

TOUR-PROVEN FACT:
touring pros have
proven the
new Titleist gets
more distance.



BUSINESS FACT:
only you sell them.



Which is a whale of a statement! Because when the Touring Pros tested our new K2A Titleist on the '68 Tour, and they became so excited with the extra distance our ball delivered . . . well, more pros than ever before *immediately* switched over to new K2A. Which means your club members will be looking for them in your pro shops. Which is why our 'pro only' policy is a great thing. Right, partner?



ACUSHNET SALES COMPANY

For more information circle number 131 on card

WATCH YOUR GREEN GROW with BLUE CHIP[®]



... GRANULAR FORM OF
NITROFORM[®] NITROGEN

Compare with any other source of organic nitrogen:

PRODUCT ADVANTAGES

Slow-release 38% guaranteed nitrogen.

Nonleaching and odorless.

Easy-to-use granules.

Nonburning when used as recommended, even in summer months.

Nourishes all turfgrasses.

Builds a nitrogen reserve—with up to 90—95% becoming available for plant use.

OPERATING ECONOMIES

Saves storage and handling with 38% N per bag.

Cuts labor costs with fewer applications required for adequate feeding.

Matures seedbeds, keeps turf healthy, with efficient and constant feeding.

Puts nitrogen feeding on a dependable and predictable schedule.

STH69-B



TURF & HORTICULTURAL PRODUCTS
HERCULES INCORPORATED
WILMINGTON, DELAWARE 19899

For more information circle number 138 on card



Who says a clubhouse floor has to be cold, drab and slippery?

Mail coupon for free carpet sample and list of clubs using our Spikeproof Carpet.

Philadelphia Carpet Co.
Allegheny Ave. & C St.
Philadelphia, Pa. 19134

Please send a free sample of spikeproof carpet, and brochure. No obligation, of course.

Name _____
Club _____
Address _____
City _____ State _____

PHILADELPHIA
Carpet Company

Allegheny Ave. & C St., Philadelphia, Pa. 19134

Not Philadelphia. Our Spikeproof Carpet goes in places where you once wouldn't put carpet. Grills. Pro shops. Even locker rooms. And brings many good things with it. Softness. Warmth. Luxurious beauty. Easy maintenance. Protection against slips and falls. Years and years of it.

That's because rugged Philadelphia jacquard woven Wiltons are made for muddy spikes. Custom woven in any colors you submit...in designs from our library (the industry's largest) or your own designer's creation. Hundreds of top clubs already enjoy our Spikeproof Carpet. Yours can too.



Philadelphia produces carpet in every proven fiber including wool, nylon, Fortrel® polyester, Acrilan® acrylic and Herculon® olefin.

GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 43 No. 5

MAY, 1969

ARTICLES

- 7 A Friend of the Game**
A tribute to Dwight D. Eisenhower
- 41 Happenings, East and West** *By Bill Smart and Jerry Claussen*
Reports on the Massachusetts State Turf Conference and the Rocky Mt. Golf Management Seminar
- 46 Pro Shop in the City**
From practice and instruction New York City's pro shops are branching out to offer golfers not only equipment and apparel, but a golf haven
- 54 The Strangling Club Cost Squeeze** *By Robert P. Leone*
Although fixed charges, generally, are unaffected by activity at the country club, they can vary—sometimes substantially
- 58 Insure Your Country Club's Intangibles** *By John F. Gleason, Jr.*
Take a closer look at your insurance coverage. Does it cover loss of earnings in the event your clubhouse is damaged or destroyed?
- 62 Guardian of Golf's Shrine** *By Gerry Finn*
An exclusive interview with John Campbell, St. Andrews' links supervisor, reveals some traditional and not-so-traditional views about course maintenance
- 68 Confessions of a Superintendent** *Anonymous*
Last year tremendous reader interest was generated by a series of "Confessions." This year begins a renewal of this series

DEPARTMENTS

- 12 Letters to the Editor**
61 Favorite Dishes of Pros
72 Literature
74 People in the News
82 Coming Events
84 News of the Industry
86 New Products
90 Classified
100 Advertisers Index

VIEWPOINTS

- 14 Swinging Around Golf** *By Herb Graffis*
22 Grau's Answers to Turf Questions *By Fred V. Grau*
28 Accent on Management *By Ken Emerson*
38 Turfgrass Research Review *By Dr. James B. Beard*

Cover: Courtesy of the British Travel Assn.



