



Wherever golf is played...

Par Aide Utility Benches are ideal for locker room and golf course use. End frames are cast of high grade non-corrosive aluminum alloy. Wide choice of end frame colors. Seat boards are made of 1 $\frac{1}{4}$ " x 3 $\frac{1}{2}$ " Grade "A" treated redwood. High impact—spike resistant plastic covering on boards is optional.



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104

sparkle, dimension and interest to store and window displays. 500 foot candles or more are recommended.

3) Peripheral lighting, usually fluorescent, highlights merchandise in wall cases and floor cases, and adds architectural interest, causes walls to appear to recede and makes the sales area seem larger. 200 to 300 foot candles in a pro shop would help attain desirable results.

Your utility company or a representative of one of the better lighting fixture distributors in your area can make a survey of your lighting requirements and help in planning recommended lighting levels.

COLOR

Since color in reality is light, and results from the amount of light which is reflected back to our eyes or absorbed by the surface, it is imperative that we have an understanding of the quality and color rendition qualities of the two different light sources.

We are experiencing today one of the most dramatic eras in the history of retailing regarding color and its use. In fact, the tricks and novel treatments developed in the past few years in which colored light, paint and material are combined to startle, shock and stimulate customers, may be considered revolutionary and daring. Though the application and use of color and light in store decoration, visual merchandising and display have practically done an about-face, the approach to developing the

most desirable and effective use of both is based upon long-standing and logical appreciation of the properties and qualities of color and lighting.

The decision to use any color in the shop should also take into consideration:

- 1) The general appearance of the shop.
- 2) What it does to or for the merchandise.
- 3) Tastes of clientele.

GENERAL APPEARANCE

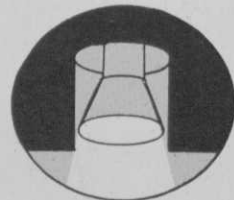
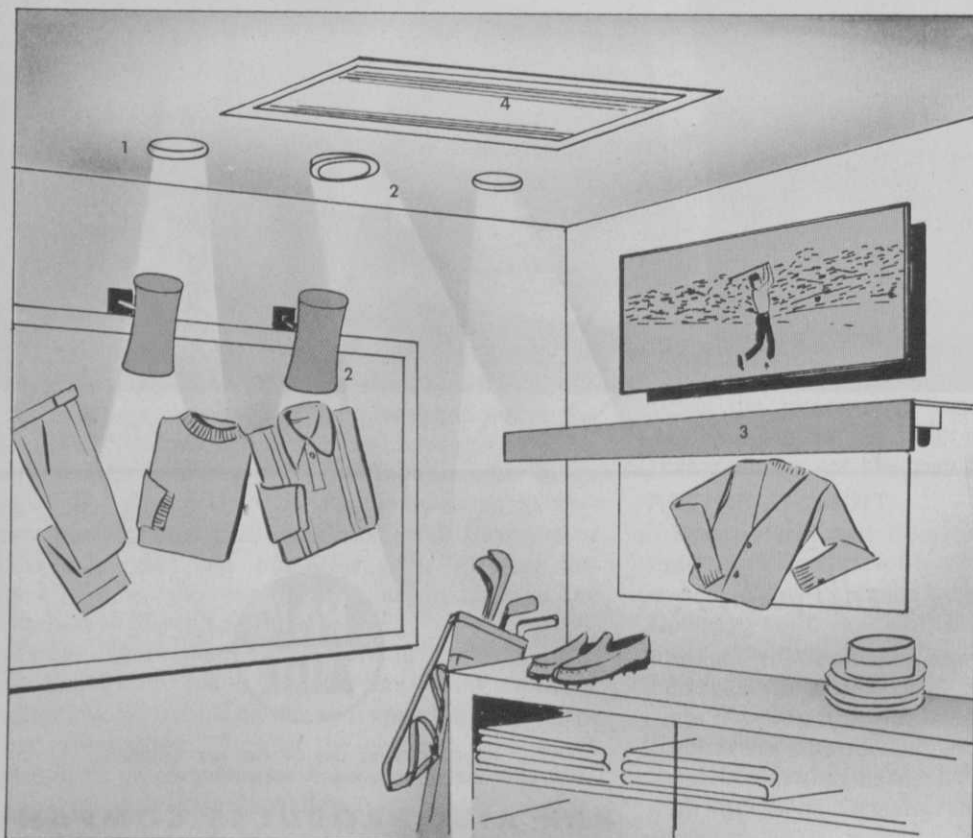
In considering the selection of colors for the shop, the location, shop image and architecture must all be considered.

