BOX 8098, STOCKTON, CALIFORNIA

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Mow, rake or slice with a single machine. New cutter design with individually replaceable blades lets your men replace a worn or broken blade in less than a minute, without delaying work on greens, tees or lawn areas. Mowing blades install without removing cutter assembly.

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**BOX 355G**  
**FISHER, ILLINOIS 61843**

**FRED GRAU**

*continued from page 20*

better bluegrasses. Striped smut and Fusarium have ruined large expanses of lovely turf. Lack of sufficient nitrogen (and Merion is a heavy feeder) develops yellowish, unthrifty turf that gives way to weeds and falls prey to rust. In spite of everything, Merion revolutionized the sod industry and today, remains the best bluegrass on the market.

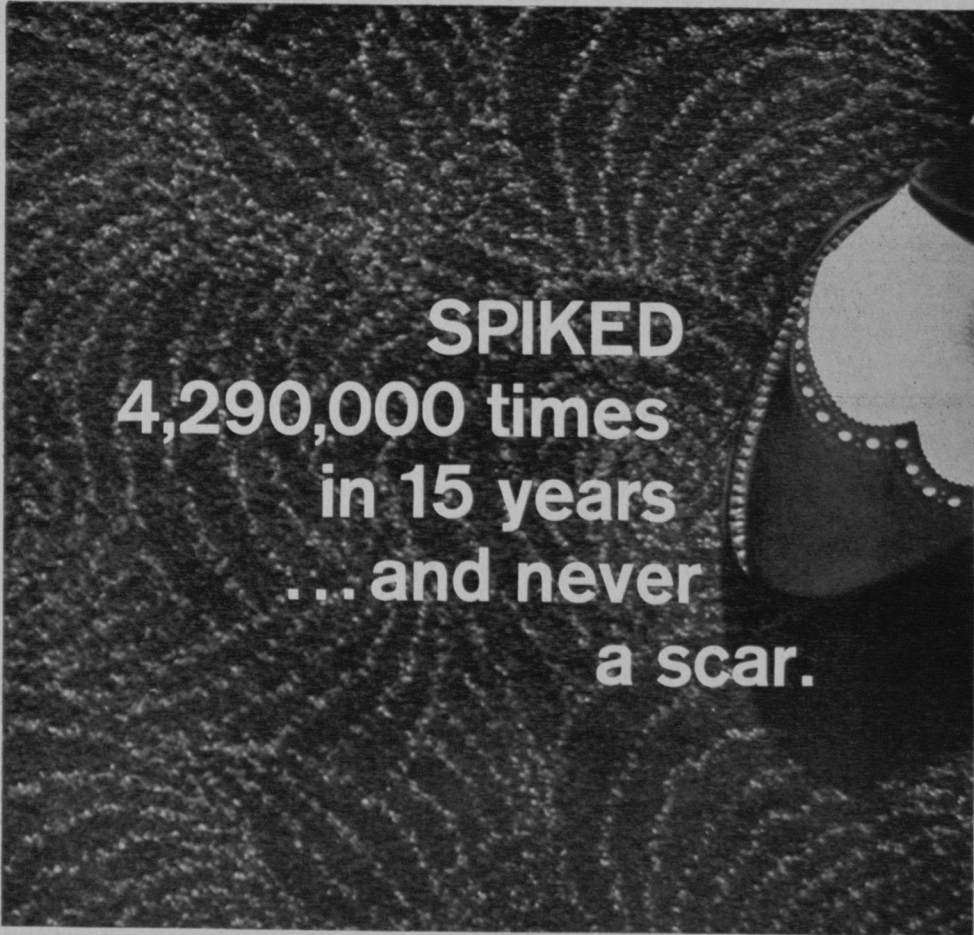
**Bentgrasses**—These are the grasses that can tolerate close mowing. They demand only moderate levels of fertility, but proper irrigation is a **MUST!** Bentgrasses fail miserably when summer heat and humidity bring on epidemics of diseases which are practically uncontrollable. No bentgrass from seed has been able to withstand all the onslaughts and produce acceptable turf. Too soon clover and annual bluegrass invade, then crabgrass, goosegrass and others. Chemicals have been a crutch, sometimes of considerable help, sometimes not. Now and then a strain of vegetative bent shows real promise but none has been accepted.