GOLFDOM, Incorporating GOLF BUSINESS, May, 1969. Published monthly January through October by Universal Publishing And Distributing Corp. at New York, N.Y. Executive Offices; 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 43, No. 5, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1968 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company and its subsidiaries also publish: SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Award Books, Award House Books, Tandem Books (United Kingdom), Universal Home Plan Books, Vocational Guidance Manuals, Management Information and Modes Royale Home catalogue. Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$3.00, Foreign, \$4.00 per year.





Tops
in sales...
Club Sox
by **Reliable**
of Milwaukee
fully washable
knit of 100%
Creslan Acrylic

These Club Sox aren't just golfing partners. They're business partners. Designed for instant sales—with style golfers go for.

Come-on-strong colors and springy, long-lasting fit. Knit of Creslan acrylic, they're fully lined to better protect a golfer's woods. Great for golfers... for gifts... for prizes... from Reliable.

Creslan acrylic is a product of American Cyanamid Company, New York, N.Y.

CYANAMID

Creslan[®]
LUXURY ACRYLIC FIBER

For new catalog of golf accessories, write:
Reliable of Milwaukee, Box 563, Milwaukee, Wisconsin 53201

For more information circle number 271 on card

ARNOLD E. ABRAMSON

Publisher

ROBERT J. ABRAMSON

Associate Publisher

JOE GRAFFIS, SR.

Associate Publisher

JOHN FRY

Editorial Director

VINCENT J. PASTENA

Editor

HERB GRAFFIS

Senior Editor

PAULINE CRAMMER

Managing Editor

BARBI ZINNER

Fashion Editor

Editorial Consultants

HARRY OBITZ and **DICK FARLEY**

Merchandising

DR. MARVIN FERGUSON

Agronomy

FRANC ROGGERI

Executive Art Director

CHEH NAM LOW

Art Director

PETER J. ABRAMSON

General Business Manager

DOROTHY M. SHEEHAN

Assistant To The Publisher

LAWRENCE MURPHY

Circulation Manager
Administration And Promotion

SOL NUSSBAUM

Production Manager

RAYMOND TAYLOR

Production Assistant

C.J. KELLEY

Advertising Service Manager

Western Office

ARTHUR H. MORSE II

Vice President, Western Operations

WILLIAM RUDE

680 Beach St. San Francisco, Cal. 94109

(415) 885-0570

Los Angeles Office

ROGER LEEN

5455 Wilshire Blvd. Los Angeles, Cal. 90036

(213) 938-5281

WARREN J. HEEG, JR.

Advertising Sales Manager

Eastern Advertising Office

ARTHUR MAY

VINCENT ATHERTON

CHARLES MEYER

235 East Forty-Fifth St., New York, N.Y. 10017

(212) 683-3000

Midwestern Advertising Office

ROBERT R. GLENN

Manager, Midwestern Operations

RONALD D. RIEMER

RICHARD E. CAMPBELL

TOURISSE GREENFIELD

400 West Madison Street, Chicago, Ill. 60606

(312) 346-0906

Advertising Representatives

METROPOLITAN PUBLISHERS

REPRESENTATIVES, INC.