Colors used in the shop on floors, walls, display units, etc., should conform to or harmonize with those being used in the other club facilities, especially if the shop is in a building housing several other club activities. This will assure the acceptance of the pro shop as one of the family and as belonging.

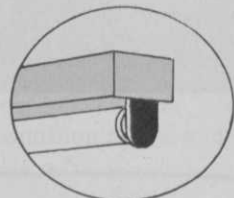
Of course the colors need not be used exactly as in the other parts of the building if a degree of individuality is desired. They may be rearranged to make the shop appear different, i.e., floor color used in the lobby area outside the shop may be used as wall color in the shop, and wall color, on the floor.

Even if the shop is in a separate building, the same approach to the selection of color for those large

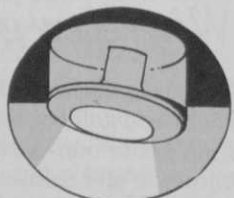
Continued on page 85



**INCANDESCENT
RECESSED**



FLUORESCENT



**INCANDESCENT
SPOT LIGHT**

Incandescent and fluorescent lighting are the two most popular forms of artificial light. Three installation techniques are normally used to achieve the most effective display. They are: feature or spotlight lighting; peripheral lighting and general lighting. In this number-keyed illustration, number 1) is an example of incandescent-recessed lighting; 2) incandescent spot display, (two types); 3) peripheral fluorescent; 4) general fluorescent.

Speaking of golf shafts!

THERE'S more talk about golf shafts these days than at any time since True Temper first introduced the famous Step Down® steel shaft. Main reason, of course, is the coming of the aluminum shaft.

Not that the aluminum shaft is any news to us. Recent development of new aluminum alloys for aircraft and space programs has made it possible for True Temper engineers to culminate more than 20 years of aluminum shaft research with quantity production of aluminum shafts which meet our high standards for steel shafts. And — as the club makers and the pros know — those are mighty high standards.

A True Temper steel shaft answers the club designer's needs for a club that hits true, hits far with the proper flexibility control, the proper feel.

Nor are we resting on our medal score. Using the new Mar-Aging stainless steel alloy (Almar® 362 — an aerospace product of Allegheny Ludlum) True Temper is developing a stainless steel shaft with such superior corrosion resistance it can almost be called a "lifetime" shaft.

In all this persistent striving to support the club maker's effort to help you play better golf, True Temper makes use of the most advanced research and engineering tools and techniques.

These include the new True Temper Golf Club Testing Device (lower left) which exactly reproduces the classic pro-golfer's swing, time after time, allowing completely scientific analysis of shaft performance.

