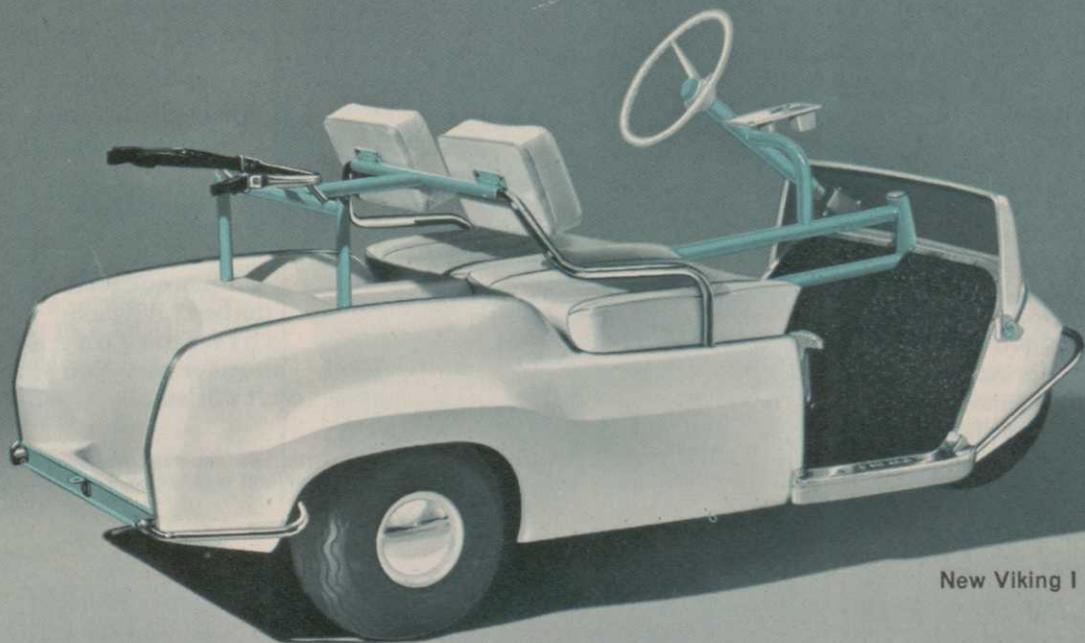




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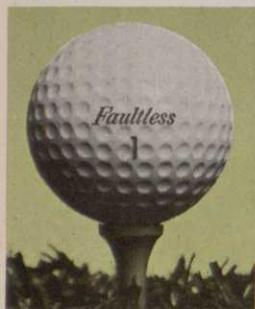
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What happens when a 1968 cut-proof Faultless gets teed-off with the big name balls?



The Faultless comes closer to the pin.

And that's the name of the game. In one of a continuing series of carefully controlled tests, we proved out the overall performance of the new 1968 Faultless with our secret weapon. The Faultless precision hitting machine. Our machine hits every ball exactly the same. Per-

fectly. Result? Look at the diagram: Faultless comes closer to the pin.

Faultless construction.

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you after you clobber one like a duffer. It's like hitting a new ball every time you swing.

The perils of Faultless.

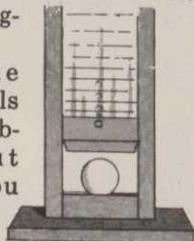
You can even guillotine a Faultless with a knife-sharp blade that chops into conventional balls, and — Vive la Faultless! No cut.

Here's another test big-name balls can't survive. Put a '68 Faultless in a punch press for 10 or 15 minutes hitting at 240 impacts per minute. (Other balls become unplayable after a couple of minutes.) We left a test machine overnight. Next morning, a Faultless had taken 140,000 wallops — and was still ready for more.

