

*Invitation
to the Du Pont Exhibit
at the 1967 Turf-Grass Show*

From research—better products for better turf.

That's the keynote of the Du Pont exhibit in Washington.

Above is your invitation to visit us. Bill Lewis, Bob Miller, Jack Hurley, and Dave Denney will be on hand to welcome you. They'll be pleased to tell you about Du Pont research and the many dependable products that can help you grow and maintain better turf. So be sure to stop in—at Booth 405 & 406.

Better Things for Better Living...through Chemistry



For more information circle number 185 on card

Lighting makes night golf possible!

Wide-Lite* lighting makes it a (profitable) pleasure!



Stoney Brook Recreation and Golf Center, Hopewell, N. J.

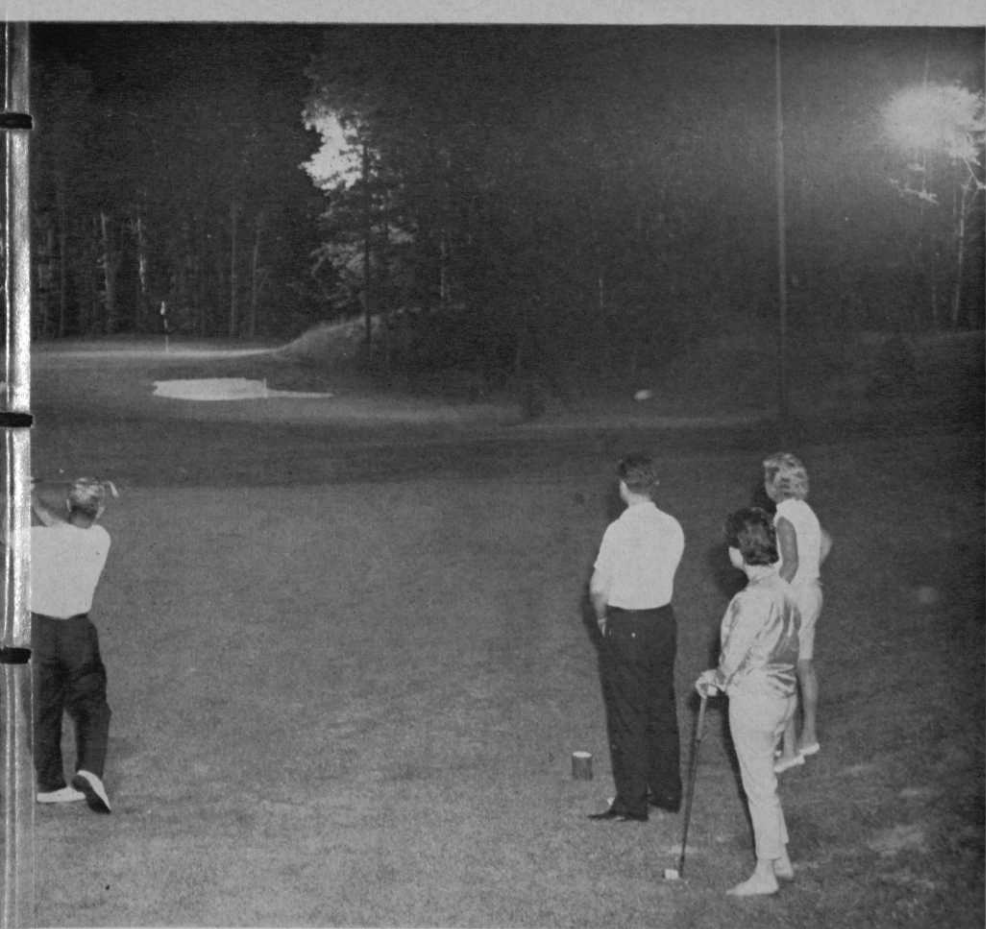
Profitable for you—a pleasure for players. “Wide-Lite” floodlights give you broad, smooth lighting that’s noticeably free from shadows and glare. (At night, only the turf covers your course better than “Wide-Lite” lighting.)

