

pending upon its complexity, the manager, the building or house committee, the architect, and the interior designer must work as a coordinated team for the best results in lasting appearance and operating economy. Careful analysis of every proposed or existing space must be studied for maximum use within the structure of the club's operation, at present and for the future.

New possibilities must be explored—some clubs have found that sauna, steam bath and barber shop facilities are very desirable. Other clubs have found that adding a few small guest suites or rooms are income-producing comforts to the members.

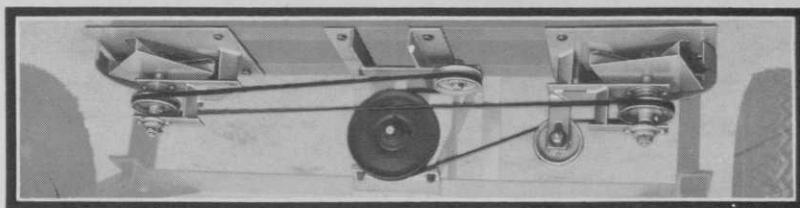
The qualified architect and interior designer should be as carefully selected as would a personal Physician. Once the services of these experts have been retained, listen to their recommendations. To disregard them is too much akin to a do-it-yourself appendectomy!

There are always charming lady members who are "very talented" and who have decorated their homes with style, but the successful design of club areas is a far cry from decorating a residence.

An experienced interior designer is capable of guidance and service in the following categories:

1. Basic space planning and layout, in conjunction with club requirements and architect's function;
2. Creation of interiors of lasting beauty and low maintenance, through his knowledge of the latest in paints, wall and floor materials, fabrics, and the like;
3. Obtaining furniture and furnishings of the most appropriate value at the most economical cost;
4. Coordinating all phases of the decorative work, so that interiors of continual charm and beauty will enhance not only the value of financial investment.

Continued on page 102



NEW SINGLE-BELT DRIVE

S SPREADABILITY

for the **GREENEST** fairways ever!



■ For greener turf from tee to putting green, the swing is to the **LARSON** line. **LARSON** engineering specialists have built **SPREADABILITY** into every feature of their new **SINGLE-BELT DRIVE LARSON BROADCASTER**. The **LARSON BROADCASTER** spreads $4\frac{1}{2}$ times more area in one trip than an ordinary spreader, covers up to 20 acres per hour! You get an even flow of material (milorgranite, fertilizer or seed) with uniform spreading on turns (even the sharpest ones). An accurate spread pattern, a broad cast (up to 50 ft.) . . . all this with ease of fingertip feed control, without changing the application rate. The **LARSON BROADCASTER** is the ideal unit for close work around Greens, Tees, Parkways, and Club House.

■ The famous **LARSON 400 Series BROADCASTERS** are first choice of knowledgeable golf course superintendents and other professional turf men on many of the country's finest golf courses.

THE NEW LARSON BROADCASTER LINE



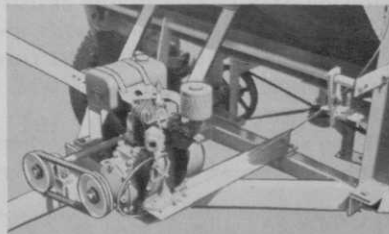
MODEL 421 TRAILER-TYPE—25 cu. ft. capacity (approx. 1 ton!) PTO powered. A real heavyweight. All features of the 411 plus **BIG CAPACITY**. Especially designed for bigger job applications.



MODEL 411 TRAILER-TYPE—15 cu. ft. capacity (approx. $\frac{1}{2}$ ton). PTO powered. An ideal unit for most applications. Rugged, easy to handle, trails well, even over rough terrain.



MODEL 413 "PIGGYBACK"—15 cu. ft. capacity. All the features of the 411 **BROADCASTER**. Attached to tractor by simple 3-point hook-up. Three-point hitch adapters available for all tractors.



MODELS 411G and 421G—Same models as shown above, with gas engine drives. (Engine is 960 $3\frac{1}{2}$ hp.—with 6 to 1 back gear.) Converts readily to regular drive by installing power take-off.

