

**BLUE
CHIP**

INVESTMENT



It'll Drive You to the Bank...

If your bank is within 68 miles, CLUB CAR will drive you there—without a stop for recharging batteries. CLUB CAR will go 2½ times further between charges than will any other golf car and the batteries in a CLUB CAR will last 2½ times longer than they will in any other golf car. This will enable you to use the car from sun-up to midnight (if you have a lighted course) without taking it out of service for recharging. Since golf car rentals are the largest source of income for golf courses we think it makes

sense for you to use the one which will make you the most money—and then take you and your profits to the bank. CLUB CAR will save you at least \$50.00 per golf car per year in batteries and \$33.75 per golf car per year in electricity. Over a four-year period this is a savings of \$83.75 per year or \$335.00 per golf car in nothing but batteries and electricity. That's why we call it a "Blue Chip Investment". If you want these extra profits and savings call or write us for a demonstration.

Club Car

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

- Send technical bulletins, "Care and Feeding of Golf Car Batteries," etc.
 We'd like a CLUB CAR demonstration

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CLUB _____

ADDRESS _____

CITY _____ COUNTY _____

STATE _____ ZIP _____

Limited Number of Distributorships Available.
Write for Details.

ORIGINATOR OF THE 4-BAG GOLF CAR

How new golf courses can save \$17,141 with AstroTurf[®] tees and greens

Here's what you won't need:

7 Power Green Mowers	\$ 3,640.00
1 Power Vertical Mower	620.00
2 Triplex Mowers	4,150.00
1 Power Sprayer—150 gal.	1,230.00
2 Power Aerators	1,410.00
1 Power Spiker	440.00
1 Rotovator	835.00
1 Power Top Dresser	965.00
1 Power Drag Mat	440.00
2 Fertilizer Spreaders	146.00
2 Hole Cutters	60.00
18 Cups	85.00
95 Green & Tee Valves	1,900.00
36 Tee & Green Sprinklers	720.00
Water Pipe	500.00
Total	\$17,141.00

Based on equipment recommended for 18 tees and greens by United States Golf Association

Establishment and maintenance of tees and greens used to be the expensive part of operating a golf course. Our list gives you some idea. AstroTurf tees and greens eliminate the need for a lot of costly equipment and supplies. They free your maintenance crew for other work. How?

AstroTurf is a grass-like, grass-green, nylon surface for tees and greens. It replaces grass in these critical areas. No seeding, feeding, weeding, water-

ing, or de-bugging. And AstroTurf is instant. Install it and play on it right away.

For tees, AstroTurf is incredibly long-wearing. Tee installations still look brand new in their second year at clubs across the nation. Club head slashes that ruined a turf tee never hurt AstroTurf tees. (One AstroTurf tee, 15 ft. x 20 ft., costs \$750 plus installation.)

For greens, AstroTurf matches the playability of the nation's finest grass greens. Even the "bite," bounce and roll are the same. We tested 120 fine grass greens around the nation. Then we carefully engineered AstroTurf to play as well or better. Its all-over uniformity eliminates putting hazards like mold spots, spike holes and worn areas. (One AstroTurf green, 4,000 sq. ft., costs \$8,450 plus installation.)

AstroTurf tees and greens are an investment in rapid readiness, minimum maintenance, and good play for a longer season. For complete information and a list of installations near you, write: Monsanto Company, Dept. 157, 800 N. Lindbergh Blvd., St. Louis, Mo. 63166.



AstroTurf tee at Bermuda Dunes Country Club, Palm Springs, California

AstroTurf

RECREATIONAL SURFACES BY

Monsanto

For more information circle number 249 on card

**HI!... I'M THE NEW
GOLDEN RAM GOLF BALL**

I'm a new *kind* of ball. One that promises you the distance, feel and click of other top-grade wound balls, and the indestructibility of solid balls. You've gotta admit, that's a tough combination to beat.

