




# The Titleist still costs \$1.25.

**Here's why.** We haven't raised the price of the Titleist golf ball. And the reasons are simple. For one thing the golf ball is the highest turn-over item in the pro shop. We didn't want to hurt that turn-over by pricing it higher. And if we'd raised our price, a golfer might have been tempted to save money on a pair of cheap shoes. Or maybe on a set of not so great clubs. It's the golf ball that builds traffic in the pro shop. We don't want the golf ball to be what builds traffic in the downtown stores. Because we're in this together. In the pro shop. And only in the pro shop. And that's where we want to keep the golfers.

ACUSHNET SALES COMPANY   
Sold thru golf course pro shops only

For more information circle number 140 on card



## TREVIRA® and DiFini

The Trevira Era is celebrated in comfort-in-fashion by DiFini, with new spirit and style. Ablaze with color, strong on performance, these fairway fashions combining Trevira polyester are machine washable, ultra durable. Tailored to perfection for action golfers...on or off the course...in the widest range of Knits, Color Coordinates and Mix 'n Match creations.

®Hystron Fibers Incorporated, licensee of the internationally registered trademark.

At better Pro Shops and  
leading Resort Shops everywhere

*DiFini*

**ORIGINALS and KNITWEAR**  
NEW YORK, N.Y. 10454

You don't have to play golf to wear DiFini  
but it will help your game to look DiFini

For more information circle number 183 on card

**18 years and millions of  
spikes later...at East  
Lake C.C., Atlanta.**

**N282**

**spikeproof  
Wilton carpet  
...still fresh-  
looking,  
unscarred.**

This unretouched photo, taken 18 years after installation, is the most convincing salesman possible. N282's specifications are the same today! This famous carpet is performing just as perfectly in busy spike shoe areas all over. Jacquard Wilton custom woven in your colors with club emblem, initials or special patterns. Or select from our extensive library of country club designs, also in your colors. Maintenance is simple . . . the tight weave keeps dirt and caked mud on top. Available even in limited yardage orders.

**SEND COUPON FOR FREE CARPET  
SAMPLE AND LIST OF CLUBS USING IT**

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

Please send free sample of N282 spikeproof carpet  
and brochure listing clubs where it is installed.

Name \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**PHILADELPHIA**  
*Carpet Company*


*Since 1846, the quality of elegance underfoot*

**Weaving Division: Allegheny Ave. & C St., Philadelphia, Pa. 19134**

For more information circle number 139 on card

# GOLFDOM

INCORPORATING GOLF BUSINESS

 A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION  
FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 45 NO.6

JUNE, 1971

## ARTICLES

- 28 21 Ways to Build Golf Course/Community Relations** ..... Jerry A. Olson  
Clubs that expect the community to grant open land, tax concessions will find themselves obliged to return something to the community. Here's how some clubs are doing it; it's less trouble than you think
- 33 The Decline and Fall of Congressman Day** ..... Norman Cousins  
... or the great golf hoax unmasked
- 36 Turf Maintenance: What's Ahead?** ..... Fred V. Grau  
Water: recycling a must, not a choice. Equipment: cost is secondary. Grasses: higher prices predicted
- 39 Hydro-seeder: New Uses Plus Old** ..... James G. Estep  
A hydro-seeder can be used to solve different course maintenance problems, says Tantallon's superintendent
- 40 Clubs Turning to "Love"** ..... Joe Doan  
The tennis boom is on, and club managers have been caught off guard by the resurgence. But building courts can be expensive, unless a sound financial program is worked out
- 44 From Mill River to Hyland Hills** ..... Jerry Clausen  
Jim Bailey, Hyland Hills' professional, has adapted the Mill River Formula to his municipal course operation—with apparent success

## DEPARTMENTS

- 8 Letters to the Editor**  
**50 Coming Events**  
**51 News of the Industry**  
**54 New Products**  
**55 Classified**  
**56 People in the News**  
**58 Advertiser's Index**

## VIEWPOINTS

- 12 Swinging Around Golf** .....Herb Graffis  
**16 Turfgrass Research Review** .....Dr. James B. Beard  
**22 Grau's Answers to Turf Questions** .....Fred V. Grau