And “Wide-Lite” mercury vapor floodlights not only give you more than twice the output of incandescent fixtures, but give you a lamp life that’s at least eight times longer.

For added practicality, “Wide-Lite” floodlights are weatherproof, virtually immune to vandalism (heavy cast aluminum con-

struction and tempered glass lenses see to that), and are completely sealed. Dirt, moisture and bugs can’t get in, so more light gets out. And there’s no need for constant, costly cleaning maintenance.

At New Jersey’s new Stoney Brook Recreation and Golf Center, “Wide-Lite” fixtures were part of the original plans. Now, you’ll find 142 “Wide-Lite” fixtures on the 18-hole course, 24 on the driving range, 8 on the miniature golf course, 7 on the putting green, and 8 on the parking lot. That’s quite a testimonial!



Designed and constructed by Robert H. Kraeger Co., Inc.



142 of these floodlights cover the course at Stoney Brook.



**FLOODLIGHTS • POLES • INDOOR LUMINAIRES
BALLASTS • TRANSFORMERS**

WIDE-LITE CORPORATION  A Division of Esquire, Inc.

4114 Gulf Freeway, Houston, Texas
Also manufactured in Australia, Belgium, Canada and Mexico
*Trademark of Wide-Lite Corporation

Wide-Lite Corporation		Dept. 24A-357
4114 Gulf Freeway, Houston, Texas 77001		
Send me more information on "Wide-Lite" lighting for a _____ hole golf course, <input type="checkbox"/> driving range, other _____		
NAME _____		
COURSE _____		
ADDRESS _____		
CITY _____	STATE _____	ZIP _____

For more information circle number 174 on card

GRAFFIS' SWING

continued from page 10

shots . . . Safety also is an attractive factor . . . Fleck's got a large motel chain interested in installations . . . He is pro at Green Acres CC, Northbrook, Ill.

Club expansion plans involving added nines, enlarged or completely new clubhouse and pools indicate that a high percentage of golf facilities have been outgrown . . . Carmel CC, Charlotte, N. C., to spend \$1 million on new clubhouse and additional nine holes . . . Valparaiso (Ind.) CC starting on \$100,000 clubhouse rebuilding . . . Emporia (Va.) adding second nine, to plans of *Jim Reynolds*, pro at Hermitage CC . . .

Ocean City, N. J. building a par-3 course . . . Ocean City started on a municipal full size 18 in 1916 but never completed the job . . . *Wm. and Dave Gordon* design 5,300 yd. par 65 course for Fairways residential development (185 homes) of Meade Construction Co.

in suburban Philadelphia . . . *Henry Duino's* Thunderbird GC, San Jose, Calif., opens . . . It is 4,800 yds., par 65 . . . Nine par 3 holes . . . *Donald Keller* opens lighted Tachi Golf Park nine hole par-3 at Lockport, N. Y. . . . Hyland Greens, in suburban Minneapolis-St. Paul, opens second nine . . . Open second nine of par-3 at LaFortune Park, Tulsa, Okla. . . . High Point CC, par 58, opens north of Naples, Fla. . . . Big Cypress G & CC, Naples, Fla., has become a private club. •

JIM HOBSON DIES

James M. Hobson, Managing Editor of GOLFDOM, died suddenly on December 17 in New York City.

Mr. Hobson, a veteran business magazine editor, joined the GOLFDOM staff in May, 1966. Burial was in Salisbury, N.C., where Mr. Hobson spent his youth.

the West Point

T-3 Truck

puts wheels under your men



Write for information

West Point Products Corp.

West Point, Pa.

For more information circle number 193 on card

Have the "IFS" got you down?

"... If I could hit a 2-iron"

"... If I could hit a driver"

"... If I could hit a 9-iron"

**"With Master-Matched
Power-Bilts You Play Every
Club In Your Bag Equally Well!"**

Master-Matched
Power-Bilt
Golf Clubs

*Engineered
To Perform
Better!*

The best way to get rid of the "IF's" is with Master-Matched Power-Bilts!