■ For complete specifications, Write, Wire or Call **TODAY!**

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MANUFACTURERS OF BROADCASTERS, SPRAYERS AND ACCESSORY EQUIPMENT

Spring cleaning

Continued from page 101



NEW FOUR BAGGER

The first real golf car innovation? No. Club Car had already developed what is perhaps the best golf car in the world—one which will operate for 108 golfing holes without recharging. This was accomplished through the car's unique patented drive unit and lighter weight.

And now—a "four-some" car. Walk 9, ride 9. Call it painless exercise — without fatigue. The "four-bagger" solves the problem. *One four-some can rent one car*, allowing each person to ride at least 9 holes. If a three-some rents the car, each golfer is able to ride 12 holes.

Four-square profits. If you are a club pro or fleet owner,

you can imagine the bonanza. With the four-bagger, you will be able to operate with less cars, yet keep more of them rented at a higher rate per car. For the first time, you will be able to expand your market to include three-somes and four-somes, since these golfers will now be able to afford riding. So you'll have a lower initial investment for golf cars and higher potential revenues. Any way you look at it, Club Car has stacked the cards in your favor.

Pay yourself with a demonstration. The name of the game is profit, and suddenly—with our new four-bagger—your potential has doubled. Call or write us today for a demonstration. That's free.

Club Car

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CLUB _____
ADDRESS _____
CITY _____ COUNTY _____
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Limited Number of Distributorships Available. Write for Details

CLUBCARDIVISION—Stevens Appliance Truck Co. Box 897, Augusta, Georgia
☐ Send technical bulletins: "Care and Feeding of Golf Car Batteries," etc.
☐ We'd like a CLUB CAR demonstration

ment but create surroundings of pride and pleasure for the club membership.

Quality is the watchword of sound investment and economy of upkeep, in club furnishings, just as it is in offices, hotels, and restaurant installations. If the initial allocation of funds is insufficient for an all-out accomplishment of a project, it is far better to phase the expenditure over a longer period of time, than to resort to cheap, "make-do" effects, in lieu of value purchases of materials and services.

Good design and good construction in carpets, furnishings, and fabrics will prove their values over the years. Rising labor costs surely indicate the folly of purchasing cheap drapery fabric, which may disintegrate before the second dry cleaning, or of locker room carpeting which must be replaced in two years.

Selective good taste is lasting, and its employment in every purchase will eliminate the pitfalls of "fad" effects. Excellent design and construction in furnishings, no matter what the "style" or "period" expressed, will give years of effective, attractive usefulness.

Quality is also the watchword of wise maintenance practices. In dry-cleaning, the use of harsh or stale fluids can ruin even the best of fabrics. It is clearly less costly to have any job of upkeep or repair done *one time* by a well-qualified firm than to have the same job done two or three times by an unknown "low-bidder."

Often the alertness of club personnel is an important factor in the preventing of major repair output. If a dining chair leg becomes loose, or if a seam is slightly split, *immediate* attention to the needed repair will save a great deal of money in the long run. Food and beverage stains should be noted and cleaned *at once*, for even the most imperious of our wonderful modern surfaces can be harmed by neglect.

Many club managers have found that having duplicate (or alternate) slipcovers and draperies for each area is an end-economy, as these

Continued on page 112

For more information circle number 198 on card

first tournament win in years by topping the field at Bing Crosby's Big Show.

