

# GOLFDOM

## SERVICE CARD

READER SERVICE CARD (Sept., 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 December 30, 1967.

- I. Please check your principal job function at your course (check one):
- |  |  |   |
|--|--|---|
| 1. <input type="checkbox"/> Club President | 3. <input type="checkbox"/> Club Mgr.    | 5. <input type="checkbox"/> Pro/Pro Shop Mgr. |
| 2. <input type="checkbox"/> Owner          | 4. <input type="checkbox"/> General Mgr. | 6. <input type="checkbox"/> Course Supt.      |

- II. Check other duties you regularly or occasionally perform (check one):
- |   |   |
|---|---|
| 1. <input type="checkbox"/> Club Manager    | 3. <input type="checkbox"/> Pro/Pro Shop Manager  |
| 2. <input type="checkbox"/> General Manager | 4. <input type="checkbox"/> Course Superintendent |

- III. Is your golf course:
- |                                       |                                     |  |                                   |
|---------------------------------------|-------------------------------------|--|-----------------------------------|
| 1. <input type="checkbox"/> municipal | 2. <input type="checkbox"/> private | 3. <input type="checkbox"/> semi-private | 4. <input type="checkbox"/> 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. <input type="checkbox"/> 100 or less | 3. <input type="checkbox"/> 200-300 | 5. <input type="checkbox"/> 500-1000  |
| 2. <input type="checkbox"/> 100-200     | 4. <input type="checkbox"/> 300-500 | 6. <input type="checkbox"/> Over 1000 |

- V. Which of the following items or combinations of items do you purchase or influence the purchase of (check one):

- |   |
|---|
| A. <input type="checkbox"/> Greens Supplies   |
| B. <input type="checkbox"/> Pro Shop Merchandise  |
| C. <input type="checkbox"/> Food/Liquor & Club House Equipment  |
| D. <input type="checkbox"/> Food/Liquor, Club House Equipment & Greens Supplies                       |
| E. <input type="checkbox"/> Food/Liquor, Club House Equipment & Pro Shop Merchandise                  |
| F. <input type="checkbox"/> Greens Supplies & Pro Shop Merchandise                                    |
| G. <input type="checkbox"/> Food/Liquor, Club House Equipment, Greens Supplies & Pro Shop Merchandise |

- VI. I am considering the purchase of your product:

- |   |  |
|---|--|
| H. <input type="checkbox"/> immediately | J. <input type="checkbox"/> 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
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118	154	190	226	262
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122	158	194	230	266
123	159	195	231	267
124	160	196	232	268
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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
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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

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NO. 217

CLINTON, IOWA

## BUSINESS REPLY MAIL

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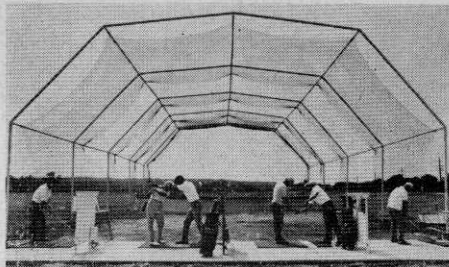
# GOLFDOM

Box 2520

Clinton, Iowa 52733

[illegible]





**Automated Golf of N.Y., N.J. & Conn., Inc.** have come out with the Four Man Automated Golf Range. The automatic range tees with net and cage can be leased and will fit on an area of 60' x 40'.

For more information circle number 215 on card

**John Bean Div., FMC Corp.** has available a new turf sprayer, the Royalette 1010. It features a swivel front, high flotation axle and an adjustable dry boom.

For more information circle number 216 on card

### 50 years ago

Ford Motor Company built the world's first mass-produced tractor, the Fordson.