**MY COVER IS SO TOUGH
YOU'LL NEVER SEE ME
CRACK A SMILE!**

Thanks to my new, exclusive Ram-lon cover made from DuPont's "Surlyn" A ionomer resin, a tough thermoplastic material that is impossible to cut.

**RAM AND DUPONT TOOK
3 YEARS TO DEVELOP ME**

That's right. Ram and DuPont chemists and engineers spent a lot of time developing my new cover to make me what I am today.

**AND THIS IS MY HEART!
... IT'S AS LIVELY
AS THEY COME!**

My "Dynamite" center provides maximum rebound. In fact, it will out-rebound other centers, like liquid, by as much as 50%.

**IF YOU LIKE DISTANCE,
FEEL AND CLICK, WE'LL
MAKE FRIENDS IN A
HURRY**

Up until now, you had to choose between playability or durability. Now you can get both.

**YOU'LL NEVER GET TO
SEE 'EM, BUT I'VE
GOT HIGH-TENSION
WINDINGS**

And these windings are what put the "go" in golf. They also account for my excellent distance and flight characteristics.

**MY WINDINGS ADHERE
TO THE COVER, SO I'LL
NEVER LOSE MY SHAPE.**

And you'll never again have to be concerned about loss of compression or your ball going out-of-round.

**I'd like to be your next playing partner...
with your swing and my all-around play, we'd be a great combination!**

Stop foolin' around, switching back and forth from solid balls to wound constructions. There's no longer any need to, because I've got everything you've been looking for in a golf ball.

Outstanding distance, crisp "click" and feel, excellent playability and unbelievable durability.

I know it's all very confusing,

with all the various types of constructions that have hit the market in recent years. One, two and three-piece constructions, all promising one thing or another. But, if you're looking for a ball that has *everything*...

... give me a try, next time you tee it up!



The Golden Ram ball (SOLD THRU PRO SHOPS ONLY)

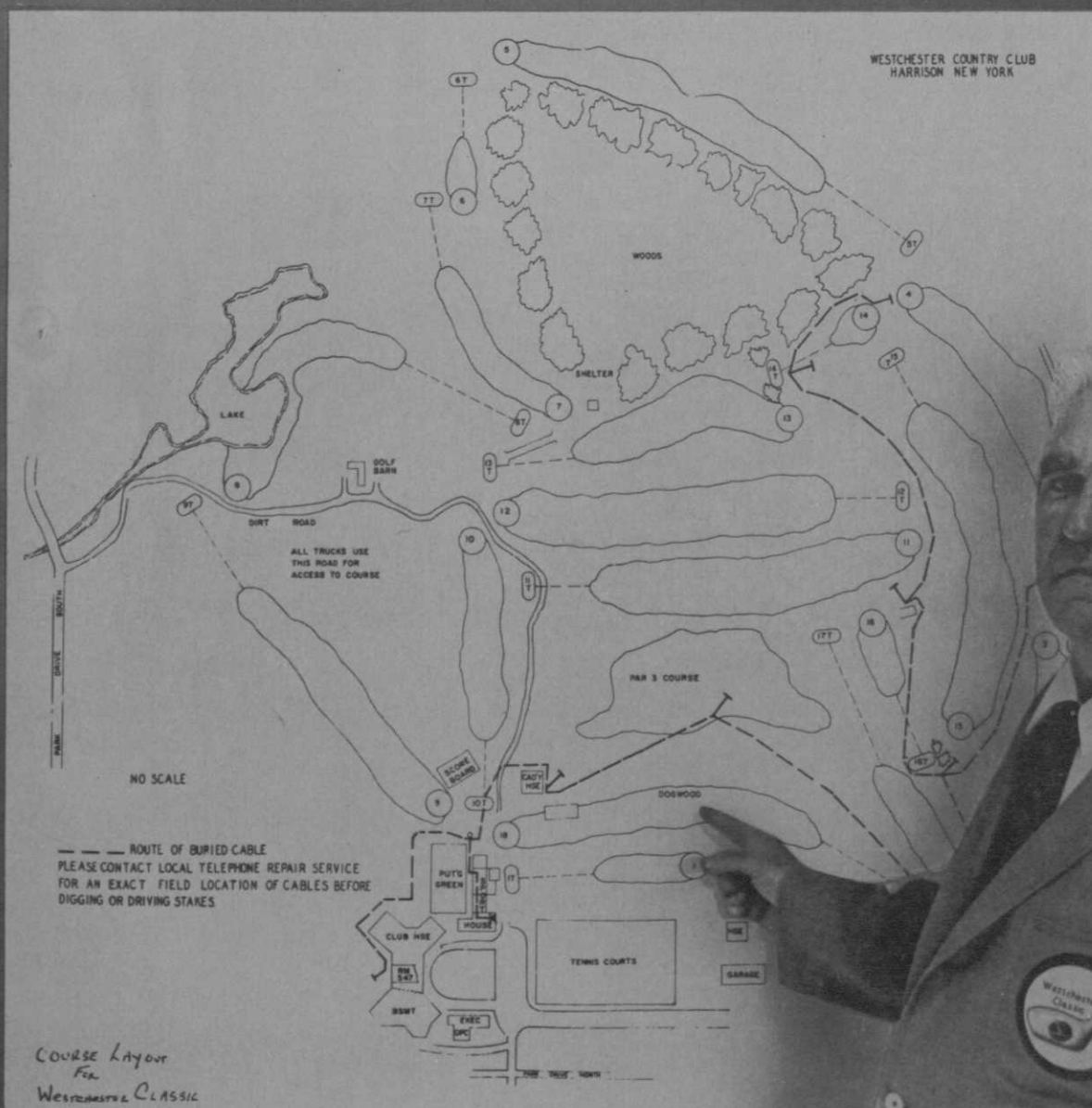
2020 INDIAN BOUNDARY DRIVE, MELROSE PARK, ILLINOIS 60160