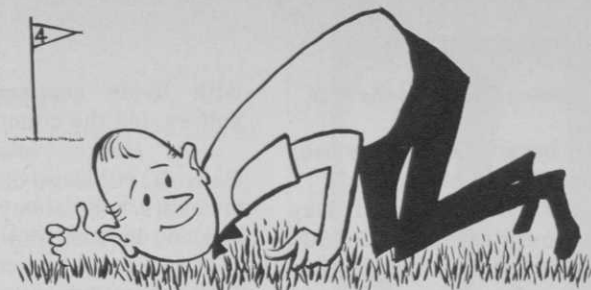
Quarter Century Club and PGA National GC stroke championships at the PGA National course, starting Jan. 8 with Arnold Palmer Company and Lincoln-Mercury putting up the money drew record fields . . . Advertising agency men are laughing at monkey-business being done to push Ladies PGA out of some tournaments and get the sponsors' money for the minor league tournaments of the PGA . . . Ridiculous, isn't it? . . . When you figure how much money has been made by a limey hairdresser promoting Twiggy, an under-nourished nice little London slatty kid with a "what's two-and-two-make" look compared to the high-powered pro golf promotions in the U.S., you begin to wonder how smart our promotion geniuses are.

Clubs in British areas where hoof and mouth disease epidemic hit were closed down to prevent the disease, which killed sheep and cattle, being taken by golfers' feet, clubs and clothing into other localities.

For the few pennies per year per golfer that filter via the USGA into Green Section coordinated turfgrass research at 21 universities come the biggest returns on a tiny investment that you'll see in golf business . . . Dr. Marvin H. Ferguson, director USGA Green Section mid-continent region and the Green Section's national research coordinator, recently reported in the USGA Green Section Record on examples of golf turf research work now being conducted . . . A course superintendent on a first-class job and his chairman (or whoever else is boss man) who hasn't read this Green Section research report had better look up the January Record and make sure he has an idea of what's going on.

National Golf Day, the PGA annual fund-raising drive for golf's educational and welfare activities, long has been a substantial contributor to USGA Green Section research financing . . . On National Golf Day in 1967 participants were more than in 1966, but revenue

Continued on next page



Let our man listen to your turf problems. He just may be able to help.

(and it won't cost you a cent)

Ever wish for your own turf consultant? Someone you can discuss turf problems with — without feeling obligated. Someone who can review your maintenance practices, to make sure you're getting the most from every turf dollar. There is such a person. And he'd like nothing better than to go to work for you — *free of charge*.

He's Scotts Professional Turf Consultant (actually we have 14) and he knows grass from the roots up. He spends an important part of every year working with Scotts turfgrass research organization (the world's largest) to keep abreast of the very latest in turf culture.

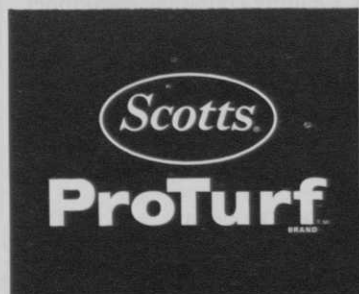
The rest of the year he spends with golf course superintendents and other commercial turfgrass managers—applying his knowledge to help solve a wide variety of turf problems.

Our man is *not* a salesman. In fact, he frequently helps his clients without selling a single Scotts product.

Our man *is* a turfgrass specialist who likes nothing better than the challenge of an unusual turf problem. Blade for blade he's responsible for more vibrantly green turf than anyone else in the business.

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For more information circle number 150 on card

Graffis *Continued from preceding page*

ran behind because no TV sponsor for the event could be secured . . . Of the 1967 National Golf Day \$96,285 receipts (about \$4,000 ahead of 1966) the Michigan Section was number one with \$8,189 . . . In 1966, Illinois led with \$8,274 . . . This year Illinois was second with \$7,338 . . . This year Allie Russo, pro at Palm Beach Lakes Golf Center, a very popular place

with lively gentlemen and lady golfers, led the country with \$1,309 . . . Al Huske, veteran at Glen Oaks CC (Chicago district), and his members, who always are quick to kick in, in 1967 ran second, with \$661.45.

PGA President Max Elbin jabbed PGA members by reminding them that too few of the PGA Class A members had their club members participating in National Golf Day . . . PGA benevolent, relief and

education funds get about a third of National Golf Day revenue . . . Caddie scholarships get about a quarter and turf research directed by USGA Green Section, GCSA turf school scholarships and golf programs at veteran hospitals get the rest . . . The two champions (National Open, Nicklaus) and (PGA, January) give their services in playing the Round of Champions which sets up the target score for those who pay their Golf Day dollars.