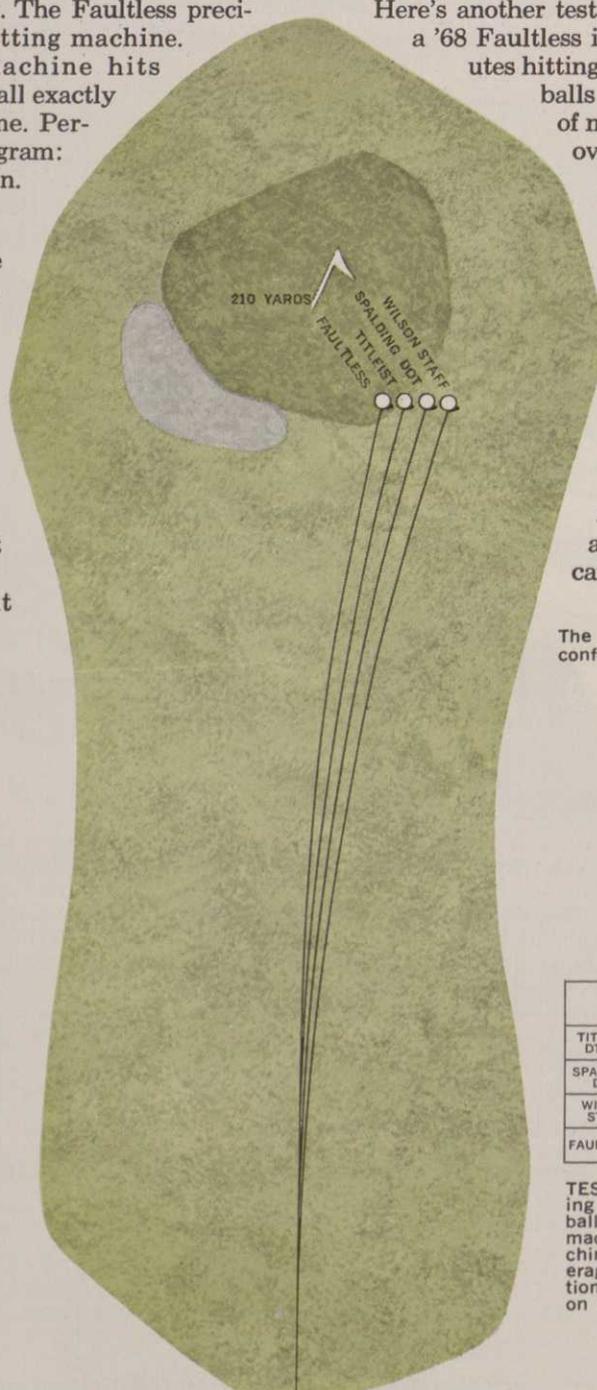
The honest ball.

Last but not least, the easiest test of all — the click and feel test. Tee-off on a '68 Faultless. Then hit any big-name ball.

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	SHORTEST HIT	LONGEST HIT	EXTREME LEFT AND RIGHT DEVIATION TOTAL	AVERAGE DISTANCE
TITLEIST DT 100	194 yds.	208 yds.	40 ft.	201.9 yds.
SPALDING DOT	196 yds.	209 yds.	41 ft.	202.1 yds.
WILSON STAFF	196 yds.	208 yds.	54 ft.	201.0 yds.
FAULTLESS	199 yds.	208 yds.	28 ft.	202.9 yds.

TEST CONDITIONS: Variable 16-19 mph following wind. 12 new balls hit of each brand. Each ball hit exactly the same: 325 rpm's on hitting machine. Flights measured from hitting machine to point of first touchdown. Distance=average distance of 12 balls of each brand. Deviation=maximum variance, left and right, shown on diagram in relative ranking closest to pin.



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For more information circle number 236 on card

Putting green

Continued from page 90

in spring and fall, but didn't think it necessary to do it every year. He does it, he said, when he feels the greens need it—don't just aerify for the sake of aerifying. Craig said he used the spiker every other week from June through August to keep the green center (cupping area) in good condition. Bengeyfield cautioned against aerifying too early in spring or late in the fall. This, he said, let the *Poa annua* in.

Mr. Fulwider then discussed topdressing. This practice is very important, he thought. He topdresses regularly to keep the putting surface good. On prepared mixtures, Fulwider emphasized the importance of quality and consistency. He conceded that such mixtures are expensive.

Fulwider tries to topdress every three or four weeks in the growing season. The amount of topdressing varies, depending on the grass, but light, frequent applications work out well. Don't forget care of the mowers, he said, when you topdress often.

Fulwider uses steel drag mats after topdressing, then the green is raked over and watered by hand. Proper watering in is most important, he thought.

If you are going to do a lot of topdressing, Fulwider said, take the time and money to do it properly, including having adequate storage facilities. He also recommended that the superintendent should have one day a week to play golf—it's the only way, he said, to appreciate the course from the member's point of view.

Roberts asked how much play Fulwider had on his course, observing that he (Roberts) had too much play on his course to topdress as much as Fulwider does. Fulwider replied that he had little play during the week. Also, that this practice had been going on for years, and his members were used to it!

On the subject of fertilizing, Fulwider said that, although it was a very common practice, it was still not standardized. Research was still needed in this area.