*Golf Course Designing and Construction*

## PAUL HARNEY GOLF ENTERPRISES, INC.

**SIL PAULINI** | BUS.: 563-3454 (Falmouth, Mass.)  
| RES.: 653-6102 (Natick, Mass.)

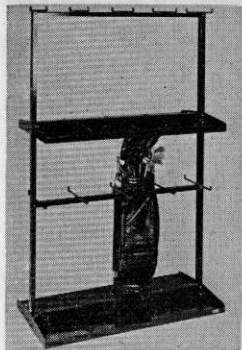
For more information circle number 130 on card

## Samuel S. Mitchell

**Golf Course Architect  
Designer and Builder**

18 Old Randolph Street  
Canton, Mass. Tel. 617-828-1065

For more information circle number 141 on card



## INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Provides a neat appearance
- Damp bags dry faster—no mildew
- Faster, easier storage
- Easy to install and add more as needed

Patented • SEND FOR FOLDER

**THE A. G. STAFFORD CO.**

For more information circle number 159 on card

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Box 287 • Canton, Ohio  
A. C. 216 - 453-8431

## COMPLETE LINE OF GOLF EQUIPMENT & SUPPLIES FOR

**DRIVING RANGES, GOLF COURSES, MINIATURE COURSES, AND PAR 3 COURSES.**

SPECIALIZING IN INDOOR-OUTDOOR CARPETING FOR ALL PURPOSES: PRO SHOPS, LOCKER ROOMS, SHOWROOMS, POOL OR PATIO — 100% POLYPROPYLENE OLEFIN FIBER—GUARANTEED NOT TO SHRINK, FADE, ROT OR MILDEW. CHOICE OF COLORS.

Write For Complete Catalog

Serving The West

With The Best

*Western*

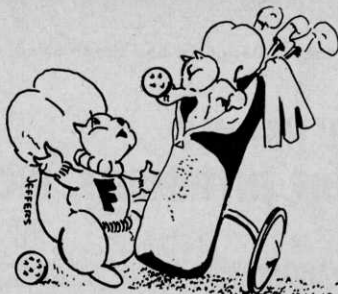
**GOLF SALES, INC.**

1831 Colorado Ave., Santa Monica, Calif. 90404

Phone Area 213 451-5454

For more information circle number 166 on card

## FONKY —



BECAUSE THE FONKEN J-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 181 on card

## PEOPLE IN THE NEWS



ZICKERT



WENZEL

Ralph Zickert has been promoted to sales manager of the new golf and commercial car division for Harley-Davidson Motor Co. James R. Wenzel was also promoted to assistant sales manager.

Richard C. Botsch was promoted to sales manager for non-footwear application of "Corfam" poromeric material for the E. I. du Pont de Nemours & Co.



## LOOK AHEAD — MR. PROFESSIONAL!

DO THESE THINGS NOW FOR BETTER BUSINESS NEXT SPRING.

1. LET US SUBMIT **FREE**, A LAYOUT FOR AN IMPROVED BAG STORAGE AREA
2. ASK FOR OUR **FREE** STORE PLANNING SERVICE FOR MAXIMUM SALES EFFECTIVENESS
3. **ORDER YOUR '68 MILLER BAG TAGS** ...have them on hand Opening Day!



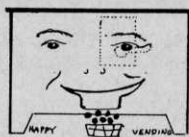
IRV  
SCHLOSS,  
FOUNDER

**MILLER GOLF CO.** Pond St., Randolph, Mass. 02368

For more information circle number 198 on card

## CREATE A DRIVING RANGE IF YOU MUST-

SO YOU CAN USE THE FABULOUS



DETAILS FROM

**Reading Golf, Inc.**

300 SPRUCE STREET, READING, PA. 19602

TELEPHONE 215-372-5185

*Your people*

*will Love you for it.*

**STUDENTS AND THEIR FRIENDS CAN  
PRACTICE - EVEN WHEN YOU ARE A 1,000 MILES AWAY  
-- SO YOU CAN MAKE MORE PROFITS.**

WRITE FOR "HOW TO MAKE YOUR DRIVING RANGE PAY"



For more information circle number 177 on card

A. J. Buford has been appointed assistant district sales manager of the Los Angeles district of Certain-teed Products Corporation, pipe division.

Dr. Edward R. Newman has joined Mallinckrodt Chemical Works as a chemist in the research laboratories of the industrial chemicals division.