**Fescues**—Chewings and creeping red fescues have been used widely in combination with bluegrass. Virtually the only fescue fairways known today exist under low fertility, no irrigation and usually on sandy soils. Diseases, water and fertilizers (especially readily-available ones) have spelled the end of red fescues as permanent fairway grasses.

Tall fescues (Alta, Kentucky 31, and some developing finer-bladed types) appear to offer real hope for permanent trouble-free fairway turf of good quality. This grass is drought and salt tolerant; indifferent to soil types; responds to medium levels of fertility, especially urea-form nitrogen; tolerates close mowing and is highly resistant to diseases. Chief drawbacks are the coarseness of blades and the tendency to form clumps. Adequate fertilization and heavy rates of seeding partially overcome these objections. The newer types (not yet on the market) are finer in the blade and spread under-

*continued on page 86*

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**SPIKED  
4,290,000 times  
in 15 years  
...and never  
a scar.**

After fifteen years of clatter-hushing, slip-preventing, maintenance-easing service on the floor of a leading country club\*, this carpet is almost as handsome as new. It was specifically engineered to withstand day-in, day-out abuse of

spikes and tracked-in soil. To retain its good looks year after year. In custom colors of your choice; in your own pattern or any in our huge pattern library. Philadelphia Spikeproof Carpets — for luxury, and *economy in the long run.*

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# New for Turf



(Balan™—benefin, Elanco)

For more information circle number 222 on card

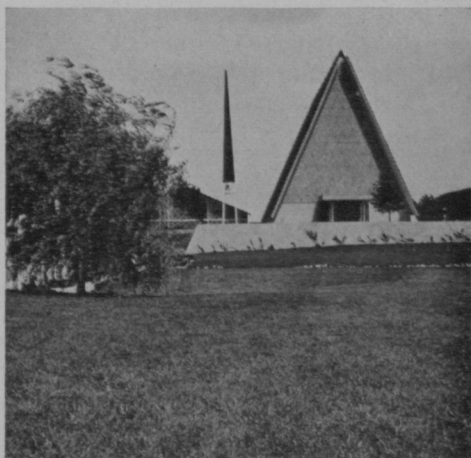
# Available soon...a dependable weed control for turf that lasts for months...yet costs as little as \$15 per acre

If you've been looking for weed control for established turf that won't break your budget—new Balan Granular is the answer. This long-lasting weed control resists leaching from heavy rains or watering, and performs dependably for months. Balan Granular is convenient to use—no messy wettable powders or sprays. Pours easily from the bag and doesn't clog spreaders. It isn't a barrier-type product, either. It forms a protective zone in the top few inches of the soil, not just on the surface. Golf carts, people trampling and repeated mowing will not break this protection zone.

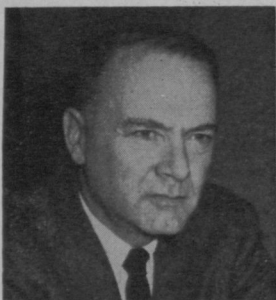
**Stops crabgrass, foxtail and many other annual grasses as they germinate**—Balan Granular effectively stops smooth crabgrass, hairy crabgrass, watergrass, yellow and green foxtail. Applied as directed, it will not damage these established turfs: Bluegrass (all varieties), perennial ryegrass, Bermudagrass, zoysiagrass, St. Augustinegrass, centipedegrass and bahiagrass. Balan Granular contains no poisonous arsenic, lead or mercury, an important consideration for parks and areas frequented by children.