Tell your members about Master-Matching. How each club is perfectly inter-related in balance and feel. That's why you can hit a 2-iron just as easily as an 8-iron, in fact, you can play every club in your Power-Bilt set equally well because they all feel and swing exactly alike!

HILLERICH & BRADSBY CO., P. O. Box 506, Louisville, Ky. 40201

For more information circle number 102 on card



GRAU'S Answers to Turf Questions

By FRED V. GRAU

At a recent Short Course there was spirited discussion concerning several vegetative bentgrasses for putting greens. Several superintendents indicated that they would like to use Cohansey (C-7) bent but, "I don't like the color!" This has happened many times before. They say that the color is "too light" or else it is "too yellow."

At this recent gathering I expressed my opinions forcefully to the effect that:

- 1) I've never known a *golfer* to object to anything about a well-kept carpet of Cohansey, color particularly. The color contrast with surrounding grass of darker hue can be sensational.

- 2) A golf course superintendent has no moral right to pass judgement based on his personal likes and dislikes concerning the color of an adapted grass if it can do as well, or better than, another kind of grass.

- 3) The turf is established and maintained for the *golfers*; therefore, one selects the grass that is best adapted and will provide the best putting surface.

It should be added that this recent discussion occurred in an area that is subjected to high summer temperatures. Cohansey is known to be particularly heat-resistant. The light color seems to reflect the rays of the sun, thus reducing the heat buildup in the turf which is believed to occur in dark-colored grasses.

Q.—We plan to use a mixed fertilizer over the entire course next spring. We have obtained prices on our preferred formula and we are surprised at the variation in quotations. We are interested primarily in a fertilizer that won't burn and that will be long-lasting. We've been advised to lean heavily toward the organics. Two outfits offer our formula; one says theirs is 60 per cent organic, the other says theirs is made so that 60 per cent of the nitrogen is derived from ureaform. The 60 per cent organic mix is less expensive. Isn't it just as good?

(Pennsylvania)

A.—The supplier who would sell you "60 per cent organic" material probably can afford to sell cheaper than the other supplier because he has used *urea*. Urea is classed as "organic." It costs less per unit of N. Urea is completely soluble. It will burn grass severely. It lasts a short time and, while it is working, it produces a rapid soft lush growth.

The material made to provide 60 per cent of the N from ureaform naturally will cost more but it is non-burning and it is long-lasting. You can afford to pay considerably more for the material that has the 60 per cent ureaform nitrogen. The "60 per cent organic" supplier should tell you from what sources the N in his product is derived. •



The Beautiful Canyon Country Club in Palm Springs, California, and Jack B. Quigley, Vice President and General Manager.

Shown is part of one of the largest privately owned golf car fleets in the world, consisting of 180 Turf Rider IV Electric Golf Cars, run exclusively on Trojan 'Mileage Master' Batteries.

Exceptional service and long life make Trojan 'Mileage Master' Golf Car Batteries a MUST for all golf cars, says Jack B. Quigley.

TROJAN[®] **"MILEAGE MASTER"** **GOLF CAR BATTERIES**



TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES 1, CALIFORNIA

For more information circle number 106 on card



Grow it...
with TORO Sprinklers

...add your own loving care

Call it what you will...it's a cinch that TORO can help you get the best turf grass at the lowest cost. You start with TORO Turf-Care Specialists who'll show you how.

1. How TORO automatic sprinkling equipment will save you money, both in terms of initial installation economy and long-term

A TORO Exclusive: the Valve-in-Head Sprinkler. Sprinkler and valve in one economical unit! Gives you individually-controlled sprinklers at a real savings. Also makes conversion of non-automatic sprinkling equipment to a TORO system easy and economical.





TORO makes a complete line of power mowers. A right machine for every job... both heavy duty reels and rotary units.

Mow it...
with TORO Mowers

and you've got TORO TURF!

operating benefits (ask about the TORO Sprinkler Layout-Design Service).

2. How the complete line of hard-working TORO mowers will get your mowing done faster than any other turf equipment (ask about the TORO Mower Survey and Proposal Service).