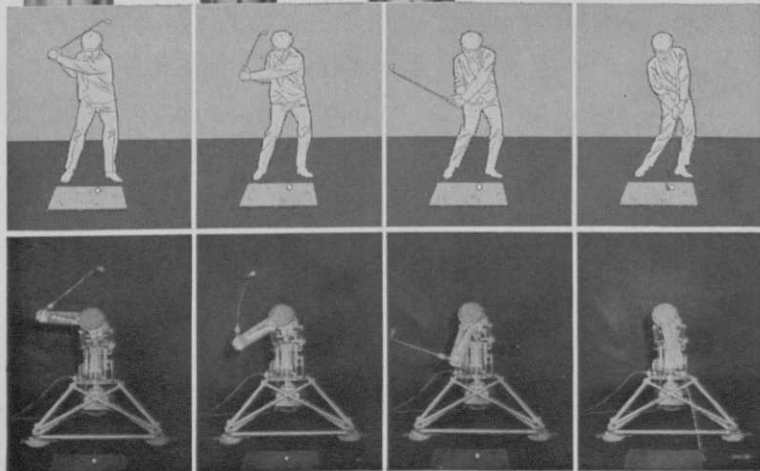
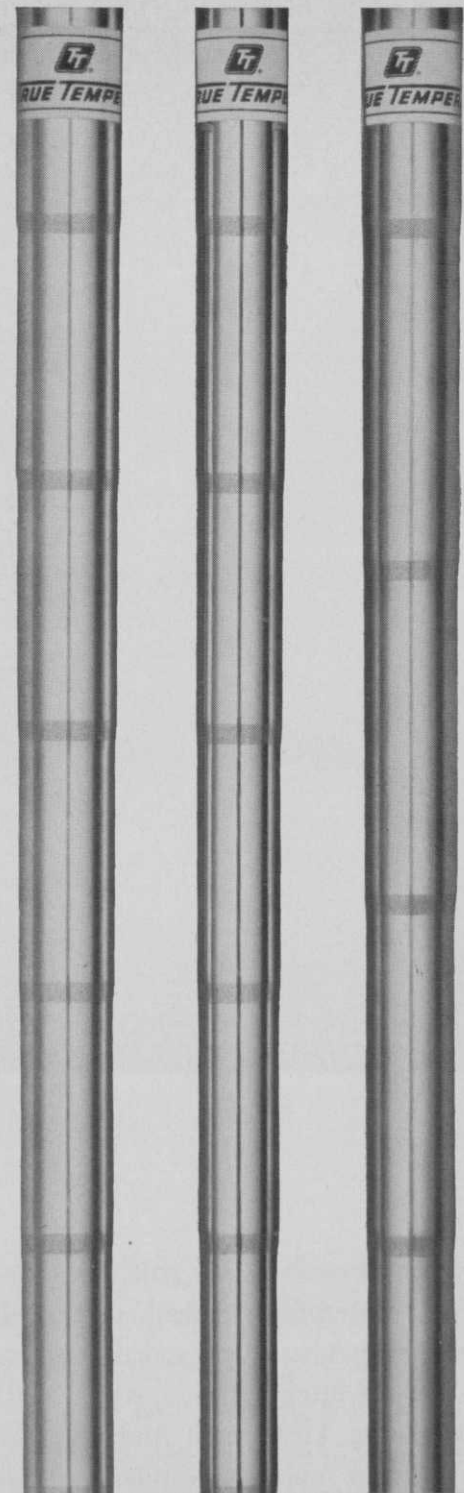
What should you know about golf shafts? Without sounding too much like a hole-in-one golfer — let's just say this: Whatever material your club shafts are made of — if they're made by True Temper, they're the finest modern science can develop and modern production engineering can turn out.

**It's always a good idea to ask
for clubs with shafts by...**

 TRUE TEMPER®

Leading Maker of Golf Shafts for More Than 40 Years

For more information circle number 139 on card





COOL

Check out the Gran Cushman for '68. It's cool-city all the way.

That clean, lean, slick, sleek styling is nothing but uptown. It almost makes you want to leave your regular car garaged. (But then the Gran Cushman is half sports car.)

Don't get the idea this is just another pretty-boy golf car, though. The rough and rugged all-steel body will take all the punishment you care to give it. (Built in bumpers and side protection plates.)

The Gran Cushman inside, is like luxury. More

room than you've ever seen in any golf car. Individual, adjustable waterproof buckets that rival your favorite armchair. A handsome sports console-mounted stick shift to bring out the beast in you. Deck-to-deck carpeting. Lush, man! And a sports car steering wheel that replaces the tiller bar forever. It's all standard with the Cushman GC.