## MANUAL & AUTOMATIC TURF IRRIGATION

*Design—Installation  
Complete Pumping Installation*

SKINNER / BUCKNER / J-M  
PVC / TRANSITE / RAINBIRD

Alcoa Aluminum Portable Pipe—Pumps  
RENTAL & SALES

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430 W. Seymour Ave., Cincinnati, O. 45216  
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For more information circle number 145 on card

## TAT

### GOLF COURSE SIGNS

**Extremely smart looking signs  
with self fastening stakes**

**Signs 50c & 75c**

**Stakes 25c & 30c**

**Shipped in 24 hours**

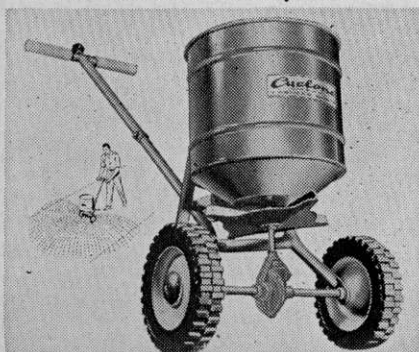
**Write for Free Brochure**

**TAT GOLF SIGNS**

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For more information circle number 163 on card

**Fast! Accurate! Stripe-Free!**



## *Cyclone* BROADCAST SPREADER / SEEDER

*Saves Time, Materials  
—Slashes Labor Costs*

Here's the Cyclone that does almost every spreading and seeding job—up to 5 times faster than drop-type spreaders. Sows seed, spreads fertilizers, granular pesticides, soil conditioners . . . even ice melters on walks and parking lots. Fan-type spreading disc uniformly broadcasts materials in swath up to 8' wide. No streaks, gaps, or double overlaps!

Write us about smaller Cyclone Hand Broadcasters for putting greens; or big-capacity Cyclone Spreader/Seeders for fairways. We'll send literature and full information—free.

*Broadcast it with a Cyclone . . .  
it's the results that count!*

**THE CYCLONE SEEDER CO., INC.**

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For more information circle number 180 on card

## GOLF COURSE - DESIGN AND CONSTRUCTION

**A Complete Lump Sum Job!**

### DESIGNED AND BUILT TO FIT YOUR BUDGET

**Estimates and Work Guaranteed by Bond**

**CONSTRUCTION - RECONSTRUCTION - ADDITIONS**

**SITE APPRAISING & PLANNING including ATHLETIC FACILITIES**

## CAPPY-SIMONE

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212/HA 9-4500

CORONA, N.Y.

516/MA 3-3238

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## GOLF COURSE DESIGN AND CONSTRUCTION

**EDMUND B. AULT Ltd.**

**GOLF COURSE ARCHITECT**

*Sculptured Greens*

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Bethesda, Maryland 20014

301-942-0716

For more information circle number 105 on card

**BELLANTE & CLAUSS INC.**

*Art Wall Jr.*

**GOLF COURSE ARCHITECTS**

Master Planning • Site Analysis  
Plans Specifications • Supervision  
Irrigation Systems • Storage Ponds

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Philadelphia, Pa.  
215-564-2444

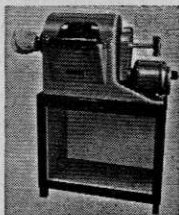
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### 1967 Improved **CLUBSCRUB**

**The Safest and Fastest  
Way to Clean Clubs**

**Takes less than 2 minutes**

ClubScrub cleans faster, better . . . is rugged, easy to operate, trouble-free . . . trade-in policy, replacement parts. Immediate delivery.



Distributors, Manufacturers Representatives inquiries invited, territories open.

**ClubScrub, Inc.**

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For more information circle number 113 on card

## Coming Events

Club Management Workshop in Food and Beverage, Michigan State University, East Lansing, Michigan, September 6-8.

Agronomy Field Day, Plant Research Farm, Fairland, Maryland, September 7.

Annual Turfgrass Short Course, Auburn University, Auburn, Ala., September 7-8.

Mississippi Valley Golf Superintendent's Association, Norwood Hills C.C., St. Louis, Missouri, September 12.

Club Management Workshop in Building and Property Management, Michigan State University, East Lansing, Michigan, September 18-20.

Arizona Turfgrass Conference, University of Arizona, Tucson, Arizona, September 25.

15th Annual Florida Turfgrass Management Conference, Ramada Inn, Gainesville, Florida, September 26-28.

Mississippi Valley Golf Superintendent's Association, Meadowbrook C.C., St. Louis, Missouri, October 3.

National Hotel and Motel Exposition, the Coliseum, N.Y.C., November 6-9.