**New Balan Granular is a product of Elanco research**—At Elanco's modern, 700 acre research center, plant scientists are constantly striving to develop new products, such as Balan Granular. Every product is rigorously tested under actual field conditions before it is offered for sale.

**Technical Information**—If you would like more information about Balan Granular, or technical assistance, please contact your Elanco representative or write: Merchandising Department, Agricultural Chemicals Division, Elanco Products Company, 740 S. Alabama, Indianapolis, Ind. 46206.



## A TRIBUTE . . .

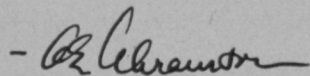


For the past year, the pages of GOLFDOM have resembled a stroll down memory lane. During this period, we have been celebrating GOLFDOM's 40th Anniversary, and in addition to lighting the candles on the cake, we opened up the columns of the magazine to some of the pioneers of the golf industry whose own growth has been closely linked to the progress of GOLFDOM. It has been a priceless brand of nostalgia as well as an impressive summary of how the game and industry have grown and prospered. And, undoubtedly, it will serve to inspire and encourage a younger generation.

In this, the final issue of our festive Anniversary year, it is most appropriate that we reserve some space for two men who have devoted practically all of their lives to the game and the industry which serves it. They are, of course, Herb and Joe Graffis, the founders of GOLFDOM. Their own reminiscences are on the pages that follow, but they do not touch on some of the things that should be said about the Brothers Graffis at this time.

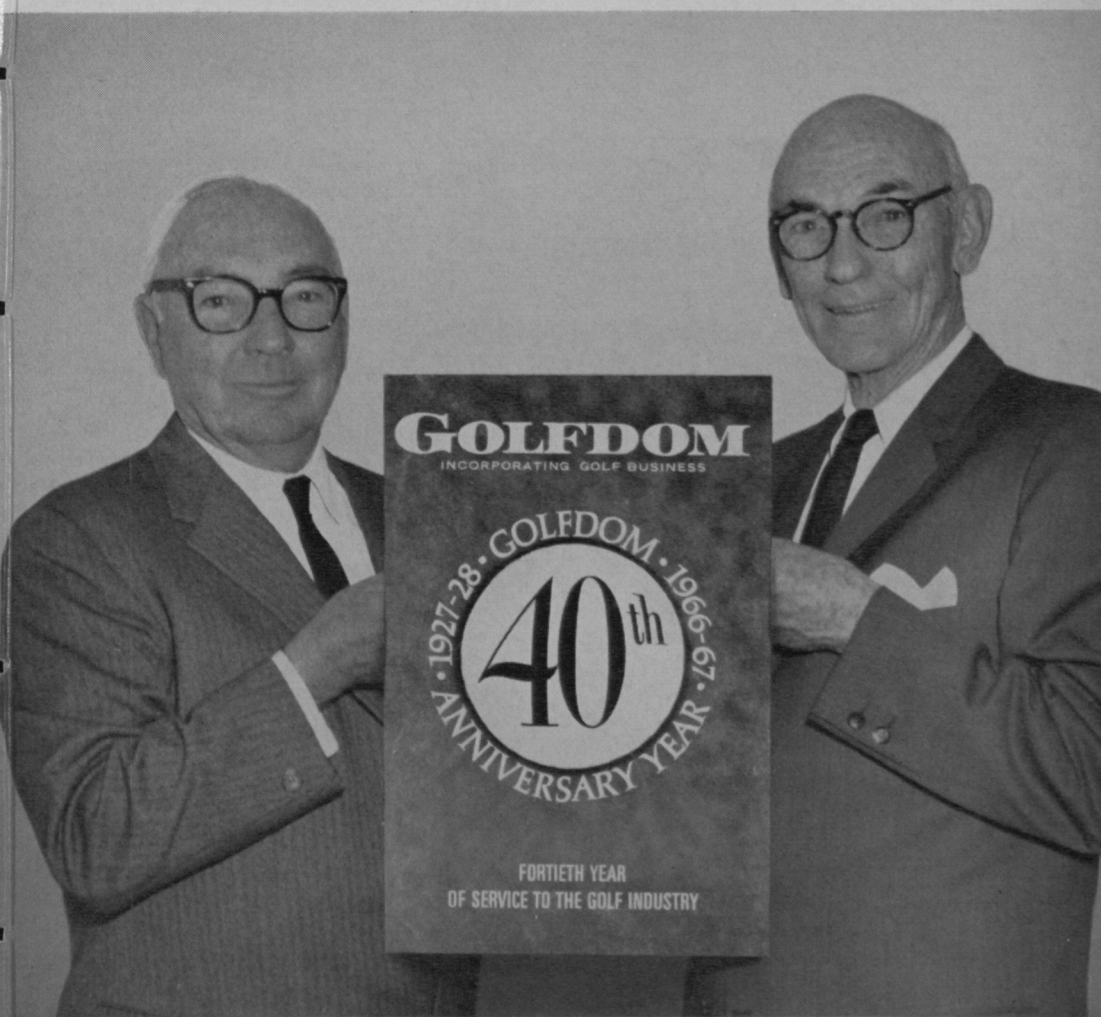
Herb and Joe were the pioneer publishers in this sport and for over four decades they have been the proponents of a type of personal publishing that stresses courageous independence and the integrity of a warm handshake. They have traveled the length and breadth of America, listening to the problems of the club pros, the club owners and course operators, the course superintendents, and anyone else connected with the game. They have spoken out at times when things had to be said, but weren't being said. They have helped bring new stature to the professions of the game; new dignity; now prosperity. They have guided manufacturers, and the industry as a whole, to a better understanding of the needs of the golfer and the golf course complex and have put them on the road to better business and greater success. They have left footprints in the sand that those of us who follow will have a difficult task in filling.