And what a ride. Smoooth. Thank the beefier, low-slung 3-point rubber suspension between the power frame and main frame. This baby floats through turns, up hills, down hills, with super-ease, super-safety, super-stability. Cool!

GRAN  **CUSHMAN**

Cushman Motors, 1029 N. 21st St., Lincoln, Nebraska



HOT

If you think the '68 Gran Cushman is all cool, you're just half right. It's hot, too. (But that figures. It's half sports car, half golf car.)

It's the hottest-selling golf car on the market. More people ride Cushman than any other golf car. And more people ride this new Gran Cushman than any other new golf car. So it comes from a long line of hot ones.

The tires are fat, ground-gripping Terras. A low ground-hugging center of gravity makes for wide-stance, razor-honed handling.

Once again this year Cushman engineering performance is high performance. And, as you might expect, standard. Choose electric or gas. But never worry about service. It hardly ever needs it.

Cool? Not the way these babies are selling. Hot! Better hotfoot it down to your Cushman Distributor, like now. He's the man with the answers. He's "Mr. Golf Car." Or drop us a line at the factory—we'll send you our gorgeous color literature. Fast and hot!

GRAN  **CUSHMAN**

A Division of Outboard Marine Corporation

For more information circle number 146 on card

Beard

Continued from page 23

Early in the investigation the disease incidence increased with the nitrogen fertilization rate. As the turf matured, the *Ophiobolus* incidence was much more severe at 12 pounds of nitrogen than at the 6 or 20 pound rates. It was suggested that the stimulation of new root growth at the highest rate of nitrogen fertilization may have overshadowed the adverse effect of

increased susceptibility of individual roots to infection, thus providing an escape mechanism.

Comments—*Ophiobolus* patch is a turfgrass disease which, to date, has been confined primarily to the Pacific northwest region. As illustrated by this paper, the seriousness of a disease on a turf can be manipulated by the fertilization practices.

However, fertilization must not be the primary basis for disease

control. The basic objective of fertilization is to provide for the proper nutritive requirements of the turfgrass plant in order to maintain the desired health, vigor and level of growth. If in achieving these objectives, some degree of disease control is obtained, so much the better.

Fertilization practices should not be altered with the objective of achieving a reduction in disease incidence if there is also a loss of turf quality and health. Diseases are best controlled by the proper use of fungicides.

A side note to this study was that the high levels of urea used in this investigation critically lowered the soil pH level.

Other papers of interest.

Evaluation of Mulching Methods for Erosion Control on Newly Prepared and Seeded Highway Backslopes.

A. P. Barnett, E. G. Diseker, and E. C. Richardson. *Agronomy Journal*. 59(1):883-85. 1967. (Southern Branch Soil and Water Conservation Research Division, ARS-USA, Watkinsville, Georgia).

Water Requirements as a Function of Clipping Height and Frequency.

J. R. Watson. *California Turfgrass Culture*. 17(1):1-3. 1967. (Agronomy Division, Toro Manufacturing Co., 8111 Lyndale Ave. South, Minneapolis, Minn. 55420).

Variations in the Total, Nonprotein and amide Nitrogen Fractions of *Agrostis palustris* Huds. Leaves in Relation to Certain Environmental Factors.

J. B. Beard and W. H. Daniel. *Crop Science*. 7 (2):111-115. 1967. (Department of Agronomy, Purdue University, Lafayette, Indiana 47907).

Water in the Right Amount in the Right Place at the Right Time for Turf.

E. C. Roberts. *Massachusetts Turfgrass Conference Proceedings*. pp. A-31-39. 1967. (Department of Ornamental Horticulture, University of Florida, Gainesville, Florida 32603). □

BOLENS GK



GOES
anywhere for
you...

DOES
everything you
want it to...

CUTS
costs on every
job!

