

READER SERVICE CARD (June, 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 of the information requested on the card. Inquiries from this issue will be honored until August 31, 1967.

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 _____

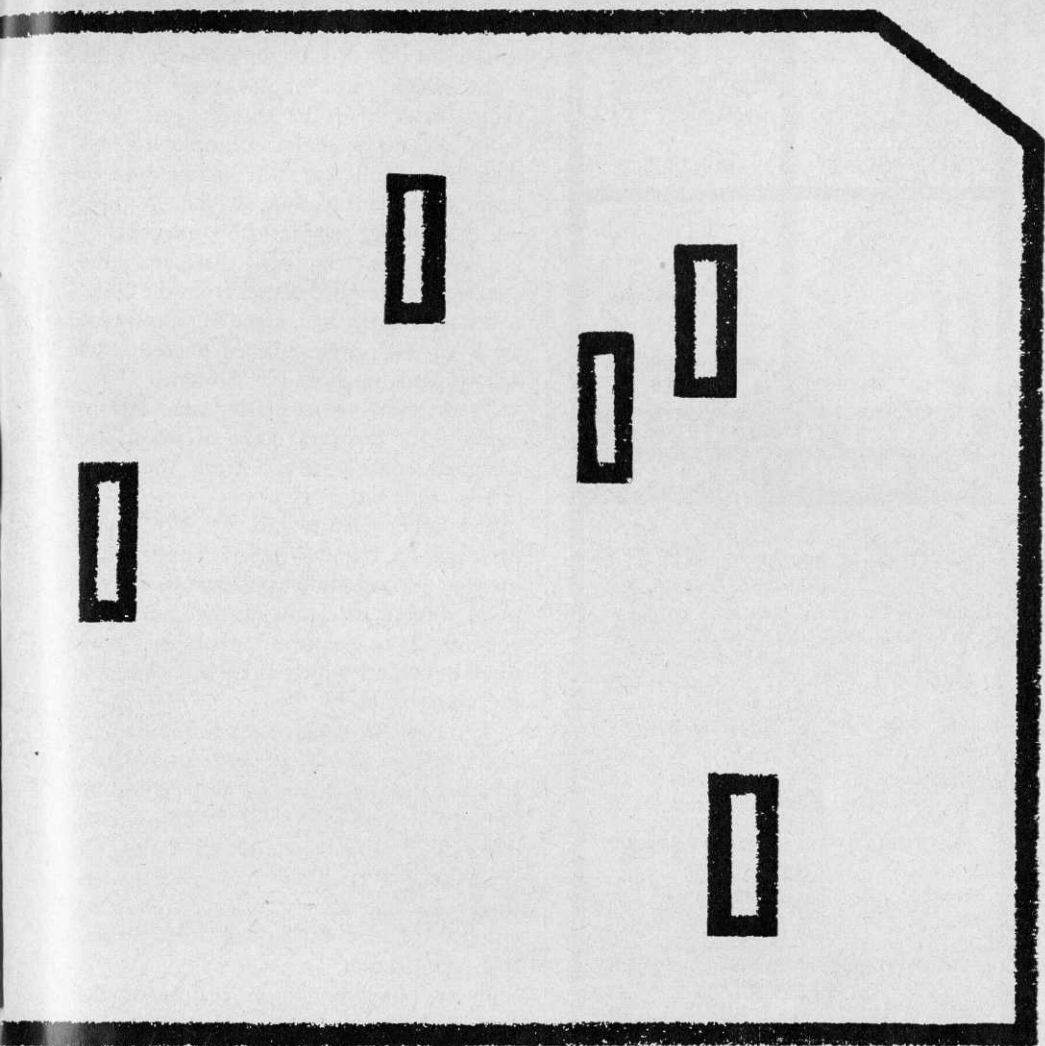
Club _____

Address _____

City _____ State _____ Zip _____

If you are not at present a subscriber to GOLFDOM do you wish a subscription sent to you? ☐ Yes ☐ No

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



helpful, more complete responses information from GOLFDOM advertisers.

a product to study, evaluate, and plan with, the reader service card will get it for you. Third, and best of all, by checking the boxes that describe *your* club and *your* needs, you'll get *exactly* the information you want without having to wade through material that doesn't apply.