John Panton, veteran Scot Ryder Cupper, guest of honor at big party at Glenbervie Club, where he is pro, celebrating, among other things, John's victory over Sam Snead away back last summer, for Teacher International Pro Seniors tourney; one of the few British victories in 1967 international pro golf . . . Bob Rosburg succeeds Bob Franey as pro at Westwood CC, St. Louis . . . Rosburg, 1959 PGA champion, and occasionally a tourney threat, is an excellent instructor . . . Jack Wenzler, after 43 years as pro at Ridgeway CC, Memphis, Tenn., retires to be able to play more golf.

Leon Faucett and Max Ewing at their Duck Creek GC, Garland, Tex., again hosts to Southwestern Golf Salesmen's tournament . . . Clayton Stubbs, Uniroyal, topped the field with 76 . . . Other winners were John Maloney of Spalding and Bob Oliver of Ernie Sabayrac . . . Cypress Lake CC, Fort Myers, Fla., has among its members five retired professionals who have been associated with course management at superbly conditioned courses.

Jimmy D'Angelo, happily now in grand health again, is going back to a pro job again . . . During his illness last winter Jimmy resigned as pro at the Dunes Golf and Beach Club, Myrtle Beach, S.C., where he'd been since the club started . . . Jimmy and founding members of the Dunes originated the Golf Writers' Association annual tournament the week-end before the Masters . . . Jimmy conducted the affair so successfully that the event was highly profitable and effective in developing Myrtle Beach as a major coastal golf resort between Boston and Miami . . . DeLeon, Comanche and Dublin, Tex., plan-



**When "plus fours" were part of
the official uniform—**

SKINNER *was there!*

Back in the twenties and early thirties, it was almost disgraceful to play golf in anything but "plus fours," argyle hose and wing tip shoes. Hagen, Jones and Sarazen were there—and so was Skinner irrigation. Leading courses used Skinner then, as they do now, for one very good reason . . . it grew grass and kept it green—efficiently, economically and dependably. The advantage of nearly 70 years of irrigation experience and "know-how" is yours with any Skinner system you buy today—automatic, semi-automatic or manual. For complete information, write The Skinner Irrigation Company, 415 Water Street, Troy, Ohio 45373.



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For more information circle number 215 on card

ning 9-hole club with FHA loan.

Franklin D. Hammond, 77, another who made history by growing fine turf on New England golf courses, died recently . . . He was superintendent, Tyngsboro, Mass. GC from its beginning until about 15 years ago when he switched to Unicorn CC, Stoneham, Mass., where he was active until his retirement . . . Two more Massachusetts veterans have been hospitalized . . . Arthur Cody, superintendent at Wollaston GC, Quincy, Massachusetts for 20 years until his retirement five years ago, laid low by a heart attack . . . Michael McDonough, who retired several years ago after 25 years as superintendent, Oyster Harbors Club, Osterville, Massachusetts suffered a stroke and now is in a nursing home . . . He was succeeded at Oyster Harbors by his son-in-law Dave Gardner . . . Managing a golf course is an all-weather, all-hours, tough, worrying job and when we are told about so many older superintendents breaking down and running into long heavy hospital expenses we wonder if their clubs had insurance to ease the last round of Old Faithful . . . Private club officials who can pass the responsibility to the next administration seldom are in the same class as industrial employers in insurance and retirement money for the help.