Center-Pivot Steering is one of the big reasons why the Bolens GK outworks all other commercial/industrial tractors. You'll get more work per hour from the GK because of its exceptional maneuverability. The terrain-hugging 72" front-mounted rotary mower makes fast, clean work of any mowing job. And it's not only a mower—it powers a variety of attachments such as snow caster, blade, rotary broom, and more. Unique... powerful... versatile... the Bolens GK saves money on operating costs and equipment outlay by replacing as many as three units formerly needed to do the variety of jobs in the GroundsKeeping category! The Bolens GK cuts the cost... you get the credit! Prove to yourself that the Bolens GK is the first truly new piece of commercial GroundsKeeping equipment to be introduced in many years. Mail the reply coupon today.



BOLENS

18-67

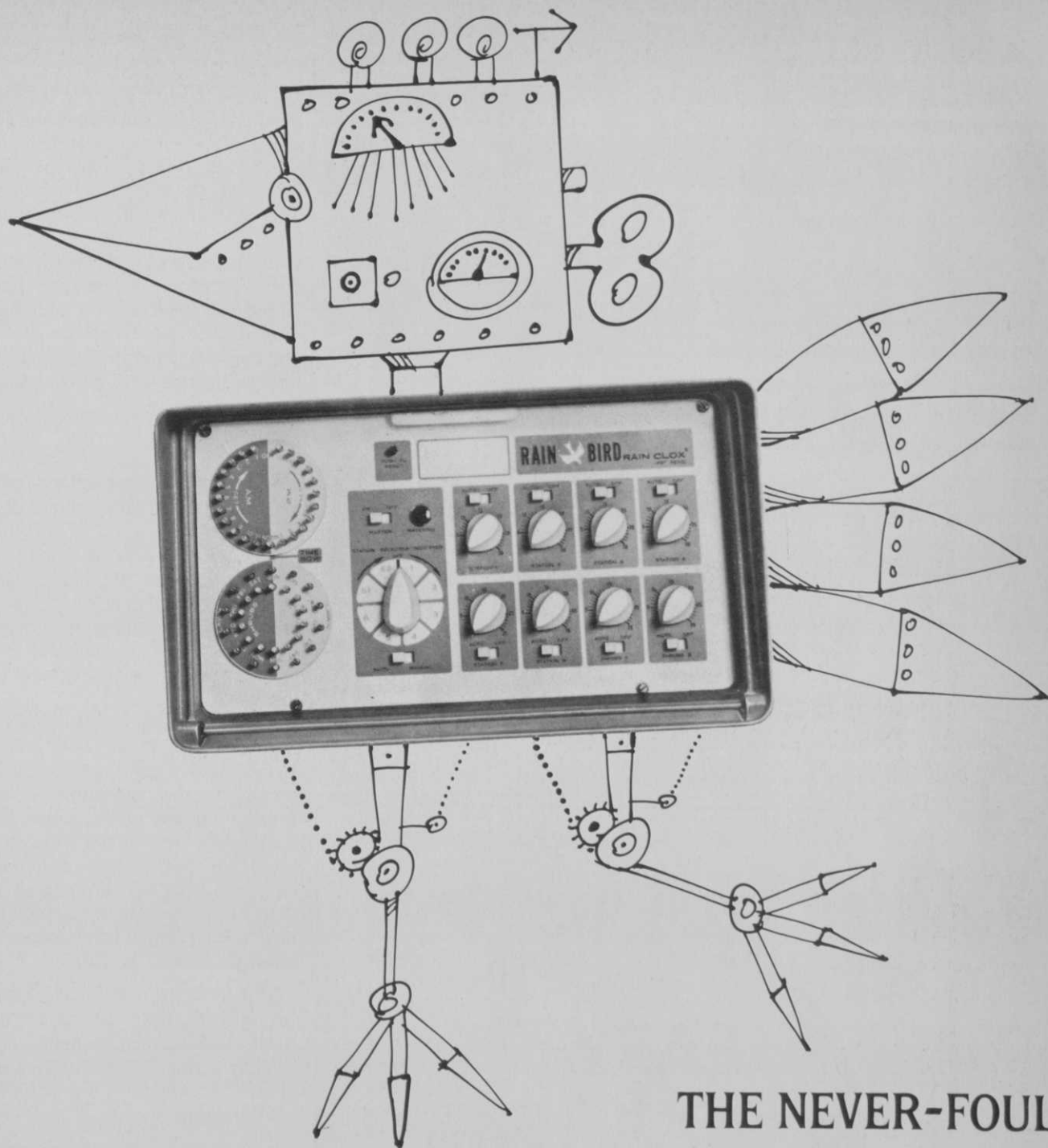
BOLENS DIVISION, FMC CORPORATION
Dept. C-15-GD, Port Washington, Wis.