To take fullest advantage of this new service, please complete all the questions

asked on the reader service card.

Only GOLFDOM—the business bible of the total golf industry—offers you this kind of reader service. We hope you use it often and profitably.

GOLFDOM

235 East 45th Street New York, N.Y. (212) MU 3-3000



WEED KILLERS



INSECTICIDES



**GOLF BALL
WASH**



**MOLE & GOPHER
KILLER**

DOLGE PRODUCTS for MAINTENANCE

FREE TURF OF DANDELIONS, PLANTAIN E.W.T. (2, 4-D) WEED KILLER

Selective. Rids turf of dandelions, plantain, other broad leafed weeds without injuring good grass. Non-poisonous. Dilute up to 400 parts of water; spray.

RID TURF OF DESTRUCTIVE INSECTS SOLEXTO

Kills bugs in and on turf. Dilute in up to 400 parts of water.

EXTERMINATE MOLES AND GOPHERS NOMOLE

Finishes moles; punch holes in runs and pour in. Kills gophers, too.

Eradicate Weeds on Parking Lots, Roads SS WEED KILLER

Can kill any weed it hits. Use on parking lots, drives, walks, sand traps, and other places where you want no growth whatsoever.

Wash Golf Balls, Quickly, Thoroughly DOLCO PINE BALL WASH

Right for rotary or paddle machines; has pine aroma; efficient and agreeable.

For literature on above products write to The C. B. Dolge Company, Westport, Connecticut



For more information circle number 173 on card

LOCH LEDGE

continued from page 58

this, in itself, was important since many clubs which only employ their ground crews for eight or 10 months, lose them from season to season. Employing his men for a full year will enable him to keep a permanent staff, which, in turn, will give better service to his members.

Under Mr. Squire's direction, the course was literally blasted from the hilly, rocky terrain. In fact, some 50,000 square yards of rock were blasted out—10,000 square yards on hole No. 5 alone.

Trees, growing naturally, were left to separate the fairways, some of which are designed around natural fresh water-fed ponds. One interesting par 3 is played over a rather deep ravine. On No. 5, you drive off an elevated tee downhill, then on your second shot, you have to carry a pond directly in front of the green. If you overshoot the green, there is a trap directly behind which is backed by a rising grass bank.

The Loch Ledge area has a fine natural water reserve, fed by underground rivers, which naturally dispenses water through the course. However, to insure proper watering of the course at all times, an irrigation system has been built into the tees, fairways and greens which is fully automatic and is controlled from a control panel center.

Every possible natural feature of the area has been incorporated into the design of the course to make it as interesting and comfortable, yet, challenging to the members of the club.

Harry Lewis has hired Pete Donnelly as pro for the club. Pete has had a solid background to qualify him for this position. He has been a caddy, sold golf sportswear, been a touring pro, was assistant pro at Fenway Golf Course, and, thus, having been on both sides of the fence so to speak, is ready, willing and able to be of service to his members.

Pete's schedule calls for lessons with members on weekday mornings, playing with members and their guests (no

continued on page 64

GOLFDOM

For more information circle number 153 on card —>



is your club on the ball?

Your members will take great pride playing with the "club's own golf ball" (and guests will buy it as the perfect souvenir). A custom ball with your club's emblem and name DOESN'T COST ANYTHING EXTRA—ONLY \$7.20 PER DOZEN, minimum order 48 dozen. Our unique Electrocal process permanently reproduces your club emblem on both sides of the ball in crisp detail, up to three colors, without the usual charges for dies. This emblem ball is strictly a pro specification for pro recommendation; it is equal to the best you offer now regardless of brand. Get your club on the ball with a trial order today. Who knows—your exclusive emblem ball may be the best selling brand in your shop.

TEST DRIVE IT—If you're reasonably serious about our offer but want to be convinced, we'll send a production sample. Check it for distance off the tee, note its true roll on the green. You've got a winner in playability and sellability.



RAM GOLF CORP.

2020 INDIAN BOUNDARY DRIVE
MELROSE PARK, ILLINOIS 60160
Phone (312) 345-2620 Ask for Marv Dahl

LOCH LEDGE

continued from page 62

charge) during the afternoons.