The trend, at least in the Northeast, was toward lower fertilization, especially of nitrogen. Super-

Continued on page 94

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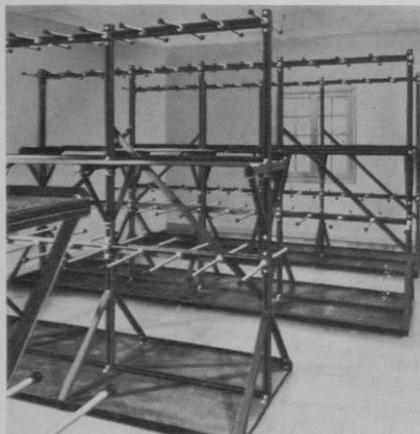
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For more information circle number 200 on card

Putting green

Continued from page 93

intendents had found there was less trouble with "hungry" turf than with over-fertilized turf. Fulwider thought a "happy medium" was necessary somehow.

His own program called for using fertilizer in a 3-1-2 ratio at 3/4 lb. per thousand sq. ft. in April and mid-September. He uses five lbs. of nitrogen per thousand sq. ft. total for the year. However, he advocated the use of soil tests as a guide to the proper program at any course.

Craig commented that he was on a "potash kick" right now, especially in high traffic areas. Roberts stated that his biggest problem was *Poa annua*. By decreasing phosphorus, he takes away just what poa likes. He uses eight pounds of nitrogen per 1,000 sq. ft. per year. Bengueyfield added that too many older superintendents ask, "What have they done to ammonium sulphate?" This points up the necessity of changing your source of nitrogen occasionally. Use one type all the time and you get diminishing

returns, as time goes on.

Roberts then described his own particular preventive program. He uses Dyrene during the second and third weeks in May at weekly intervals, with more applications against dollarspot and *Helminthosporium*. When the thermometer hits 80 degrees, and it's humid, he stops Dyrene and uses thiram and PMA, and stays through the summer on this. If there's a possibility of copper-spot, he uses Cadminate. He also said he changes drastically to other products once in a while.

He goes back to Dyrene in the cool months, then in the last week of November or first week in December he uses Caloclor against snow mold. Roberts described a visit to Dave Moote in Canada and illustrated this with slides. He said that Moote believes we have been looking at snow mold at the wrong time. He feels that snow mold is very active in October, and that is the time to use Caloclor.

As regards insects, Roberts said he used heptachlor three times a year—let the birds tell you the right time to do it. His biggest weed, he stated, was *Poa annua*. The most



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effective control of poa he had found is good cultivation practices. Also, in the latter part of winter, he applies an arsenical and inhibits the early growth of the poa.

Craig commented that he adds a little iron to his fungicide applications. It costs little and he has enjoyed very good results. He then turned to the subject of irrigation.

"Application of water," he said, "should be done as the grass needs it—not when the superintendent wants to do it! Above all, don't leave the amount of water to be applied to your watering man. Don't laugh—I've heard this!"

"How much water and when, I can't tell you, but you—the superintendent—must decide."

Craig warned against the effects of wind, and to remember that you can always add water, but you can't take it off!

You have to look at every green, Craig said. Get out early in the morning and look at the pattern of dew on the grass. If there are dry spots here or there, then go back in the afternoon and look for stresses or strains in the grass. Take a soil probe and educate the fingers to remember when soil is wet or going into wilt. "Feel" is most important. While he had tried moisture gauges, he had found there was no substitute for "poking" it.