Another thing that has us wondering about golf club protection and insurance of its workers is being reminded that Jim Savabek, Bradenton Fla. CC and his neighbor, Gordon Hinn, have been injured on their jobs . . . Bud Quandt, Airco GC, St. Petersburg, is new president, Florida West Coast GCSA, Jack Graves is vice president; Jim Savabek is secretary-treasurer and Carl R. (Bud) Pearson, superintendent, Lakewood GC, St. Petersburg, is editor of the Florida West Coast News Letter . . . "Sy" Graham, Franklin Manor, 1445 N. Tamiami Trail, Sarasota, Fla., formerly with Milwaukee Sewerage Commission, is assistant editor of the region's newsletter and gives a major league boost . . . Graham has been ailing but is recovering . . . Some of those Florida West Coast superintendents are doing magic jobs on budgets that are

Continued on page 109

Putting green

Continued from page 95

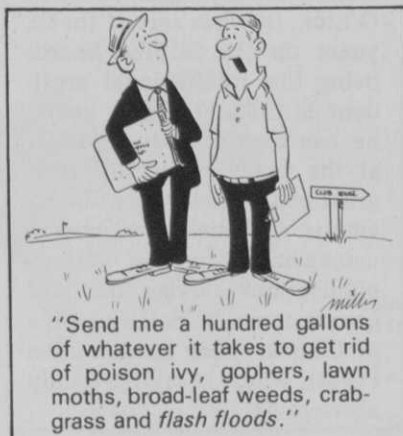
His men are instructed to fix ball marks before starting to mow the green, but it is rarely done properly, due to the time problem.

One problem is that women golfers find it difficult, physically, to repair ball marks. Why not educate caddies to do this, Fulwider suggested? While there are tools available to do this job, a common table fork works very well.

On the subject of cup changing techniques, Roberts observed that the big problem on small greens of around 5,000 sq. ft. is that you often end up with only 500 to 800 sq. ft. of suitable cupping space. In this case, you must use slopes sometimes. However, he added that, even then, he always allows a couple of feet around the hole that is level.

Roberts said that on his course, his men were instructed to move the cup in a clockwise pattern away from the last cup. This way, whoever did it always knew which way to go. It was his practice to make two cuts, using a standard cup cutter, break the plug in half and put it in the old cup. It heals quicker, and putts better than putting it back in one piece. Roberts said he played a little golf himself, and when changing cups, likes to consider the hazards around the green and whether his members or players of professional quality were playing that day.

After William Bengeyfield thanked the superintendents for a most informative session. Mr. Henry H. Russell brought the meeting to a close. □



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For more information circle number 267 on card

Purchasing Continued from page 98

customers. These fellows know every angle, and remind you of the old time pitch-men. Often times their products are untried and unproven and are usually priced two to three times more than they should be. The knowledgeable superintendent excuses them politely and quickly and they are normally quick to get the message that they are not needed or wanted.

In the final analysis, there is little difference in the art of spending the club's money or in the art of accomplishing all of the other many features of the golf course superintendent's profession.

He must start out with a high degree of personal integrity and self-discipline, coupled with a sound business-like approach. His objective should never waver from serving his club to the best of his ability to the end that for every dollar spent, the club can expect to receive more than a dollar's value. □

About the author—Robert M. Williams is the golf course superintendent at the "men-only" Bob O'Link Golf Club, in Highland Park, Ill. Bob has worked in all phases of club operation and went to the Turf Management School at the University of Mass. After serving in the European theater during WW II when he rose to the rank of captain in the combat engineers, he returned to Ohio State U. in 1945. From 1947 to 1958 Williams was superintendent at the Beverly CC in Chicago. In 1959 he was selected to head up the course maintenance program at Bob O'Link. Bob has served for six years on the GCSAA board, being the International president in 1958. For many years, he has been an active speaker at the many university turf-grass conferences and a regular author of articles on course management for the various publications serving the golf course complex. Bob is a native of Illinois, being born in Lake Forest, where he and his family now reside.