I'd like to hear more about the new
Bolens GK. Please send literature.

Name _____
Address _____
City _____
State _____ Zip _____



For more information circle number 156 on card



THE NEVER-FOUL

Until businesses are run by robots, no company can claim it is free from human errors. But at Rain Bird we go out of our way to reduce our share of foul-ups. After all, we have a reputation for reliability and we have to protect it.

We start with design, keeping ahead of the market in new ideas for irrigation products that work.

Next, we maintain a large staff of quality control personnel to weed out any goofs in production. They check everything from the quality of the brass we pour, down to the tolerances of the sprinklers (to .001 inch).

And then we make ourselves available

to the professional landscaper for consultation. If required, we'll visit the project site prior to construction to evaluate the problems. We can help figure the budget, and give advice on sprinkler system specifications, piping schematics, and pumping plant details.

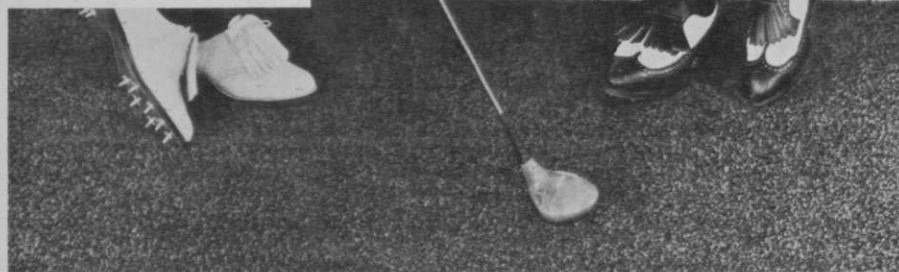
We hold regular factory clinics for our installers, so they know which sprinklers to use where; when to automate, and why; and how to economize and on what. Occasionally a Rain Bird product will lay an egg. When it happens, we get a man on the spot before it develops into an omelet.

For help on your next sprinkler installation, call your Rain Bird distribu-

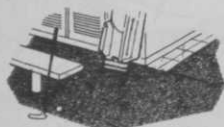
tor. You can have his name and phone number by return mail if you write to Rain Bird, Glendora, California 91740



END CARPET PROBLEMS!



FORE! SPIKE RESISTANT MATTING



LOCKER ROOMS



BAR & GRILL ROOMS

Now you can buy a carpet matting that's spike and wear resistant . . . yet stunningly beautiful! Fore gives you outstanding carpet life in club rooms, pro shops, grill and bar rooms. Thick ¼" solid vinyl backing keeps damaging spikes, mud and water off costly floors. Tough cut pile nylon can't snag on spikes . . . is stain resistant. Ends frequent costly carpet replacement!

FREE SAMPLE—Write for free sample of Fore matting to Crown Rubber Company, Fremont, Ohio 43420. Phone: 419-332-5531.

The Originators
of New Ideas
in Floor
Coverings.



RUBBER COMPANY

For more information circle number 192 on card

Play it cool

Continued from page 41

overhead, it went down in the basement.

By utilizing the wine closet adjacent to the bar for air delivery and return, visible ducts were avoided. The unobtrusive wall grilles don't spoil the beauty of the beamed ceiling, as unsightly ducts would have done. Nor are there ducts in the two dining rooms, but you can see the air diffusers in the ceilings if you look hard enough.