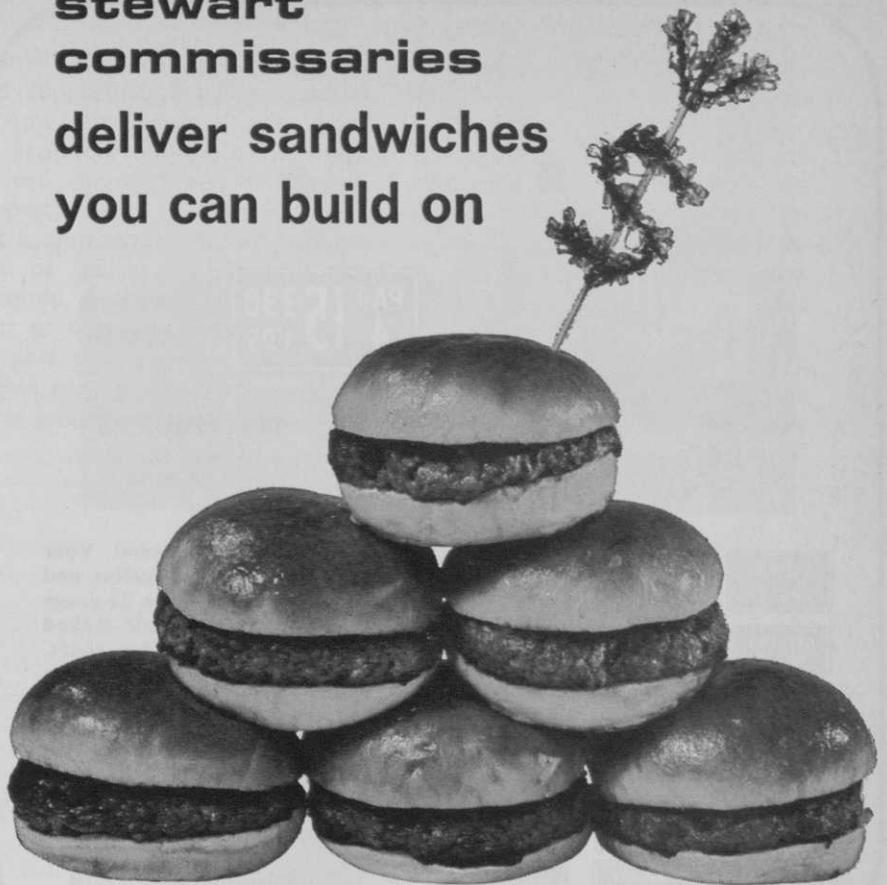
Craig tries to keep a even depth of moisture in his soil, say, in the top six to eight inches. He only syringes when it is windy—he finds it is not necessary otherwise with good soil. To get depth of moisture, use a low volume sprinkler such as the pop-ups. Their use, he said, had never given him any problems with wet spots.

There's no substitute for hand watering on old greens, he said, where there are narrow aprons and tree roots under the green. These will go dry faster and, if you use automatic watering, you will make the area too wet.

Fulwider then talked about ball mark repair. This is the most difficult task on a course, he said. If only a player would fix it right away, there would be no problem. The only thing to do here is to get the point over to the members somehow, and through cooperation with the greens chairman.

Continued on page 105

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Golf forecast

Continued from page 64

of the total 1,006,385 bags sold were in the two least expensive of the four price categories.

The growth in golf equipment sales has been consistent, increasing between 7 per cent to 9 per cent annually. In 1967, a golf equipment sales accounted for 52.9 per cent of the nation's total athletic and sporting goods sales.

In total related golf sales, including the \$248 million estimated to maintain the nation's courses, wearing apparel and liquid refreshments, a conservative estimate has been placed in excess of \$1 billion.

GOLF'S BRIGHT FUTURE

Golf is a sport that persons of all ages may participate in throughout their entire lifetime. It offers the advantage of fresh air and sunshine, exercise, relaxation, companionship, challenge and rewards of achievement. Even handicapped persons and those who might be out of condition for other, more strenuous sports, can play.

According to Mr. Eckhoff, "Golf course development in the U.S. in recent years is the most tangible and convincing proof of the extent and stable nature of golf's growth. There is every indication that golf facility development will continue to expand.

"Requests for NGF course planning aids in 1967 were up 30 per cent over 1966. An interesting golf course is now considered an integral part of newly planned communities—state, regional and local parks, recreation complexes and resort areas, schools and colleges and area regional renewal programs.

"Golf facilities benefit a community in many ways. They stimulate civic pride and create new business; they provide open space and increase property values in areas surrounding the golf course; they attract new industry, tourists and conventions; and, by no means least, they provide healthful, enjoyable recreation for all age groups." □

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the cost to repair or replace damaged property, but the settlement is subject to a fair allowance for depreciation. "Replacement cost" is the current price to repair or replace damaged property with materials of like kind, quality and size without any depreciation.

Because depreciation can be a serious loss adjustment factor, it is recommended that a country club insure its clubhouse and other valuable structures for their replacement cost value. Low-valued buildings may be insured for their actual cash value.

Underwriters are reluctant to provide replacement cost coverage on dilapidated storm shelters, maintenance equipment sheds and battered outbuildings.

Basically, the purpose of insurance is to transfer the possibility of serious financial loss to an insurance company. Many country clubs overlook this concept when they insist on insuring low-valued structures of no real consequence.

The premium required to cover old frame storm shelters in the open, for example, is comparatively high. The premiums would be better spent to equip the storm shelters with lightning protection rods, thus safeguarding the welfare of the membership.

Country clubs are accorded a substantial discount in the premiums charged when property is insured for 80, 90, or 100 per cent of its value. However, no country club should attempt to insure its buildings or contents under this discount method unless it can authenticate the values by the support of a certified appraisal that has been kept up-to-date by a professional appraisal company.