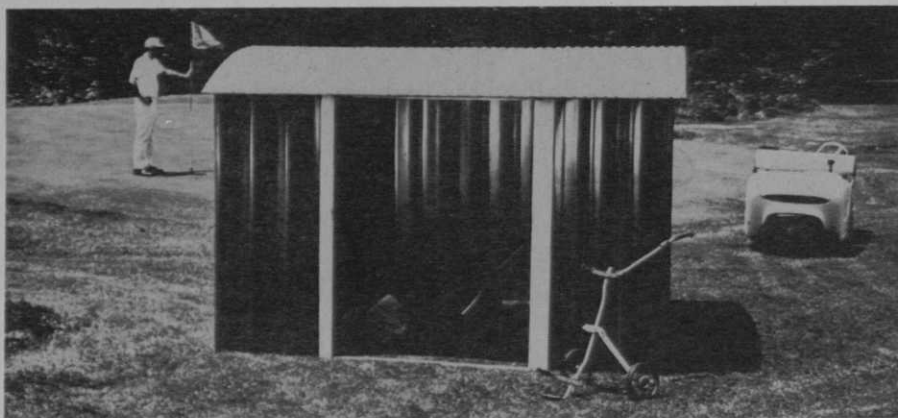
## COVER

Designed by Ellen Bernstein



GOLFDOM, Incorporating GOLF BUSINESS, June, 1971. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017, Volume 45, No. 6. 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; John Fry, Senior Vice President; Mortimer Berkowitz Jr., Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1971. 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, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale, Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation, Subscription rates \$4.00. Foreign \$5.00 per year.





## BRING YOUR STORAGE SPACE UP TO PAR

with **Utilicon**

*... the new, multi-purpose utility building by Conrad*

Ideal storage for golf carts, green equipment and all maintenance supplies. Utilicon provides clean, dry, safe storage all year 'round. Rent to your customers for convenient, private storage of carts, clubs.

Heavy gauge, overlapping roof and side panels make Utilicon the strongest, sturdiest building of its kind you can buy. Made of all galvanized metal . . . won't rust. Features full 7½' x 10' floor space, 70" entrance, 7¼' height. Big 57", free-sliding double doors (available on end for golf carts). Available in tan, white,

maroon and blue-green. All bolted construction makes Utilicon easy to assemble.

Send coupon to **Conrad, Inc.**, Dept. G-D-2, Dealer inquiries invited.  
Houghton, Iowa, 52631 for complete information and name of nearest dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