And so, as we turn into the 41st year of GOLFDOM, I want Herb and Joe to know that I am honored to be associated with them and that all of us at GOLFDOM look forward to continuing the work to which the Graffises have dedicated the best parts of their lives.



ARNOLD E. ABRAMSON

Publisher



HERB AND JOE GRAFFIS  
Founders of GOLFDOM

## ORCHIDS FOR HERB & JOE, AND GOLFDOM

Looking back over the years to the first issue of GOLFDOM brings back many pleasant memories. It was then that I first became acquainted with the Graffis boys, Herb and Joe.

My friendship with them over this period has been one of the highlights of my years in the golf business. Joe and Herb have given of themselves to the game of golf both in time and in many cases their own money. Their contribution to this game excels any other. To golf professionals, greenskeepers and manufacturers they have given guidance and help, and above everything else friendship.

I hope they will be around for another forty years!

E. R. WOOLLEY  
*President,*  
*Golcraft, Inc.*

Both individually and as a team, Herb and Joe Graffis have made many sizable contributions to the game of golf. Their dedication to golf, encompassing all aspects of the game, have earned them the respect of week-end golfers and golf professionals, alike.

Appreciating that the golf professional was the key figure to both the enjoyment of the sport and the growth of the game, Herb and Joe concentrated their efforts in his behalf. Everyone in golf today, participant or businessman, owes Herb and Joe a great deal for helping the golf professional to realize the potential of his contribution.

WILLIAM BOMMER  
*President,*  
*Acushnet Process Sales Co.*

It doesn't seem possible that Herb and Joe Graffis have been making their priceless contributions to golf for 40 years. On the other hand, maybe it does—for I can't ever recall a time when Herb and Joe were not knocking themselves out contributing to most every phase of the game.

While their basic work probably emanated through their publications, their magazines actually only served as a part of their overall contributions to golf. No detail was too small for them to check, and down through the years Herb and Joe, and the organization they represented, became the information center for most

everyone who had a question about golf.

