McLoughlin Continued from page 55

You Make The Choice

NEW SMYRNA BEACH, Fla. — Corporate recognition, course credibility and image enhancement were almost immediate, and media attention was "shocking" when Turnbull Bay Golf Course celebrated its first hole-in-one here.

"This helped business immediately, and gave us a good name as a friend in the community," said Turnbull Bay advertising consultant Bill Denmark of DenMar Advertising Associates.

The course developer, Classic Golf of Florida, pulled out all the stops when New Yorker John Clark sand-wedged the ball off the 6th tee and into the cup on the 106-yard hole. A local restaurant donated a $100 bottle of Dom Perignon, shrimp cocktail, linen, crystal — and even a waitress — to the cause. Instructing staff members to seat Mr. Clark and others in his foursome on the 6th green, course designer Gary Wintz, along with waiters Alison Boyle.

McLoughlin is the original spray indicator...the first to let you see where you sprayed...a temporary dye that will slowly fade away in sunlight. Dy'On is also recommended as a pond and lake dye. Other diluted, imitator products are worth far less.

Dy'On "W" (washable) is not a dye but a temporary colorant. It is equally easy to use as Dy'On yet will rinse off hands, driveways and walkways quickly and easily.

On-course toast draws media attention to new Fla. layout

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For the best value, use either spray indicator, Dy'On or Dy'On "W". You make the choice.

John Clark (far right) is toasted after he turned in the first hole-in-one at new Turnbull Bay Golf Course. Celebrating with him are his wife, Frances, left, and Turnbull course designer Gary Wintz, along with waitresses Alison Boyle.