Lessons will be given on a full-length driving range at the foot of three slopes used for skiing in the winter. A range boy will be in attendance all day for members wishing to warm up and practice on the driving range.

The range, which is a five-minute walk, or a one-minute ride from the clubhouse, is serviced by a motor-driven trolley-car train, operated by a man whose sole job is to transport members to and from the range and clubhouse on a continuous basis. During the winter, the same trolley will transport skiers and their equipment to the lifts and lodge.

Golf cars will be available to the members. A permanent member of the grounds crew will service these cars and other grounds machinery.

So there you have it—a country club that offers golfing, swimming, and tennis

in the summer, and skiing and swimming in the winter—a real year-round club.

It is most apparent that the trend for today's new country clubs is more than just providing summer recreation. They are country clubs operated on a year-round basis, providing as many modern conveniences and summer and winter recreational features as the area will allow. Loch Ledge is a perfect example of this. ●

News about fungicide

A new catalog sheet on the usage of PMA 10 liquid fungicide can be obtained from Velsicol Chemical Corp., 341 East Ohio St., Chicago, Illinois 60611.

Sixty-four years ago

The U.S. Open was played at Baltusrol G. C. where it will be played this year.

Seventy-two years ago

The United States Golf Association was formed and held its first championship at Newport (R.I.) Golf Club.

The Ransomes CERTES

Finest mowing tool ever built!

**A child can operate
the precision-built
CERTES with ease**

**Unexcelled for golf
courses and home
putting greens**

- 100 cuts per yard give "satin" finish to green. 10 blade reel.
- Mowing height precisely adjusted .015" at a time—down to 1/8 of an inch. No tools required.
- Width of Certes (16") is narrow enough to avoid scalping and scuffing on undulating surfaces or turns.

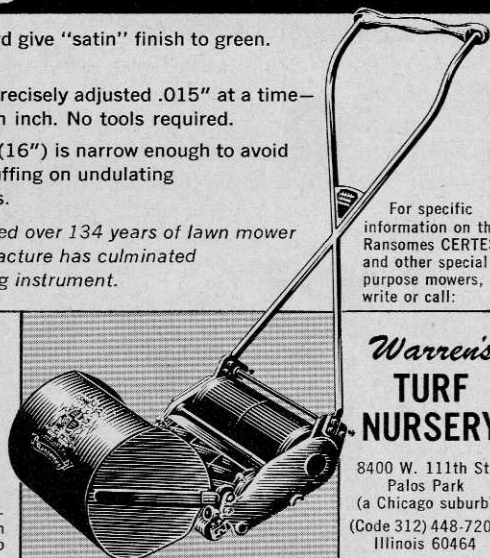
Experience gathered over 134 years of lawn mower design and manufacture has culminated in this fine mowing instrument.

For specific information on the Ransomes CERTES and other special purpose mowers, write or call:

**RANSOMES SIMS
& JEFFERIES LTD
IPSWICH ENGLAND**



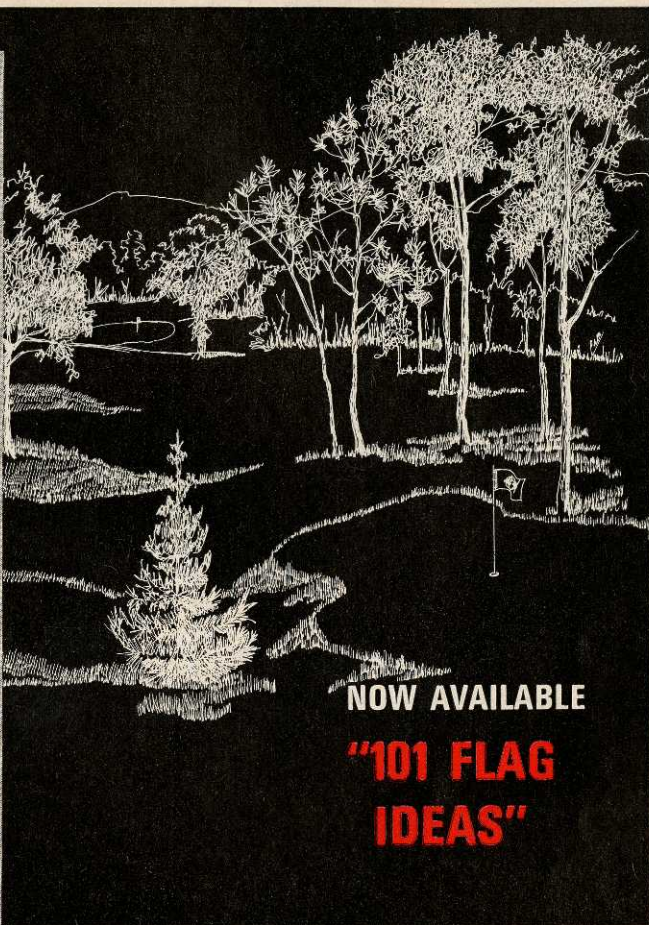
Distributorships now being established in key areas. Adequate supplies of spare parts, as well as mowers, in stock at Warren's Chicago, New York and San Francisco area nurseries.



**Warren's
TURF
NURSERY**

8400 W. 111th St.
Palos Park
(a Chicago suburb)
(Code 312) 448-7200
Illinois 60464

For more information circle number 140 on card



NOW AVAILABLE

"101 FLAG IDEAS"

New Booklet Free For The Asking

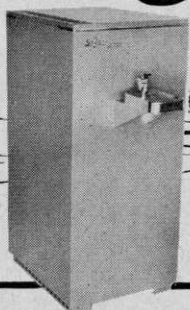
You'll see a hundred different Personalized Flag designs ranging from simple monograms to elaborate crests. Shows examples of the many color combinations you can choose; illustrates how designs look in various color treatments. Booklet offers helpful step-by-step procedure for selecting and ordering your Personalized Flags, has ideas on special-event flags, color-coordinating the course and "personalizing" tee to green. It's well worth having. **FREE.** Just drop us a card.

Colorful Quality from the Industry's Leader
STANDARD MFG. CO. - CEDAR FALLS, IOWA 50613



NEW Safari

DRINKING
EQUIPMENT



Safari has a
better way... out
on the course!

Safari Gas-fired Drinking Fountains operate for less than 7½¢ a day. Gives on the spot refreshing water wherever desired.

Safari Gas-fired Water Cooler (self contained) has 12 gallon stainless steel reservoir...refrigeration unit fuel supply inside locked cabinet.

Safari Electric Drinking Fountains use absorption refrigeration unit. No moving parts. No motor to burn out. Operates on low voltage electric element.

Safari Sanitary Iced Drinking Fountains...new Hi-Capacity Heat transfer system. Saves up to 50% on ice and maintenance.

Write for more and detailed information...

SAFARI DEPT. GD

591 N.E. 5th Street, Pompano Beach, Florida 33060

Phone (305) 942-8076

For more information circle number 141 on card

B & W

C-U-T-P-R-O-O-F

Solid Range or resale ball

HI-COMPRESSION

Brilliant Polyurethane Finish
Looks, Feels Like a Conventional Ball

\$2.85 Doz. Red Striped.

Samples Available On Request

**We feature a complete line of range,
miniature, par 3, and Pro Shop
equipment.**

Write in for free catalog.



b w

GOLF BALL COMPANY

6246 West Belmont Ave., Chicago 34, Ill. Avenue 3-7111

For more information circle number 183 on card

Book Review

Better Golf After Fifty, by Gene Sarazen, with Roger P. Ganem. Published by Harper & Row, Inc., 49 E. 33rd St., New York, N.Y. 10016. Price \$4.95.

Who is better qualified than Gene Sarazen, the world's foremost senior golfer, to instruct our senior golfers on how to maintain their game? This book, which is long-needed, is filled with helpful pointers on how and when to hit the woods and irons, how to make the putter pay off, effective ways of getting out of trouble and a whole lot more. More than 60 photographs help the reader to follow Gene's advice. He also tells you how to maintain your strength and use different exercises to get ready for golf. Gene Sarazen has won almost every major golf title in golf and is regarded as the world ambassador of golf.