For more information circle number 175 on card

Westchester in August: a double challenge

JOHN GARVEY

Superintendent of Golf Courses, Westchester Country Club, Rye, New York
(Mr. Garvey was formerly with the Pike Brook CC in Belle Mead, New Jersey.)



With over 350 acres and 45 holes to take care of, our 21-man staff keeps pretty busy most of the golf year. But in August, we really have our hands full.

That's when we hold the annual Westchester Classic. Although this is quite a new tournament, we've had national TV coverage from the beginning. Last year, Julius Boros took the top prize of \$50,000. The tournament profits are shared with the neighboring hospitals.

The event is carried by six local stations, taped for sports shows, and in 1969 ABC will be carrying the national TV coverage.

About 95% of our TV cables are permanently installed so we can keep the setup time to a minimum.

While the tournament is in progress on the West course, we keep our South course and our 9-hole pitch-and-putt course open to members. Add to that our crowd of something like 22,000 spectators, and you can imagine the work we have waiting once the Classic is over.

One of the problems we have to handle is crowd control. For this, we get members of Westchester and neighboring clubs to act as marshals. And we've had police patrolling the grounds the week prior to the event—ever since the year we found a 12-foot gash on the 16th green four days before the tournament.

The Classic is only one aspect of our August problems. The other is the heat. Its effect on our fairways is murder.

Our principal grass is *poa annua*. I say grass, but I really feel it's more like a weed. It's fine in spring and fall, but during July and August, I've seen *poa annua* disappear in a matter of hours on a good, hot afternoon. And once, a week



before the Classic, we had a half-inch of rain in a half-hour. The *poa annua* started wilting. The roots just couldn't handle the water fast enough. The temperature was in the nineties, too.

This is why we're changing to bent.

To drive out the *poa annua*, first we'll be cutting down the water. Then we'll aerify and verti-cut the fairways, over-seed and fertilize. Once we get the bent in, we should have pretty good control of the situation.

