That's not 007...That's your Mr. Jones

Yeah! Nice Mr. Jones.

Your member, Mr. Jones.

That's nice Mr. Jones who plays your course every Wednesday and every Sunday. Remember, just last week you gave him a lesson. BUT, what's he doing buying his golf balls here?

Well, you might just as well have sent him here yourself. When you feature X outs, cheap balls and brands that also make store balls, you teach Mr. Jones and all his friends to look for price, not quality — and when it comes to price, you can't begin to compete with the downtown stores.

Did you ever think that if a man will take your advice on how to swing, he'll probably take your advice on what equipment to use? If you sell him on pro-only merchandise — like Titleist, for instance — if you sell him on the little edge he gets from Titleist length and Titleist consistency — he'll believe you, and he'll buy all his balls in your shop — because he can't get them anywhere else.

Feature Acushnet's pro-only line: Titleist, Green Ray, Pinnacle and Club Special. If you sell Mr. Jones and his friends on the advantages of professional equipment, they'll play better golf, you'll have better ball sales.

ACUSHNET
Balls • Putters • Gloves • Head Covers
Sold thru golf course pro shops only

For more information circle number 139 on card
The WINNINGEST Golf Clubs GOING!

FIRST at the
TOURNAMENT of CHAMPIONS
and
HOUSTON CHAMPIONS INTERNATIONAL

ONE-TWO at the MASTERS!

FRANK BEARD
Champion of Champions

The performance of Gay Brewer and Bobby Nichols in the Masters and Frank Beard in the Tournament of Champions and Houston Champions International thrilled golf fans everywhere.

The coverage by television, radio, newspapers and magazines, plus our own national advertising program, has had a far reaching effect on the overall promotion of Power-Bilt golf clubs.

We feel that now is the time for you to stock and display Power-Bilt golf clubs in order to take full advantage of the selling climate created by this powerful national publicity!

HILLERICH & BRADSBY CO.
P. O. Box 506, Louisville, Ky, 40201
Fine Golf Club Makers Since 1916

Masters Champion
GAY BREWER, JR.

Masters Runner-Up
BOBBY NICHOLS

Master-Matched
Power-Bilt
Golf Clubs

For more information circle number 113 on card

June/1967
Ask yourself this question about your club's second most important investment...

How can we buy a watering system that won't become a mistake?
Choose Cast Iron Pipe

...and be sure!

When you buy cast iron pipe, you can’t go wrong. Installation is a cinch with tough, rugged cast iron pipe. It doesn’t collapse, crush or crumble like other types of pipe—and it’s corrosion resistant.

Once in, cast iron pipe stays in. It resists sudden surge pressures. Can’t absorb water—is immune to freezing. It has strength to resist soil movement caused by freezing and thawing. Cast iron pipe has proved itself for well over 100 years.

If you want to modify your system in the future, no problem. You can even dig up cast iron pipe, move it and re-use it. It taps easily and cleanly with strip-proof threads that don’t leak. Add them all together, they spell more years of low maintenance service and overall economy than any other system you can buy. Why take chances when you don’t have to. Specify cast iron pipe—you can’t go wrong.

CAST IRON PIPE RESEARCH ASSOCIATION
An association of quality producers dedicated to highest pipe standards

THE MARK OF PIPE THAT LASTS OVER 100 YEARS

There’s nothing like

CAST IRON PIPE

For more information circle number 152 on card

Get help on your irrigation system plans with the industry’s most complete booklet. Has vital design and installation tips and other planning aids. Mail coupon for free 20-page booklet.

Wallace T. Miller, Managing Director
Cast Iron Pipe Research Association
3440-G Prudential Plaza,
Chicago, Illinois 60601

Please send me a copy of your booklet, “Golf Course Irrigation.”

Name ____________________________
Position __________________________
Name of Course ____________________
Address __________________________
City __________________ State ______ Zip Code ______
SENSATIONAL! NEW!

Rubber
Adapter sleeve
replacement
strips

Flexi-Mat's
DELUXE RUBBER BASE
TURF KING
GOLF MAT BRUSH
(With Hi-Impact Long lasting Polypropylene Bristles)

1. The new Deluxe Turf King rubber base polypropylene brush is designed for indoor and outdoor use (Pat. Pend.) Non-skid bottom surface prevents brush from slipping while in play and protects expensive floors from scratching and marring.