GIVE THE LADY

continued from page 34

a large portion of their golf shopping money for those occasions when they visit other clubs.

With the exception of golf balls, it was indicated that women golfers buy at least 80 per cent of their playing equipment from the pros. About one-fourth of those interviewed said they use only cheaper than pro-line balls, and seven others said they buy a combination of pro-line brands and cheaper balls.

Perhaps some of the reasons for this become more obvious when the women do a little swinging on their own:

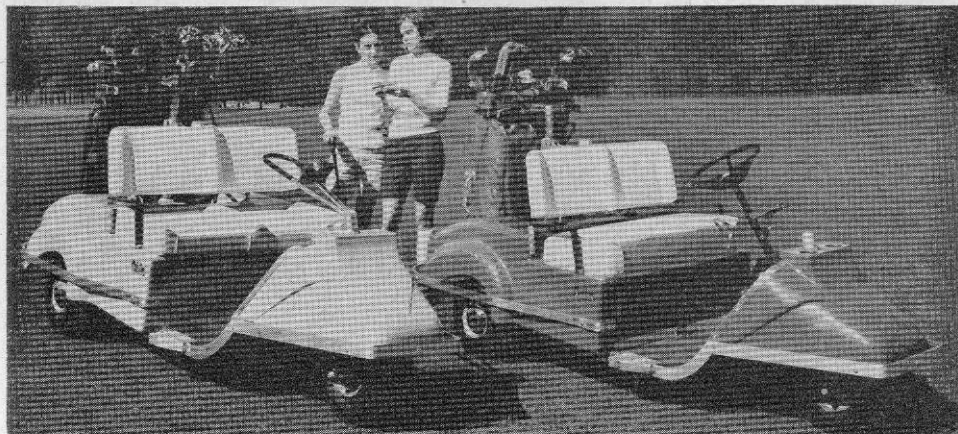
"Much of the sportswear is too large and matronly for the small woman. You run into this anywhere you go — pro shops or downtown stores. Perhaps manufacturers should take another look at the statistics. If they did they'd make more clothing for the small woman."

"I'd like to see someone design an

continued on page 68

GOLFDOM

Owners Of CLUB CAR Fleets Endorse The Analogy That CLUB CAR Is To The Golf Car Business What Automatic Pin Setting Equipment Was To Bowling Alleys. CLUB CAR Is Cutting The Operating Expense On Any Fleet Of Golf Cars In Half And At The Same Time Doubling Gross Rental Incomes.



Pioneering in fiberglass bodies and development of the only aluminum frame used in golf car manufacturing enables us to market a 2-passenger golf car that weighs only 350 lbs. plus 360 lbs. of batteries for an operating weight of 710 lbs. This is 200 to 500 lbs. lighter than other golf cars and results in far less wear and tear on fairways, turf and golf car batteries.

Our patented drive unit (transmission) eliminates power-wasting solenoids, open chains, belts and delivers 96% of the battery power directly to the rear wheels.

This combination of a lighter weight golf car and the elimination of wasted battery power results in CLUB CAR drawing as little as 28 Amps of electric current from the batteries instead of the 60 to 90 Amps heavier golf cars draw.

CLUB CAR will operate 108 golfing holes (6 rounds) between battery charges. A golf car battery should never be drained below 50% reserve. CLUB CAR can go 54 golfing holes (3 rounds) and still retain the 50% reserve required if you are to obtain 800

or more charges on the batteries. Other golf cars can go only 18 holes (1 round) and still retain a 50% battery reserve. If driven 36 holes (2 rounds) the batteries are deep-cycled to such a point that the batteries will only take from 200 to 266 charges before they must be replaced.

The CLUB CAR patented drive unit, motor and light aluminum frame is guaranteed for two years and the savings effected in batteries, battery chargers, parts and electrical cost of charging batteries can result in a 50% reduction in a fleet's operating costs.