On the roughs, we have bluegrass. We keep it four to six inches long for the Classic.

Our soil type is primarily clay. And based upon recent soil reports, we've switched fertilizers and are now using

Milogranite in the summer.

The water we use comes from the Westchester Joint Water Commission.

Our mains are cast iron pipe. They were installed in 1938. My foreman, who's been here fifteen years, recalls only a single break in the entire cast iron system. We operate at pump pressures of 140 to 160 pounds; our high spots are 75 feet up and pretty good distances are involved, too.


All in all, the pros consider Westchester a top course with near-perfect greens. We here at Westchester Country Club consider this the greatest country club in the world. I know we work hard to keep it there. In August, we don't get much sleep.



This series is sponsored by the **Cast Iron Pipe Research Association**. Cast iron pipe is preferred for the irrigation systems of golf courses throughout the country. Its superior strength, corrosion-resistance, quick-handling push-on joints and easy tapping, plus its recognized long life, have made it by far the smartest investment your club can make. For helpful tips on golf course irrigation, send for our free fact-filled 20-page booklet.



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For more information circle number 209 on card



Swinging around golf

by Herb Graffis

Accolades for the pro

There must be some way of getting deserved national recognition for the immensely valuable work the club pros do in promoting junior golf. There's nothing else in sports within a jillion miles to compare with their boy and girl classes.

You can get a faint idea of pro achievements when you consider the sectional pro-of-the-year performances: *Herman Lang* at Inverness, Toldeo; *Carl Beljan* at

Churchill Valley, Pittsburgh; *Emil Scodeller* at Annadandale, Pasadena; *Dick Turner* at Mesa (Ariz.) CC; *Hubert Smith* at Arnold Center GC, Tullahoma, Tenn.; *Fairley Clark* at Fort Bragg (N.C.) GC; *Bob Bodington* at Hartford (Conn.); *Les Frinsinger* at Cocoa-Rockledge (Fla.) CC and his pro associates all over that state who've got Florida popping with boy and girl golfers.

Another aspect of the club pros' civic service, which beats any other group of pro sportsmen, is their invaluable work at veterans' hospitals. These pros stick to the job even when there's no sports page publicity; just the good feeling a guy gets when he does something that somebody ought to do, though it's usually inconvenient.

It's quite an honor for a new section (Southern Texas) of the Professional Golfers' Assn. to have its pro-of-the-year *Hardy S. Loudermilk*, Oak Hills CC, San Antonio, named the nation's PGA professional of 1968. Loudermilk's caddie program is a stand-out job.

The United States Golf Assn. increases its prize money for the 1969 Open at Champions GC, Houston, Tex., June 12 to 15, by \$10,000 to about \$200,000. First prize is \$30,000; each pro who does not complete 72 holes again will get \$500. The pro in 60th place will get \$800; \$100 more than in 1968.

USGA Women's Open prize money at Scenic Hills CC, Pensacola, Fla., June 26 to 29, upped \$5,000 to approximately \$30,000, same as USGA Gentlemen's Open winner gets.

PGA or the defunct American Professional Golfers may think they got the USGA to pay out more, but probably the Internal Revenue Service was the reason, because the IRS is the Power Above with the USGA as well as pro outfits.

Johnny Vasco, Lehigh CC, Allentown, Pa., was elected president of the PGA Seniors, succeeding *Johnny Gaucas*, Van Schaick GC, Cohoes, N.Y., at the annual meeting of the veterans at PGA National GC. *Denny McGonagle*, Elks CC, Hamilton, Ohio, was elected first vice president; *Frank Socash*, Elmira (N.Y.) CC, second vice president; *Harry Pezzullo*, Mission Hills GC, Northbrook, Ill., was elected secretary-treasurer. Prior to the veterans' annual banquet, they were guests of *John MacArthur* at a cocktail party at Colonades Beach hotel, which John has built into an excellent ocean front hotel.