MARK H. COX  
*President,*  
*Golf Equipment Group*  
*Victor Comptometer Corporation*

Golf has been blessed to have the lifetime dedication of Joe and Herb Graffis whose unselfish devotion to the game has benefitted everyone, whether it be professional or casual golfer. Their major contributions are well known, such as publishing GOLFDOM and GOLFING, being the catalysts that foresaw the need of a National Foundation and then guided it through the trying depression and war years, but they were also always happy to give their time and help whenever golf had a problem, whether it be helping to resolve misunderstandings between major elements in the game or finding a nine-hole job for an unemployed professional. However, the only return they ever asked for their tireless efforts was that golf prospered. In fact, the most certain way to offend them was to try to give them public recognition for their contribution. Golf's present prominence has been credited to many things, to television, super-stars and even presidential participation, all of which have been extremely important, but none as important as the contribution made by the Graffis brothers.

ROBERT D. RICKEY  
*Vice President,*  
*MacGregor Brunswick Division*  
*Brunswick Corporation*

It has been a genuine pleasure to do business with your publications over the many years. We realize that our history does not go back 40 years but it does go back quite a distance.

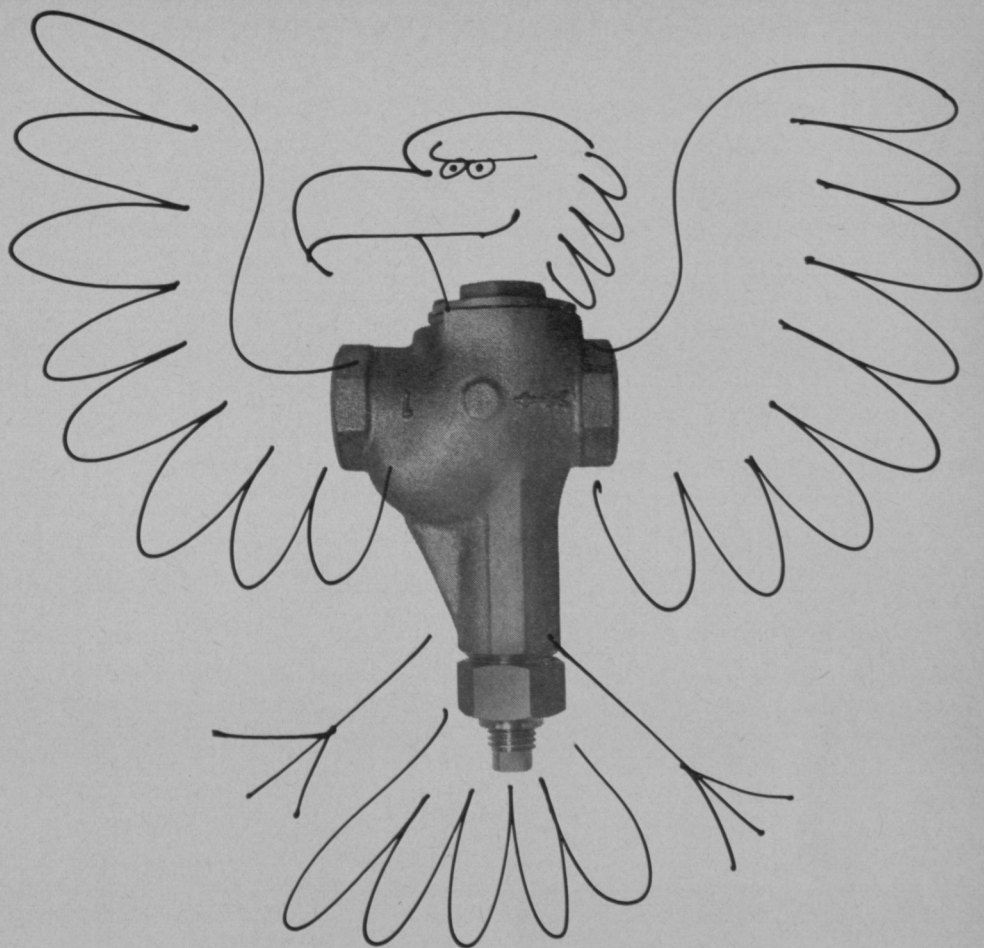
The fact that the Graffis brothers and GOLFDOM are now celebrating a 40th Anniversary is an achievement of which both brothers can be very proud.