Get the facts from the folks at TORO... facts about how their 53 years of turf experience can help you grow and mow your turf more effectively. Put this coupon in the mail today.



- ☐ Please arrange a free demonstration of TORO automatic sprinkling equipment and power mowers on my turf.
☐ Please send the fact-book "This is TORO TURF."
☐ Tell me more about the TORO Planning Services.

47

NAME _____

ADDRESS _____

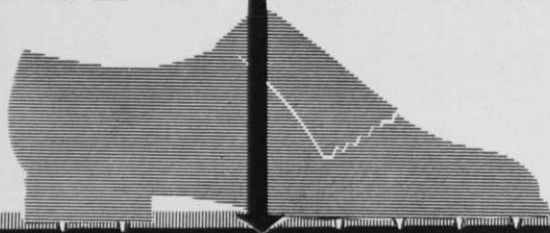
CITY _____

STATE _____ ZIP _____

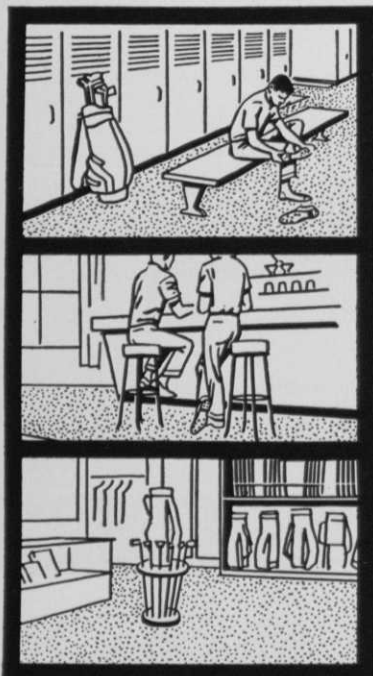
TORO

8111 Lyndale Avenue South
Minneapolis, Minn. 55420

ELIMINATE SPIKE DAMAGE!



CARPETED Vinylstep BY KESSLER



New Carpeted Vinylstep by Kessler completely eliminates unsightly spike damage, makes floors and stairways safer, more comfortable, and adds beauty to every floor in your clubhouse, pool or patio. Perfect for every surface that now takes a beating from spikes or spike heels...locker rooms, hallways, stairs, grill, pro-shop...even the veranda or patio. Available in striking decorator-colors. Carpeted Vinylstep by Kessler won't catch, won't mark, for the high cut-pile 100% nylon cushions the pressure, and the Vinylstep base stops the pock-producing points of spikes and spike heels. Easily installed, indoors or outdoors, luxurious-looking Carpeted Vinylstep by Kessler can be used as a runner or wall-to-wall carpeting.

Carpeted Vinylstep by Kessler saves countless dollars through lower maintenance costs. The tiny nylon brushes in the high pile carpeting help clean off dirty, muddy shoes and traps tracked in dirt and moisture 'til you're ready to simply vacuum or hose-off. Available in three decorator-approved colors, black and white tweed or black and red tweed on black Vinylstep, and brown and white tweed on brown Vinylstep. One-inch embossed vinyl strip on each side of runners, and one-inch embossed vinyl strip on all four edges of mats.

MATS	3' x 4'	3' x 6'	4' x 6'	4' x 8'
RUNNERS	36 in. x 20 yds.		48 in. x 20 yds.	

**MAIL TODAY
FOR FREE SAMPLE
AND DETAILS**



**KESSLER
PRODUCTS
COMPANY, INC.**

P. O. Box 389 Youngstown, Ohio 44501
Phone 216/758-9701

Where the World Buys Plastics with Confidence!

KESSLER PRODUCTS COMPANY, INC.
P. O. Box 389, Youngstown, Ohio 44501

Gentlemen:

Please send full particulars and samples of
CARPETED VINYLSTEP BY KESSLER

NAME:.....TITLE:.....

CLUB NAME:.....

ADDRESS:.....

CITY:.....STATE:.....ZIP:.....

PLEASE PRINT OR TYPE
For more information circle number 158 on card