Keyem Ovian, superintendent at Woodmere (N.Y.) CC and Mrs. Ovian were among the passengers

Continued on page 50



You can't get home in two from here.



Help your players hit more greens in regulation. Sell Maxfli. They'll never know how good they are until you do.

Maxfli

By DUNLOP

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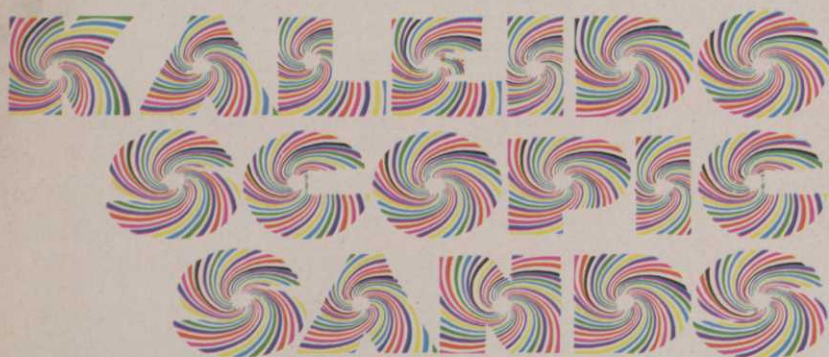
Ah! Big name bands! Big time entertainment! Grand parties and great fun can be part of the scene for Golf Car Fleet Operators everywhere. Or life can be very, very dull—depending on fleet earning power. And if you are missing out on a lot of the fun—here is how you can catch up fast. Let E-Z-GO help you boost fleet earning power. Discover how many ways it pays to go First Class.

Start enjoying the good, good life—and welcome to the club!

E-Z-GO CAR DIVISION, TEXTRON INC. • AUGUSTA, GEORGIA 30903

**ENJOY
THE
GOOD,
GOOD
LIFE!**





*Come April, there you are on the first tee,
surrounded by blue sky, green grass, budding
trees, gentle winds, and to add the touch
supreme—red bunkers*

By Art Spander

Much of the joy of golf—if, indeed, there is any joy in golf—is that it enables man to get close to nature.

Were it not for the opportunity to kick a ball out of sand traps now and then, some people would never know the feel of sand beneath their toes.

But if 3M Company has its way, all this, too, may end.

Not content—if you'll pardon the expression—to stick to the manufacture of transparent tape, 3M has developed what it feels is a superior replacement for sand.

It's called Scotch-Rok, and is not to be confused with scotch on the rocks, which will never be replaced.

Scotch-Rok costs \$15 a ton—people would drink to that if scotch sold at a comparable price. And it comes in 30 colors ranging from beige to turquoise.

Scotch-Rok is fractured rock granules fired at high temperatures to infuse the colored ceramic coating. Pigments are inorganic to re-

sist any fading from sun, rain and chemicals.

Until the Bob Hope Desert Classic in February, Scotch-Rok was in use at only one course, Belvedere CC, of Hot Springs, Ark. But at the Hope Classic, the crystals were placed in bunkers on the back nine of Indian Wells CC, south of Palm Springs, so television audiences could view them in living color and compatible black and white.

Officials placed red Scotch-Rok in bunkers of the par-five holes, blue on the par-fours and white on the par-threes. If you're going to spend money, you might as well do it patriotically.

"I was in all three colors of traps," said Bob Charles, the left handed pro from New Zealand. "I hit spectacular shots out of the blue and white traps, but I was terrible out of the red. They've got to get rid of the red ones."

Charles spoke tongue in cheek, of course.

Continued on page 43





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Exclusive dual semi-elliptical independent front wheel suspension. Direct coupling of motor to differential, eliminating loss of power to rear wheels. Contour bucket seats and finger tip controls. Automatic four speed forward shift control. Hinged tip-up body for maintenance ease.

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LAHER MASTERPIECE DE LUXE 6-200 MP



LAHER *Masterpiece*

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