Mississippi Valley Golf Superintendent's Association, Sunset Hills C.C., St. Louis, Missouri, November 7.

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

Wisconsin Golf Course Superintendents Association and the Milwaukee Sewerage Commission "winter injury" symposium, Pfister Hotel, Milwaukee, Wisconsin, December 13-14. •

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**G**

**GAFFNY ENTERPRISES INC.**

**E**

ENGINEERS  
CONSULTANTS  
CONTRACTORS

**IRRIGATION SPECIALISTS**

NORTH MAIN STREET, MIDDLETON, MASS. 01949

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## Book Review

*Irrigation of Agricultural Lands, American Society of Agronomy, Monograph No. 11 the series; American Society Road, Madison, Wisconsin 53711. Edited by Robert M. Hagan, Howard R. Haise, and Talcott W. Edminster; R. C. Dinaicer, Managing Editor.*

This book consists of 1180 pages of subject matter, references, tables, mathematical equations, charts, photographs and literature citations presented in close-set small type. Some 120 contributors helped to flesh out the 62 chapters of this comprehensive reference volume concerned with detailed theoretical discussions, with summaries of basic theories, and illustrations of irrigation practices. It is not a "how-to-do-it" manual or handbook. It is not a book that the golf course superintendent would find useful. It is a book that could be owned by a local superintendents association so that, at each monthly meeting, a member could review a chapter or a section for the benefit of all the members.

Chapter 39 deals with "Turfgrass, Flowers, and other Ornamentals," by O. R. Lunt and J. G. Seeley. The authors cite a paucity of research data on response of turfgrass to water suction and note that most available data concerns *yield* which may or may not correlate with turf quality. Low infiltration rates are cited as the major problem in irrigating turfgrass.

The scientist will be absorbed by all the material presented. The layman will skip many detailed passages but will find a wealth of material to enhance his knowledge and understanding of water (the various kinds) and how it works in relation to plants (many kinds), soils (a great variety) and microbial activity under various conditions of temperature, wind, humidity, rainfall, etc. —FRED V. GRAU.

## GEOFFREY S. CORNISH

Golf  
Course  
Architect

Fiddler's Green Amherst, Mass. 01002  
Phone: 413-253-3913

Member  
American Society of Golf Course Architects

## CUSTOM MADE WOODS

#1 THRU #15

## CUSTOM MADE PUTTERS

Including Famous "WON-PUTT" &  
"PRO'S OWN"

## Repairs-Any Make Club

Fast Service — Reasonable Prices

Write for Catalogue & Price List

**Bert Dargie GOLF CO., INC.**

2665 Broad Avenue Bldg.  
Section 2, Memphis, Tenn. 38112  
PHONE 324-4688 Area Code 901

For more information circle number 115 on card

## FRANCIS J. DUANE

Golf Course Architect

921 Port Washington Boulevard  
Port Washington, L. I., N. Y.

516 — POrt Washington 7-7851

Member  
American Society of Golf Course Architects

For more information circle number 116 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 142 on card

## BETTER TURF THROUGH BETTER SPRINKLING

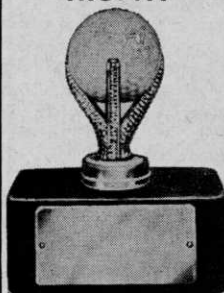


MOODY SPRINKLER COMPANY, INC. / P.O. BOX 240  
ARCADIA, CALIF.

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### NEW TROPHIES! NEW LOW PRICES!

#### HOLE-IN-ONE TROPHY



XPW-4-S Hole-in-one  
Sunray Ball Holder &  
Engraving Plate. Gen-  
uine Walnut Base. Ht.  
4-1/8" — \$5.95 each  
Ball not included

#### WORLD'S TALLEST GOLF TROPHY

For  
High Net,  
High Gross.  
40" TALL.  
With  
Male or  
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Figure  
... \$7.75 list

#### BIG PRO DIS COUNTS

Write today for FREE 32-  
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Catalog.