"Air conditioning," says Arthur Goulette, the club steward, "should be felt but not seen."

For better control with varying occupancy, two independent cooling systems were installed for the dining rooms. One is enough to handle weekday luncheon loads, but the second is there to cut in when needed. During hot summer evenings when a club dance is in progress, both systems are operating.

The office is air conditioned separately by a York "Pathfinder," an air-cooled package tucked in a nook under the eaves. This is factory-charged and requires only installation to outside air. It is rated at 23,000 Btu, a nominal two tons. Air conditioning of the card room is also separate. For this a very large window cooler, rated at 24,000 Btu, is used.

The locker rooms, located in the former barn, have another 7½ tons of air conditioning, supplied by a unit in a weatherized housing outside. The mating evaporator-blower section is upstairs.

The demand for lockers grew so steadily after air conditioning that another 56 had to be installed in space that had once been a hay loft. When the club opened, only 75 members had bothered to rent lockers, leaving 50 vacancies out of the original 125. But the situation was completely reversed by air conditioning.

"Right now we could rent another 200 lockers if we had the space to put them," Pedone says. "That is our next project. It's good business. A locker pays for itself in about five years, after which it's almost pure profit." □

W. A. CLEARY CORPORATION

New Brunswick, New Jersey • Belleville, Ont. • Skokie, Ill.

For more information circle number 207 on card

Ryan

GROUND'S GROOMER

Keeps large turf areas in tip-top condition



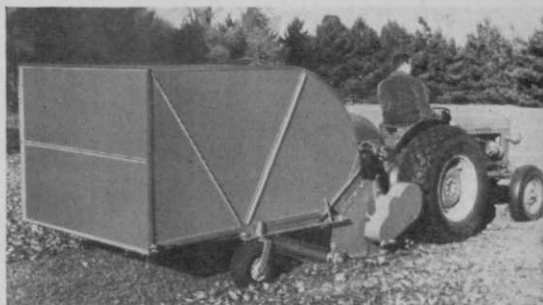
Renovates, removes thatch, sweeps and flail mows in one operation

The Ryan GROUND'S GROOMER attaches to a tractor equipped with a 3-point hitch and PTO. The operator can adjust blade height or depth, as well as empty the 5-cubic-yard hopper without leaving the tractor seat.

The hopper has a double steel door. At the top of the hopper is a wire screen to prevent stones, etc., from being thrown out.

Its 5-foot-swath reel is equipped with four rows of combination mowing and slicing blades. The reel can also be easily changed to all mowing blades, making it a "flail" mower.

Blade cutting ranges are from 2" into the ground for vertical slicing — to 3" above ground for rough mowing. All blades are "free-swinging" and rotate in reverse. This design creates air turbulence which blows leaves, thatch, clippings, etc., into the hopper.



The GROUND'S GROOMER picks up thatch, clippings and debris in a 5-foot path.



The operator easily empties the 5-cubic-yard hopper from the tractor seat.