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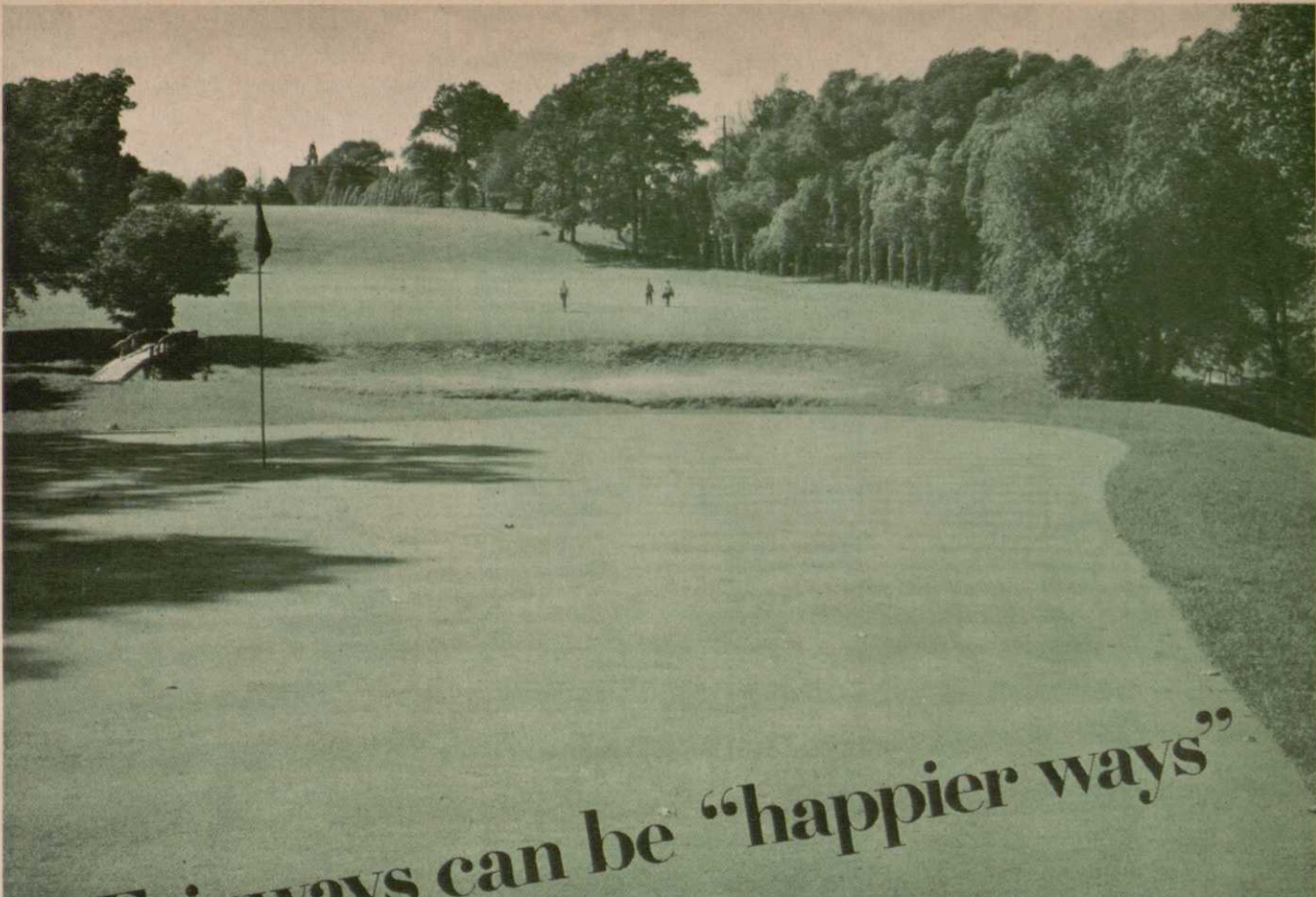
We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

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...with complete Velsicol care

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341 E. Ohio Street, Chicago, Ill. 60611. Dept. G-38.

New products



Deere and Company has introduced the new 83 hp JD570 Motor Grader. The JD570 features two means of steering, articulated frame steering and power steering to front wheels. These two steering methods allow you to work in the tightest areas, the turning radius being only 18 ft.

For more information circle number 101 on card



Bachmann Brothers are the manufacturers of new sunglasses that were designed by Doug Sanders. They are light in weight and have a metal trim for ease of handling and pocket protection. The glasses will retail for five dollars.