CLUB CAR will give you a "sunrise to sunset" operation and still be raring to go on a lighted par-3 course. This elimination of "down-time" for repairs or battery charging can double gross rental incomes. **WE GUARANTEE CLUB CAR TO OUT-PERFORM ANY GOLF CAR ON ANY GOLF COURSE ANYWHERE AT ANY TIME. MAKE US PROVE IT.** Don't buy any golf car until you have enjoyed a demonstration ride in CLUB CAR, the longest, widest, most stylish and yet lightest golf car on the market.

CLUB CAR DIVISION — Stevens Appliance Truck Co.
Box 897, Augusta, Georgia

- ☐ Send technical bulletins: "Care and Feeding of Golf Car Batteries" — "How to Evaluate Golf Cars" — "Facts to Know Prior to Purchase" and Brochure.
☐ We'd like a CLUB CAR demonstration.

NAME _____

CLUB _____

ADDRESS _____

CITY AND STATE _____

Club Car

**LIMITED NUMBER
DISTRIBUTORSHIPS
AVAILABLE.**

**WRITE
FOR DETAILS**

For more information circle number 137 on card

GIVE THE LADY

continued from page 66

appropriate golf hat for women. Many of those we have to choose from are too masculine in appearance."

"Women's golf shoes are not made as well as men's. They have too much play around the instep, and when they start to get old they flop around on your feet."

"The pro at our club drives us away from his shop. He doesn't have much of a selection for women, what he has is too conservative and plus the fact that he sells everything on a, take it or leave it, basis. Then he complains because the women don't support the shop."

"There aren't enough women players at our club to make it profitable for the pro to stock heavily. He's most co-operative in ordering whatever we want, but it takes too much time for the orders to be filled. Few women are willing to put up with the delays."

"Women golfers are still not getting

proper recognition. Too much emphasis is placed on taking care of the men. I don't know what proportion of golf goods are sold to women, but it seems that it should be high, considering the amount of golf we play. If all pros are like the one we have, they aren't taking advantage of their women's market."

"A feminine touch is needed around a golf shop. If a pro doesn't have a woman employee, perhaps he'd be smart to ask the advice of some of the women members on what to buy, and how to display it."

Obviously, the survey points out that the wise pro should make a stronger attempt to attract a larger amount of sales from the women golfers.

Although the pro may not have a gold mine in sales to women, it is apparent from the ladies' comments that his profits will increase if he is more aware of their needs and wants and does his best to meet them. •



TROUBLE FREE RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE Three Rivers, Michigan

For more information circle number 164 on card

Specialists in Golf Course Construction Since 1924!