Ryan

Write for more information

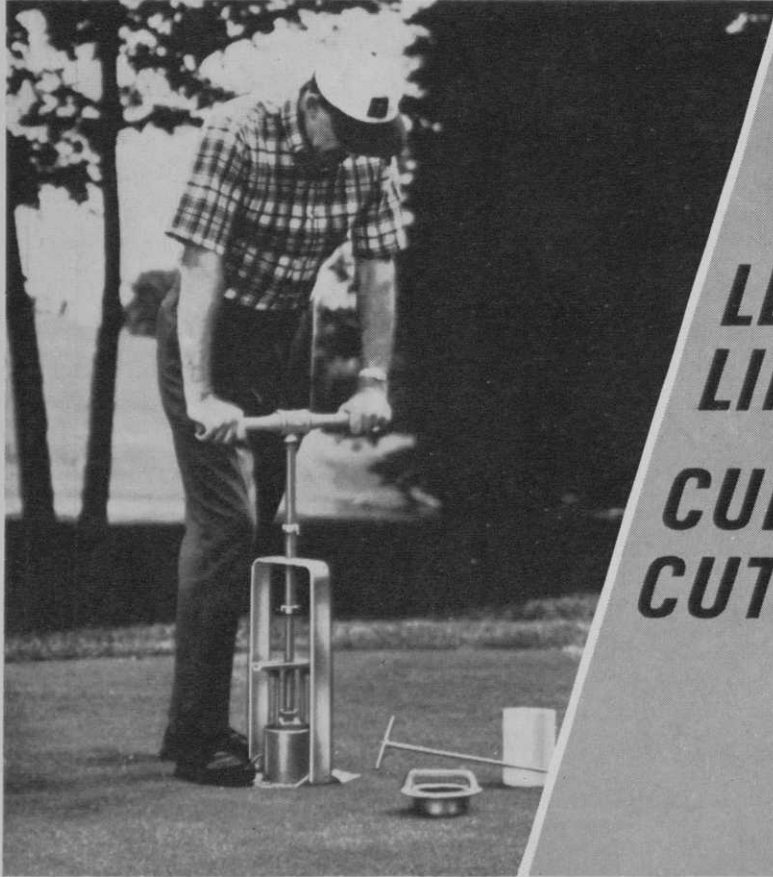
EQUIPMENT COMPANY

2055 WHITE BEAR AVENUE, ST. PAUL, MINNESOTA 55109

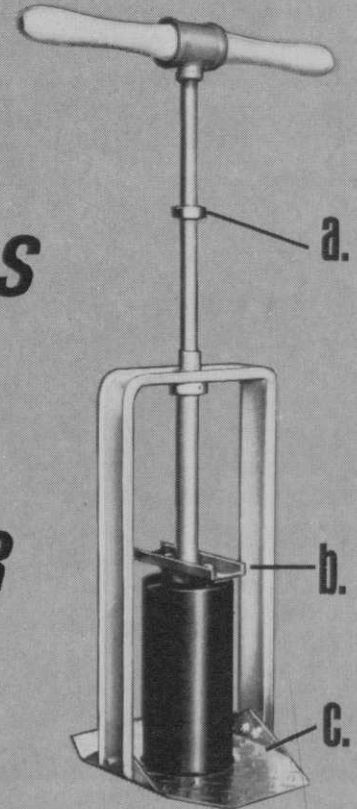
Manufacturers of the world's finest turf-care equipment

For more information circle number 271 on card

DEMONSTRABLY BETTER!



LEWIS LINE CUP CUTTER



We can show you how you and your men can cut cups faster, straighter, in fewer lifts...using Lewis Line Cup Cutters.

Here's Why!

You stand in correct position with your weight bearing down. Result: faster turf penetration. See above.

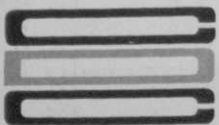
- a** Adjustable collar lets you set depth of cut, exactly . . . even after repeated sharpening.
- b** Foot ejection lets you eject plug directly into hole.
- c** Stand-on base plate holds cutter exactly 90° to turf. Can't wobble.

Prove to yourself that you can save time and effort on each of the thousands of cups you and your men cut each year. Ask your Lewis Line Dealer to demonstrate . . . then try it for yourself. Rugged long lasting Lewis Line Cup Cutters are top-quality throughout. They easily stand up to every day use. Stay Sharp! They're available with inside or outside bevels.

Call your Lewis Line Dealer . . . state your preference . . . ask for Cup Cutter demonstration; or write direct.

Trusted by Management – Praised by Players

The Top Quality Line in: Washers • Cup Cutters • Cups • Cup Setters • Cup Pullers • Flags • Poles • Rakes • Handy-Bins • Practice Markers • Directional Markers • Towels • Ball Cleaner • and "Unitized" Tee Station.



Container Development Corp.

4104 Montgomery • Watertown, Wis. 53094
414-261-4030

For more information circle number 206 on card