For more information circle number 104 on card



Peco, Inc. has a new pro-line of golf carts featuring a unique pressure release system for opening and closing the wheels. To open wheels, lean cart forward and pull wheels open; to close wheels, lean cart forward and push them closed.

For more information circle number 107 on card



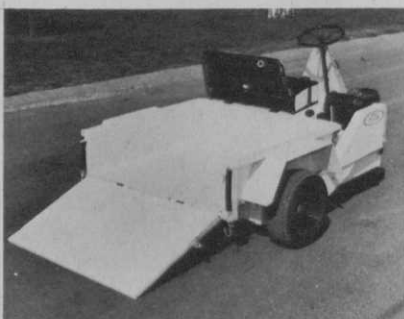
All American Engineering Company has developed an automatic battery charger for electric golf cars, called a Power Watch. The new battery monitor has no moving parts to wear out, no timer to set and eliminates messy hydrometer checks. When the charge is complete, the battery monitor shuts off and operates as a standby watch dog.

For more information circle number 102 on card



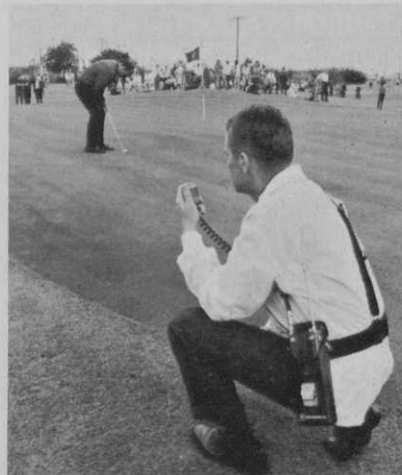
International Harvester Company recently announced the addition of the 12 hp International 125 Cub Cadet to its tractor line. It features hydrostatic drive and is available with a 42 or 48-inch centermounted rotary mower.

For more information circle number 105 on card



Rogers Manufacturing Company, Inc. has utility truck model 12 that features a 30-inch ramp-loading tail gate, 16 cubic feet of all useable space with 1,000 pound capacity, double seat, geared steering, front suspension and full dump body. Price, \$895.

For more information circle number 106 on card



Motorola, Inc. has developed the "Handie-Talkie," a two-way radio to report the progress of play from different areas on the course. Using this two-way radio, the field man can relay scoring data and highlights of individual play as it is happening.

For more information circle number 108 on card

Rominda Chemicals, Inc. announces Formula 34XX, a jelly-like cleaner for shower rooms, wash rooms, steam rooms and sauna bath facilities. You just apply a light coating on the tile or concrete surfaces allowing it to soak in for 10 to 30 minutes, then wipe it off with water and a damp rag. Available in 5, 30 and 55 gallon drums at 95 cents a pound.

For more information circle number 103 on card

Ford Motor Company introduced model 5500, a 17-foot backhoe-loader. An automated-dig cycle is available as an option with the 10, 13, and 15-foot backhoes, and the model 752 side-shift backhoe, which excels in tight, flushwall trenching.

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For more information circle number 210 on card

Graffis Continued from page 105

tighter than warped doors.

How many other golfing ladies are there who have done as well at their home clubs as Mrs. Robert M. Monsted, new head of USGA women's committee has done at hers? . . . She's been champion of the New Orleans CC 10 times . . . She also is reigning Louisiana State women's champion . . . David K. Olin, 3000 S. Michigan ave., Chicago, who's been lively as a golfer, a club official and a Chick Evans fan for some years, has a big collection of historical items associated with Chick and is gathering more, especially medals and trophies, for an Evans exhibit in Western Golf Association headquarters at Golf, Ill. . . . Many of Chick's trophies were at his home club, Edgewater GC at Chicago, and have vanished from there . . . The medals he won generally were given to a pretty lass at the club where Chick was winner . . . Now they are scattered far among other souvenirs of grandmothers' romantic evenings . . . The putter Chick used in winning the 1916 National Amateur at Merion was given back to him at Milwaukee at a selection affair for 1968 Wisconsin caddie scholars . . . Veteran golf writer, Billy Sixty got Governor Knowles of Wisconsin to make the presentation.