For more information circle number 223 on card

**MASSLINN\***  
**GOLF TOWELS**  
**Chix\* TEE TOWELS**  
**DISPOSABLE**

**NON-WOVEN FABRIC**

*No Losses . . . No Laundry Problems*



For samples and information

**Chicopee Mills, Inc.**

1450 Broadway, N.Y., N.Y. 10018

\*Trademark ©CMI

K

**ARNOLD E. ABRAMSON**—Publisher

**ROBERT J. ABRAMSON**—Associate Publisher

**JOE GRAFFIS, SR.**—Associate Publisher

**VINCENT J. PASTENA**—Editor

**HERB GRAFFIS**—Senior Editor

**PAULINE CRAMMER**—Managing Editor

**JEAN CONLON**—Fashion Editor

**JERRY OLSON**—Associate Editor

Editorial Consultants

**HARRY OBITZ** and **DICK FARLEY**—Merchandising

**DR. MARVIN FERGUSON**—Agronomy

**FRANC ROGGERI**—Executive Art Director

**MARTIN TROSSMAN**—Art Director

**ELLEN BERNSTEIN**—Art Editor

**JOHN FRY**

Senior Vice President, Editorial

**PETER J. ABRAMSON**

Vice President and General Manager

**MORTIMER BERKOWITZ, JR.**

Vice President, Corporate Project Development

**DOROTHY M. SHEEHAN**

Assistant to the Publisher

**JAY TUNICK**

Circulation Director

**LAWRENCE MURPHY**

Circulation Manager  
Administration and Promotion

**WARREN E. BRIGHT**—Production Director

**FRANK BRENNAN**—Advertising Service Manager

Western Office

**ARTHUR H. MORSE II**

Vice President, Western Operations

**WILLIAM RUDE**

680 Beach St., San Francisco, Calif. 94109  
(415) 441-1222, 1223, 1224, 1225

**ROBERT H. FADNESS**

Advertising Sales Manager

Eastern Advertising Office

**ARTHUR MAY**

**VINCENT ATHERTON**

**ROBERT P. DAVIDSON, JR.**

**BRADFORD ENGLISH**

235 E. Forty-fifth St., New York, N.Y. 10017  
(212) 683-3000

**JOHN P. ALTEMUS**

Manager, Synergy Status Sports Group

Midwestern Advertising Office

**LEE CASHIN**

Manager, Midwestern Operations

**LES KRANTZ**

**MIKE GUERINO**

**TOURISSE GREENFIELD**

400 West Madison St., Chicago, Ill. 60606  
(312) 346-0906

Advertising Representatives

**METROPOLITAN PUBLISHERS REPRESENTATIVES, INC.**

Detroit, Michigan

**ROBERT W. MORIN**

19400 West 10-Mile Rd., Suite 216

Southfield, Mich. 48075

(313) 354-0630

Florida & Caribbean

924 Lincoln Road, Suite 203

Miami Beach, Fla. 33139

(305) 538-0436

331 Piney Ridge Road

Casselberry, Fla. 32707

(305) 831-0334

Georgia

2045 Peachtree Rd. N.E., Suite 315

Atlanta, Ga. 30309

(404) 233-5077

Canada

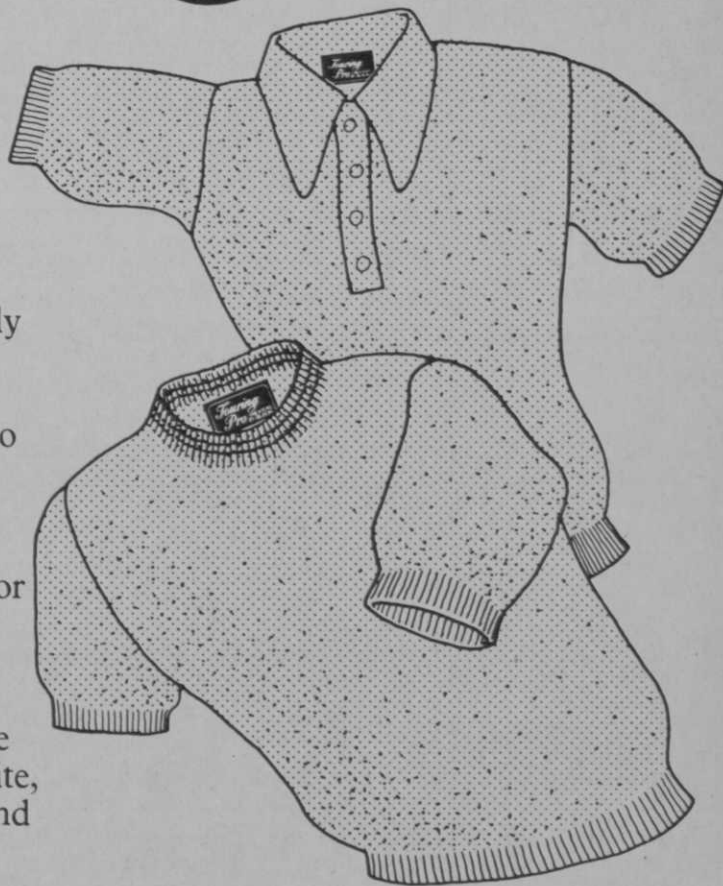
1255 University St., Suite 343

Montreal 2, Que., Canada

(514) 866-2551

# TOURING PRO INNOVATOR... the one golf shirt that lets golfers golf.

Discover a whole new way to profit handsomely. Strike it rich with the exciting, new men's Touring Pro Innovator. It lets your customers golf in an entirely new kind of cool, light weight comfort. It's a golf shirt that's as easy to handle as the Touring Pro Carefree Sweater. Machine washable and 100% Durene cotton, in the latest scramble stitch. Great for scrambling or for those who shoot par. Perfect for traveling golfers. 2 great models — full fashion collar and high semi-crew neck style/with stripe through color. Great colors: white, navy, maize, brown, light blue and cranberry. Order now and become an innovator right in your own pro shop.



Suggested retail price \$8



**Gilison Knitwear Co., Inc.**

America's leading manufacturer of Golf Sweaters.

65 W. John Street  
Hicksville, N.Y. 11802  
Telephone: (516) WE 1-0041

For more information circle number 164 on card

# IF...

**YOU OWN OR  
OPERATE:**

**GOLF COURSES  
DRIVING RANGES  
PAR-3 COURSES  
MINIATURE COURSES**

**.. SEND NOW, FOR OUR**

**NEW CATALOG OF  
GOLF SUPPLIES**

Balls, clubs, tees, mats, pails,  
grips, markers, retrievers, golf  
bags, obstacles, ball washers,  
ball pickers... and more!