GOLF COURSE CONSTRUCTION BY CONTRACT

For further information, free estimates, write or call

MADDOX

CONSTRUCTION COMPANY
GOLF COURSE BUILDERS

ST. CHARLES, ILLINOIS
584-0315 & 584-6641

BATAVIA, ILL.
879-3843

DANVILLE, ILL.
442-2411

For more information circle number 194 on card

American Society of



Golf Course Architects

WILLIAM F. GORDON, president
Doylestown, R.D. 1
Pennsylvania

FERDINAND GARBIN, vice-president
RD 2 - Box 186
Export, Pennsylvania

EDWARD LAWRENCE PACKARD, sec'y.
11 South La Grange Road
La Grange, Illinois

FLOYD FARLEY
5518 N. Lottie
Oklahoma City, Oklahoma

H. BURTON MUSSER
Consultant Agronomist
State College, Pennsylvania

WILLIAM F. BELL
544 Sierra Vista Avenue
Pasadena, California 91107

GEORGE W. COBB
11 Lake Fairfield Drive
Greenville, South Carolina

WILLIAM H. DIDDEL
209 Woodland Lane
R.R. 1, Carmel, Indiana

JOHN R. DARRAH
4545 Lincoln Highway
Matteson, Illinois

FRANCIS J. DUANE
735 Port Washington Blvd.
Port Washington, New York

DAVID W. GORDON
Doylestown, R.D. 1
Pennsylvania

ROBERT BRUCE HARRIS
645 North Michigan Avenue
Chicago 11, Illinois

JAMES GILMORE HARRISON
266 Harrison Road
Turtle Creek, Pennsylvania

LAWRENCE HUGHES
P. O. Box 1025
Palm Desert, California

WILLIAM JOHNSON
281 East Winchester Avenue
Rialto, California

ROBERT TRENT JONES
P. O. Box 304
Montclair, New Jersey

WILLIAM B. LANGFORD
5555 Sheridan Road
Chicago, Illinois 60640

ROBERT F. LAWRENCE
629 Avenida Feliz
Tucson, Arizona

MARK MAHANNAH
12601 S.W. Sixty-Seventh Court
Miami 56, Florida

ELLIS MAPLES
Whispering Pines
North Carolina

J. PRESS MAXWELL
3855 Walnut Hill Lane
Dallas, Texas

WILLIAM H. NEFF
4951 Cottonwood Lane
Salt Lake City, Utah

RALPH PLUMMER
6455 Woodstock Road
Fort Worth, Texas 76116

C. E. ROBINSON
696 Young Street
Toronto 5, Ontario, Canada

ARTHUR J. SNYDER
P. O. Box 1177
Lahaina, Maui, Hawaii 96761

ALFRED H. TULL
Sharpbill Road
Wilton, Conn.

HOWARD WATSON
P. O. Box 11, Lachute
Quebec, Canada

WILLARD G. WILKINSON
376 Kaiolu Street
Honolulu 15, Hawaii

NORMAN H. WOODS
P. O. Box 204, Vancouver 1
B. C. Canada

ROBERT TRENT JONES, JR.
360 Bryant Street
Palo Alto, California

ROBERT MUIR GRAVES
3186 Old Tunnel Road
Lafayette, California

GEOFFREY S. CORNISH
Fiddler's Green
Amherst, Mass.

PETE DYE
Box 40165
Indianapolis, Ind. 46240

Associate Members

WILLIAM W. AMICK
P. O. Box 1984
Daytona Beach, Fla. 32015

REES L. JONES
173 Gates Avenue
Montclair, New Jersey 07042

For more information circle number 117 on card

Cordo-Hyde®

Shoe Laces Par Excellence



Cordo-Hyde Shoe Laces stand up to shock and chafe — round after round. Stay tied, too! Your golf distributor carries them. Shoe lace profits score aces with Cordo-Hyde Laces.



United Shoe Machinery

BOSTON, MASSACHUSETTS

For more information circle number 210 on card

TORONTO



C-15

BENT

SOD & STOLONS

"PURE TO STRAIN"

GROWN ON STERILIZED SOIL TO INSURE FREEDOM FROM POA ANNUA AND OTHER FOREIGN GRASSES.

PENNCROSS BENT SOD



H & E Sod Nursery, Inc.
4301 W. Flossmoor Rd.
Tinley Park, Ill. 60430
312 798-2210

For more information circle number 155 on card

MAINTENANCE DESIGN

continued from page 39

between playing and maintenance aspects. Many contemporary designers now favor sand 10 to 12 feet from the green.

For aesthetic value, traps are designed with capes of turf jutting into the sand, and bays of sand flashing back into the turf to resemble the natural formations of the Scottish coast.

Superintendents point out that the grass capes cannot be mowed with gang units. This is true. However, with care in design, they can be mowed with triplex machines; and, therefore, are not unduly costly to maintain. Furthermore, they act as walk-ins and walk-outs, thus reducing scrambling up the sand; this reduces raking costs.

Trees: — Trees and shrubs affect the greensward through competition and by reducing air circulation. Trees, too close, nearly always mean the putting surface will seldom be perfect in cold spring-times and hot, humid summers. Yet, it is a shame to destroy magnificent specimen trees.

Therefore, trees essential for beauty, shade and depth perception should not be planted closer than 60 ft. to greens.

Similarly, during construction greens are placed so that trees to be saved are at this distance or more from the greens.

Innumerable other maintenance aspects are affected by design. The foregoing examples emphasize the importance of design on the well-being of the future greensward.

In addition, they should remind us that you pay for what you get. No layout can be great, or the design truly authentic, if turf cannot be maintained in nearly perfect condition without exorbitant outlays. ●

Midwest begins expansion

The Midwest Lawn-Saver Equipment Co., Appleton, Wisc., is expanding its manufacturing facilities about 30 per cent. The new building will house the engineering and manufacturing facilities.