THE TROPHY & MEDAL SHOP  
4560 N. Western Avenue Chicago, Ill. 60625  
Telephone: Area Code 312/271-7600

For more information circle number 161 on card

## Graffis Swing

continued from page 12

the pro-am that was curtain raiser of the 1967 Western Open at Beverly CC... This trophy, presented by the late Harry E. Radix, is awarded to the pro having the lowest scoring average for 70 or more rounds during a calendar year... Casper's 1966 average was 70.276 for 87 rounds... He also won the Radix trophy in 1960, 1963 and 1965... Ben Hogan won it five times (1940, 1941, 1942, 1946 and 1948)... Snead won it in

## Larchmont AUTOMATIC GOLF COURSE IRRIGATION

Consultants-Designers-Installers

LARCHMONT ENGINEERING  
11 Larchmont Lane  
Lexington, Massachusetts

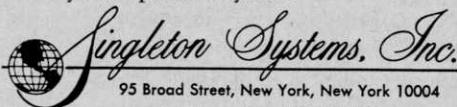
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### IT COSTS YOU NOTHING...

... to ask any Club owning a "SINGLETON" — installed turf irrigation system how they like it!

Without obligation — ask us to name a Club in your vicinity...

For PROFESSIONAL performance in design and installation of sprinkler systems — any turf sprinkler system!



95 Broad Street, New York, New York 10004

Telephone: Area 212-269-4540

— Bonded Contractors —  
TURF IRRIGATION SPECIALISTS

For more information circle number 155 on card

## ARTHUR HILLS

Golf Course Architect

Box 5523

Wernert Station

TOLEDO, OHIO 43613

419-882-6473

For more information circle number 132 on card



1938, 1949, 1950 and 1955 . . . Palmer won it in 1961, 1962 and 1964.

Eighth annual All-America Junior tournament played at Cape Coral (Fla.) and neighboring Fort Myers CC had a field of 350 . . . Boys were in age groups 9-20 and girls, 10-20 . . . USGA Open, Women's Western Open and Ladies PGA championships in 1968 will continue to be 72 holes . . . All other tourneys on LPGA schedule will be 54 holes . . . This means cutting 18 from the St. Petersburg and Dallas annual events.

*continued on next page*



**FAIRWAY  
CONST. CO.**

**EXPERT  
SOIL  
BLENDING**

OLD OR NEW CONSTRUCTION { GREEN FAIRWAY IRRIGATION

TELE: OVERLAND PARK, KAS. NI 8-4900  
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For more information circle number 120 on card

## AUTOMATIC IRRIGATION

**"Set it and Forget it"**



**POWER SPRINKLERS**

Waters areas up to 140 x 650 ft. in one setting. Only 10 minutes to set or remove. Pulls itself along thru winding up a steel cable—Water Powered—Shuts off water automatically.

**\$120 to \$325—write for demo offer**

# TRAVELRAIN®

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***Eliminate Field Stone Troubles***

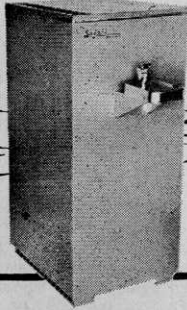
**... use PIXTONE**

The Proven Mechanical Stonepicker.  
Picks stone—aerates—pulverizes—sturdier roots.  
Contact manufacturer for details and prices.

**BRIDGEPORT IMPLEMENT WORKS, INC.**  
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## NEW Safari



**COLD WATER  
DRINKING  
EQUIPMENT**

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

**SAFARI GAS-FIRED DRINKING FOUNTAINS** operate for less than 7 1/2¢ a day.

**SAFARI GAS-FIRED WATER COOLER** gives on the spot, cool, refreshing water whenever desired.

**SAFARI ELECTRIC DRINKING FOUNTAINS** have no moving parts. Allow low cost electric installation.

**SAFARI SANITARY ICED DRINKING FOUNTAINS** save up to 50% on ice and maintenance.


For gas models contact your local  
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U.S. patent 9-6-66 Phone (305) 942-8076

For more information circle number 154 on card

## EVERY PRO NEEDS THIS!

Kenneth Smith's Professional  
Shop Manual of Instruction



### Golf Club Alterations and Repairs

A Professional Shop Manual  
of Instruction

## Kenneth Smith

BOX 41, KANSAS CITY, MISSOURI U.S.A.

**Tells how to:**

- Apply grips
- Change club length
- Remove & replace shafts
- Refinish wood heads
- Alter wood & iron heads
- Many other tips to make better & quicker club repairs.