CARL J. BENKERT  
*Vice President,*  
*Hillierich & Bradsby Co.*

I am so pleased to know that 'at long last' Herb and Joe Graffis are being honored among those 'pioneers' in the field of golf course maintenance and the professional's area.

I know of no team of brothers, and I  
*continued on page 97*

GOLFDOM



## THE WATER HAMMER DAMMER

At heart it's our brand new Thermo-Hydraulic remote control valve for sprinkler systems. The TH valve has a heat-motor that opens and closes gradually, thus reducing sprinkler wear and pipe breakage caused by the water hammer common with solenoid valves.

Here are some other colorful features of this species. It flushes itself and there are no orifices to clog: so it can use lake or sewage effluent water without trouble.

It's electrically actuated from a Rain Bird electronic controller, from which it can be drained automatically—or manually, at the valve, without pressure.

It has a flow control, and is made of brass, bronze and stainless steel.

To see the new TH valve, call your Rain Bird distributor.

Or write us: Rain Bird, Glendora, California 91740 (in the West); or Rainy Sprinkler Sales, Division L.R. Nelson Manufacturing Company

Inc., West Pioneer Parkway, Peoria, Illinois (in the East and Midwest).



For more information circle number 178 on card



# Where did those 40 years go?

*GOLFDOM's pioneer editor reviews the solid achievements and contributions to the industry the magazine has made.*

By HERB GRAFFIS

The hunch that among the pros, greenkeepers and managers of the '20s were very smart businessmen who could and would make a pasture pastime a big business was the beginning of GOLFDOM.

That surmise was sound. It developed GOLFDOM into one of the world's foremost business magazines. It resulted in recognition, earnings and opportunities for pros, greenkeepers and managers beyond the dreams of those fellows 40 years ago.

Looking back one point sticks out clearly; it was the business talent and application of pros, greenkeepers and managers that made golf business big. That growth was not the result of clubs having as officials thousands of the most successful businessmen and lawyers. The private club isn't too often a sound business in structure or financial operation as anyone who has looked at hundreds of club financial statements has learned. Usually it's like a home; You spend too much on it—but what are you to do?

## Lesson for Tomorrow?

The private club operation in the U. S. has set the standard for the fee course operations whether the fee courses are publicly or privately owned. The public courses haven't tried to go on the fancy dining room basis of the private clubs. That's one reason the public courses often show operating profits sufficient to finance additional courses. Not paying taxes, of course, is the other reason.

For many years GOLFDOM has referred to the unfair tax beating golf clubs'

take. Probably due to the high turnover of club officials we never were able to get very far with our campaigns. Finally the situation in California got so serious the Southern and Northern California golf associations conducted a well planned, vigorous campaign to educate voters and legislators. In that successful effort GOLFDOM was quick to cooperate and was able to report that the California associations, cooperative action seemed to get the USGA at work on tax matters.

Pros have been victims of the tax crush. Strictly private clubs and those that are parts of real estate sales promotion are having financial problems due to high taxes on land having its value increased by golf use, and by shortage of necessary operating funds.

Hence, the pro shop is considered by uninformed officials as the source of the needed funds. So the pro in the club that is close to the fiscal edge loses his "concessions" which at best are only giving him the chance to make a living that will attract and hold the sort of man who's needed on the job.

GOLFDOM's been on that problem for years and has worked editorially on the lines that whatever is good for a good pro is better for his club, for the simple reason there are more members than pros to profit.

Crystallization of GOLFDOM's pro education work with progressive professionals began in the early '30s with the pro business schools held in the spring at the Morrison hotel, Chicago, as a co-