Florida & Caribbean

924 Lincoln Road, Suite 108

Miami Beach, Fla. 33139

(305) 538-0436

Georgia

3110 Maple Drive N.E., Suite 410

Atlanta, Ga. 30305

(404) 233-5077

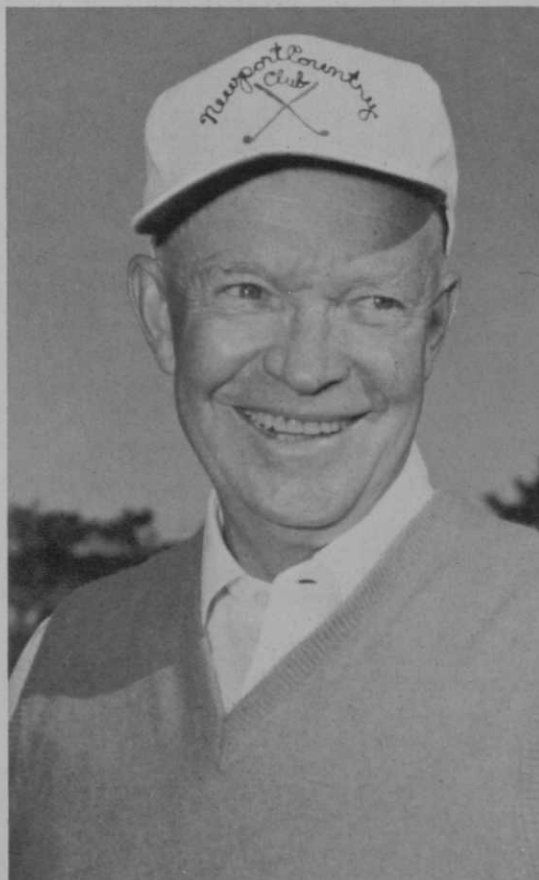
Canada

1255 University St., Suite 343

Montreal 2, Quebec, Canada

(514) 866-2251

A Friend Of The Game



History will recall the achievements of Dwight D. Eisenhower as President and General of the Army, but in future chronicles of golf he will be revered as one of the game's most influential figures in the twentieth century.

Not that Eisenhower sought to foster interest in golf — he simply loved the sport. Indeed, as President, there must have been times when he wished his enthusiasm for golf were not given such widespread publicity.

But when a man of high position adopts a particular activity for his rare leisure hours, the public generally assumes that it must be a pastime worthy of respect. This factor, combined with television's ability to display the President at work and play, stimulated interest and participation in the game by Americans of all social positions. It is to Eisenhower's credit, in great part, that the last vestiges of golf's image as a rich man's game vanished, and a golf boom was exploded that continues to reverberate.



Ride the big Goodyear balloon

It keeps golf cars from making a bad impression.

You can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling, low-pressure Terra-Tires.

A fully loaded car with Terra-Tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe

can be as much as 24 pounds per square inch.

Get the big balloons on your course and take the pressure off.

For more information, write: Terra-Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOODYEAR

Terra-Tire—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

For more information circle number 231 on card

For more information circle number 273 on card

Take the comfortable approach... the new Westinghouse electric golf car.

Tour the course in comfort in the new Westinghouse Model 435 golf car. Its powerful traction rated 4½-hp motor flattens out the hills. You sit on extra-comfortable, full-width, adjustable cushioned seats. Clubs are safely stored in an upright rack. Steering is

quick and easy, and the oversized tires hug the turf like a sports car. Starts are smooth and jerk free.

There are lots of other par-breaking features too: the body panels bolt on, for easy replacement or maintenance. You get a reliable automotive-type differential, pedal-operated service brake and handset parking brake.