**SEND ORDER  
& CHECK TODAY**

Price \$1.30 postpaid

# Kenneth Smith GOLF CLUBS

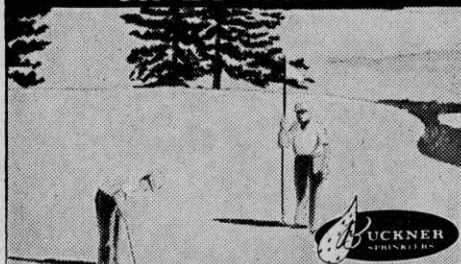
*Hand Made to Fit You*

World's Largest Custom Club Maker

Box 41-GM, Kansas City Mo., U.S.A.

For more information circle number 157 on card

## Play will be normal on 17 holes



...while **KIRCHDORFER**  
Installs your  
**Irrigation System**  
**one fairway at a time!**

Free Literature and list of installations on request.

# K

**irchdorfer**  
**Irrigation, Inc.**

P. O. BOX 4124

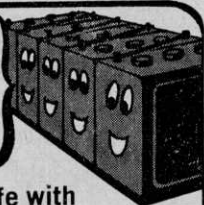
LOUISVILLE, KY. 40204

PHONE 585-4305

AREA CODE 502

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**We get a real  
charge out of  
LesterMATIC!**



Increase battery life with  
**LesterMATIC** golf car chargers



- Compensates automatically for line voltage variations. No taps to set.

- Superior capacity, allowing equalization of cells each cycle.

- Silicon diodes with surge protection for highest reliability.

- Convection cooled for maximum life—minimum maintenance.

**Insist on LESTERMATIC**  
**Leader in Motive Power Chargers**

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625 West A St., Lincoln, Nebraska 68522

**LESTER EQUIPMENT**  
151 W. 17th St., Los Angeles, Calif. 90015

For more information circle number 131 on card

## Graffis Swing

*continued from preceding page*

At Stratton Mountain in Vermont, about \$3 million is being invested in a golf and ski resort with six inns . . . There are nine by Geoffrey Cornish already completed and another nine being built . . . The snow and ski equipment runs into big money but it will pay for itself with the 400 and more expected at the resort inns . . . Many authorities consider the Vermont Development Department is doing the most effective job

## BOB DUNNING & ASSOCIATES

Join the increasing number of Bob Dunning designed Golf Courses and Greens. Complete layout, design and engineering, specifications, all phases, working drawings.

Buckner automatics, J-M pipe and installation.

Greens and courses with built in savings. Multiple Pin Positions.

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Shawnee Mission, Kansas

P.O. Box 3597, Tulsa, Oklahoma

For more information circle number 117 on card



Member: American Society of  
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.  
Telephone—Area Code (312) 352-2113

For more information circle number 148 on card

## WILLIAM JAMES SPEAR

**GOLF COURSE ARCHITECT**

116 WEST MAIN STREET  
ST. CHARLES, ILL. 60174



(312)  
584-8200

For more information circle number 156 on card

of state recreation promotion for profit.

Bruce Herd, recently retired as pro for Flossmoor (Ill.) CC, sent Joe Dey a beautiful specimen of the "teaching club" made by the famed clubmakers, Fred Herd and Bill Yoeman of Chicago . . . Fred, Bruce's uncle, won the 1898 National Open in Myopia . . . The teaching club is in fine condition, with the original leather grip and the hickory shaft and persimmon head real works of art.

Graduates of the Stockbridge School

*continued on next page*

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NATION-WIDE DISTRIBUTORS  
FOR OVER 30 YEARS  
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GOLF SHOP-DRIVING RANGE  
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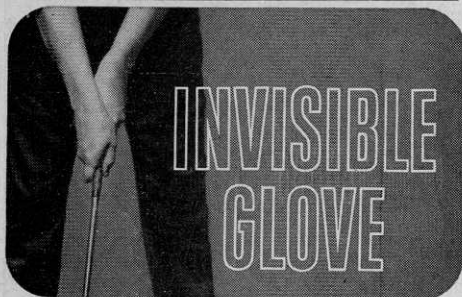
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## Graffis Swing

*continued from preceding page*

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