**EASTERN GOLF CO. DEPT. G**

Please send catalog of golf supplies  
for:

- Golf Courses  Driving Ranges  
 Par-3 Courses  Miniature Courses

Name \_\_\_\_\_

Club \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip # \_\_\_\_\_

• Our 38th year of  
service to the  
golf industry •

**EASTERN  
GOLF CO.**

**2537 BOSTON ROAD  
BRONX, N.Y. 10467**

For more information circle number 263 on card

## LETTERS TO THE EDITOR

### Questionable attitude

I agree with much of what John Fry said in his article in the March issue of your magazine ("Golf and Ecology," p. 55), but I disagree with his attitude toward the Sierra Club and wilderness land.

At present, only 2½ per cent of our land is now in a wilderness state and of this, only 20 per cent, *i.e.*, ½ per cent of the total land, is protected by Federal wilderness legislation. The West is no longer wild and it's only necessary to see the Coney Island appearance of Paradise Valley at Mt. Rainier or the traffic jams and smog in Yosemite Valley or the garbage dump in Yellowstone, one of the biggest in the country, to understand the destruction that can be wrought by those who seek the beauty and escape of the wilderness, but don't appreciate its fragility.

Mr. Fry's comment that the Sierra Club would prefer Mineral King to be preserved for six dozen backpackers than open it to a million golfers or skiers belies his ignorance of this growing pastime. When I hiked up Mt Whitney last summer, the highest peak in the lower 48 (14,500 feet) and a hike which takes two to three days, I found I was the 143rd person to reach the summit that day, and it was still before noon.

Even more indicative of the situation is an article in the December issue of Summit, a mountain climbing magazine, decrying the fact that Mt. McKinley in Alaska, the highest point in North America (20,320 feet), a climb which requires skill, experience and much technical climbing equipment, is crowded and littered with garbage. The high camp at 17,250 feet has its own large garbage dump, which is large enough to be seen from the air.

The range of people interested in enjoying the wilderness is broad, has grown tremendously in recent years, and in fact, threatens to

damage the wilderness just by their growing abundance. That is why the reaction is so strong against the prospect of a beautiful alpine valley, such as Mineral King, part of a diminishing and increasingly crowded wilderness, being used for facilities which could be placed elsewhere. Links and slopes can be created, lost and created again almost anywhere. But there is only one Mineral King, and its destruction is irrevocable. Disney's proposed shopping centers, hotels, theaters and night clubs as well as golf and skiing is a small gain compared to diminishing still further the miniscule amount of alpine meadow still left in the United States.

Lastly, two points in the article must be briefly answered. First, the Sierra Club is not six dozen hikers. Its membership is over 120,000, almost half of which are east of the Mississippi. Secondly, in referring to the California Redwoods and the Mohave Desert as large compared to golf courses, Mr. Fry was correct. However, these areas are largely part of the unprotected 2 per cent. An article in the N.Y. Times, April 11th, describes the desert as dying from the litter and destruction of weekend campers and off-road vehicles. It pictures the Mohave as a great sandy backyard for 11 million people who live in the sprawling cities, which completely surround the continually shrinking landscape. The coastal Redwoods, some of which have been preserved in the new national park, are still largely in the hands of lumber companies and will fall, not even for themselves, but as a victim of clear-cutting. Of those saved in the new national park, most were already preserved in three long-established state parks which make up almost half the parks area. The remainder of the park area includes such un-park like things as private residences, small businesses and large clear-cut areas.

Although it is true that golf may find it difficult in the future to acquire new courses, or even preserve old ones, it is unfair for Mr. Fry to denigrate the efforts of others who attempt to save what is left of our national wilderness. It is the result of thousands of years, and no part of the earth will ever again be left untouched for even a fraction of that time to produce more.

*Russel G. Maguire  
Chief Engineer, Electro-Caddy Corp.  
Pompton Plains, N.J.*

Take the pressure  
off your turf  
with Terra Tire  
low pressure  
tires



A fully loaded golf car with these flotation 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.

That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

**GOODYEAR**

TERRA TIRE — T.M. The Goodyear Tire & Rubber Company, Akron, Ohio