Arriving at values by applying the formulas employed to construct a financial statement for tax purposes will not constitute the certified values that must be presented to insurance companies in settling a loss under a fire insurance policy.

When losses occur, a certified professional appraisal is invaluable to the settlement. The standard fire insurance policy states that the

insured must be able to itemize and support in detail the actual cash or replacement cost value of all property, including the destroyed damaged and undamaged property.

If a club agrees to carry 90 per cent of the insurable values, for example, but only carried 50 per cent of the value, it has violated its part of the agreement and if a loss occurs the insurance company will be entitled to reduce its

loss payment by the proportionate deficit.

Thus, it is important for a country club always to carry adequate insurance to its current values and to have accurate professional records of the property insured. Insurance companies are fair-minded, but they cannot be expected to buy ashes, rubble and debris.

In determining the value of a building, the cost of the foundation is normally excluded. If a country

Continued on page 111



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For more information circle number 202 on card

Purchasing *Continued from page 46*

So, here is a new area that the superintendent has available to work in so that he may more effectively spend the club's money.

Within the scope of contractors' services we must be mindful of the many other ramifications of bidding, such as insurance certificates, specifications, "free" engineering, etc. All of these demand the attention of a capable superintendent trained in the art of spending.

SELECTING SUPPLIERS

The buying of materials, products and services for the club, brings us into contact with the sales representatives, the distributors, the contractors and the manufacturers. So, as night follows day, where we have people, we have people problems existing.

Salesmen and factory representatives can take up much of the superintendent's valuable time. Occasionally this time spent can be very rewarding, but, far too often, it

encroaches upon an already tight schedule. The super who announces the time limit to the salesman, or who requests seeing salesmen at certain hours, or even by appointment, has gone a long way towards eliminating this potential problem.

The experienced superintendent generally does his purchasing of materials through the old tried and true supply houses that offer him a "satisfaction guaranteed" policy on all of his requirements. After all, this type of a distributor carries large and expensive inventories of all course materials so that he may serve your every need. They also have prompt delivery service and have a good-will or liaison man calling on you periodically to make sure that their products are performing as they should.

Unfortunately, the superintendents are also being pressured by rather unscrupulous fly-by-night sales representatives who operate pretty much out of the trunks of their cars. They are little more than order-takers who operate between the manufacturers and the

Continued on page 106

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Year-round attention to upkeep can reduce the confusion and expense of this annual headache.

by Howard Williams, A. I. D.

Spring may mean robins and crocuses to the general public, but it can bring headaches to the country club manager and the house committee. Nearly every club is faced with an annual springtime rehabilitation and spruce-up project for the clubhouse interior—at a time when there are also stringent budget demands for the reconditioning of the golf course, tennis courts, pool, and parking areas.

With wise planning and judicious use of funds the springtime interior rehabilitation confusion and expense can be reduced to a minimum, if the program is phased for general, year-round attention to the up-keep of facilities.

The importance of maintaining and redecorating the interior facilities of a club on a *twelve-month basis* cannot be too strongly stressed. Lounges, dining rooms, ballrooms, and cocktail areas, attractively decorated, not only serve the day-to-day needs of the membership, but offer inviting surroundings for large private parties, weddings, charity affairs, and similar income-producing functions, which are frequently the backbone of the clubhouse economy.

Increased general usage of all facilities by the members also will produce additional revenue. If card rooms, lounges and cocktail lounges are relaxing and hospitable in appearance, members are more likely

to consider the club as a social center during cold and rainy weather—not as just a place to go for out-of-door recreation.

Remember, a well-designed dining room will always out-draw a poorly designed one of equal service. Also, don't overlook ballrooms. They often are so dreary that prospective hostesses, knowing that a fortune in floral decoration would be required to create a pleasant atmosphere, will book their major receptions and parties into a local hotel. Well-maintained, tasteful, and well-planned areas for all-season activity will create a spiral of increased revenue, year after year.

Facilities for teenagers also tend to be neglected. Teen rooms should be seriously considered for an attractive treatment. All too often, these future adult members of the club are relegated to dingy basement areas, where there is an understandable lack of pride, among the users, in the decor or in careful treatment of the furnishings.

Built-in maintenance, and the top value of every dollar invested in club properties depend on a few basic considerations:

First, whether a club is considering new quarters, remodeling of existing quarters, or merely redecorating rooms, the services of experts in these fields are of prime importance. In any situation, de-