There is considerable favorable comment about the PGA growing up as a business organization . . . It is beginning to pattern after the USGA which probably is the sports organization with top business operating standards . . . That's natural, considering that the USGA has officials who are among the nation's foremost businessmen . . . PGA President Max Elbin's "State of the Nation" address given at the PGA annual meeting and later printed in the association's organ, told all PGA members, sports writers and the golfing public what the score was in PGA operations for the year . . . For the first time, also, in PGA history, treasurer Warren Orlick presented the association's financial statement openly so all members got an idea of how the association stood . . . Tournament players who have business

Continued on next page

What's so special about the

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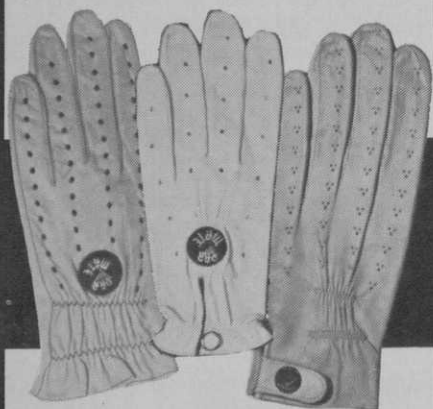
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Graffis Continued from preceding page

education already are very happy that the PGA stood strong on its position when some players threatened to split the organization, thoroughly louse up arrangements with clubs that provide the tournament sites and workers and set back television deals.

PGA secretary Leo Fraser had the idea that settled one long-standing complaint of the home pros who take care of club members and pay-play golfers and build the golf interest on which the tourney boys cash in big . . . Fraser proposed the \$50,000 annual championship for club pros . . . It will be played at the PGA National course in November or December after sectional qualifying . . . With prize money goes a gold Walter Hagen trophy contributed by the Hagen division of Wilson.

Walter Hagen still battling valiantly but his physical condition is rough . . . He's lost use of his right arm and is learning to write with his left hand so he can communicate . . . Charles Bartlett Memorial Award committee formed to award journalism scholarship yearly to an Evans Caddie Scholarship student in memory of Charles Bartlett, many years golf editor of Chicago Tribune and founding member and secretary of Golf Writers Association of America . . . Officials representing men's and women's golf organizations in Chicago area, PGA and Golf Course Superintendents Association, with Marshall Dann, executive director, WGA; Mrs. Albert Gordon, Women's Western GA; Mrs. T.J. Meindl, Swing Club; Miss Carol McCue, Chicago District Golf Association; George Strickler, sports editor, Chicago Tribune; Harry Pezzullo; Joe Graffis, Sr., Golfdom and Golf, and others participated . . . Tom Walsh, pro-manager, Westgate Valley CC, a Bartlett buddy since the late Charley was a cub on the golf beat, is active in the Bartlett award planning . . . John Huzar now is Chicago Tribune golf writer succeeding Bartlett.

Many times over many years we've heard of club memberships getting into feverish arguments be-

Continued on page 114

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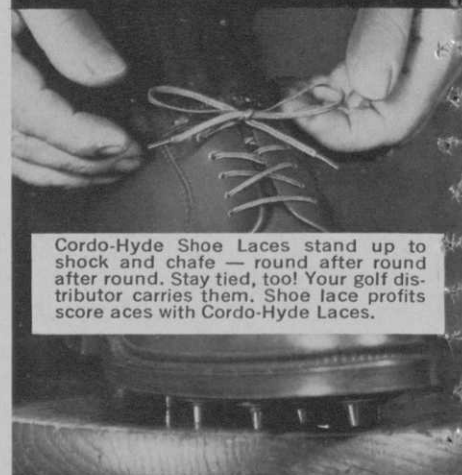
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