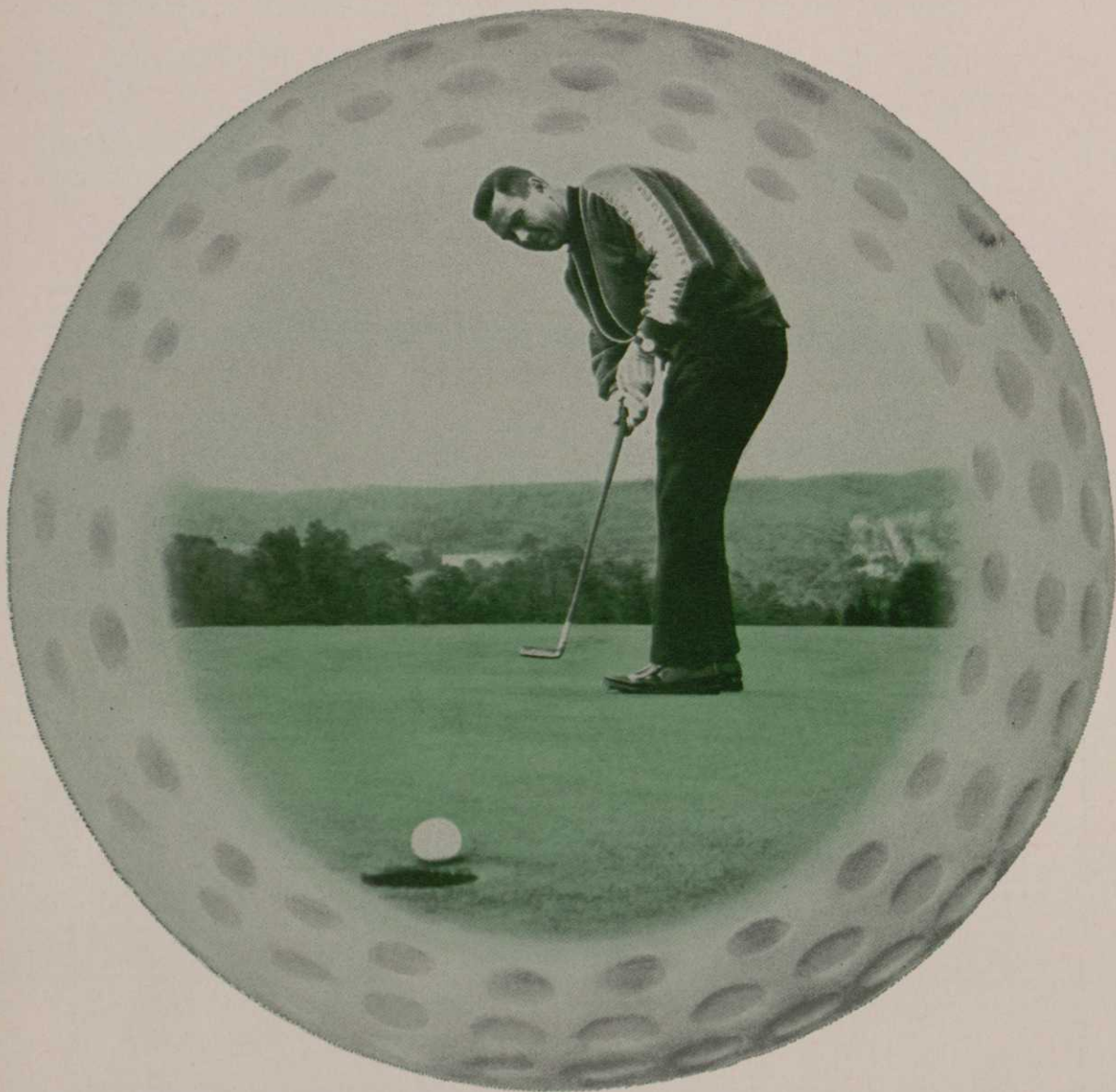
This powerful little pro is as easy to take as a gimme putt. For more information, write Westinghouse Electric Corporation, Electric Vehicles Dept. 9557, Box 868, Pittsburgh, Pa. 15230.



You can be sure... if it's

Westinghouse





GOOD AS GOLD—WHEN THE GREEN'S BY AGRICO

You can count on AGRICO'S Custom Tailored Greens and Fairways for a lot of thrilling "birdies" and "eagles"—and delighted members!

Is it any wonder that two out of three professional turf men prefer AGRICO.

 **AGRICO[®] Country Club Fertilizers ...**
at the roots of the best turf in America!

For more information circle number 160 on card