2. Weatherproof.

3. Designed to allow easy installation of replacement strips.

4. Sizes: 5” x 20” (to fit 5” x 20” mat opening).

5. Rubber Adapter Sleeve allows 5” x 20” brush to fit 6½” x 22” mat opening.

DURABLE, RESILIENT REPLACEMENT STRIPS to fit 5” x 20” or 6½” x 22” Deluxe rubber base brush. (ONE SIZE STRIP FITS BOTH BRUSHES).

See Your Favorite Distributor or write to:

Flexi-Mat Corporation
1440 W. 21st. Place, Chicago, Ill. 60608
For more information circle number 110 on card
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Cover: Courtesy Mauna Kea Beach GC
Call it what you will... it's a cinch that Toro can help you get the best turf grass at the lowest cost. You start with Toro Turf-Care Specialists who'll show you how.

1. How Toro automatic sprinkling equipment will save you money, both in terms of initial instal-

A Toro Exclusive: the Valve-in-Head Sprinkler. Sprinkler and valve in one economical unit! Gives you individually-controlled sprinklers at a real savings. Also makes conversion of non-automatic sprinkling equipment to a Toro system easy and economical.
Mow it...
with TORO Mowers

and you've got TORO TURF!

Operation economy and long-term operating benefits (ask about the TORO Sprinkler Layout-Design Service).

2. How the complete line of hard-working TORO mowers will get your mowing done faster than any other turf equipment (ask about the TORO Mower Survey and Proposal Service).

Get the facts from the folks at TORO...facts about how their 53 years of turf experience can help you grow and mow your turf more effectively. Put this coupon in the mail today.

Please arrange a free demonstration of TORO automatic sprinkling equipment and power mowers on my turf.
Please send the fact-book "This is TORO TURF."
Tell me more about the TORO Planning Services.

NAME ___________________________
ADDRESS _________________________
CITY _____________________________
STATE ___________________ ZIP ______

TORO makes a complete line of power mowers:
A right machine for every job...both heavy duty reels and rotary units.

TORO makes a complete line of power mowers.
A right machine for every job...both heavy duty reels and rotary units.

TORO makes a complete line of power mowers.
A right machine for every job...both heavy duty reels and rotary units.

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A right machine for every job...both heavy duty reels and rotary units.

TORO makes a complete line of power mowers.
A right machine for every job...both heavy duty reels and rotary units.
Many thousands were introduced to golf by pro lessons this past spring at night adult high school recreation classes, YMCA's, YWCA's, classes of factory and official employees recreational associations . . . From newspaper stories advertising pros who taught those spring classes, we estimate the enrollment was at least 15 per cent higher than last year . . . These night school classes were started at factories and suburban high schools in the Chicago District years ago, not only as a golf promotion operation, but to give pros who had no other winter income this instruction revenue . . . It worked so well back in the days when Alex Cunningham was Illinois PGA president that GOLFDOM paid for a nationwide campaign among pros and large industries and school boards to push the golf promotion idea . . . And we were having trouble paying the printer and paper supplier . . . But that campaign paid off so well it very definitely promoted the formation of the National Golf Foundation, another golf development operation that cost GOLFDOM money when we were worrying about prior bills and before the club and ball manufacturers with Icely of Wilson, Robbins of Spalding, Conlin of U.S. Royal and maybe a couple of others, now also on greener fairways, kicked in and bailed us out.

Many keenly competitive men in the golf business are happy about Hillerich and Bradsby running one, two with Brewer and Nichols at the Masters and Beard winning the Tournament of Champions and Houston Champions International because the three are proteges of Bill Kaiser, H&B sales manager, and Bill is the grand sort of a guy you like to have win when you don’t do it yourself . . . Kaiser took these young men when they didn’t have anybody clamoring for their signatures and were in uncertain physical and temperamental condition and he expertly brought their talent and competitive hearts up . . . Bill had solid support in the front office for his lads when the boys didn’t look like they’d be cashing many checks except H & B’s.

Los Angeles County golf course supervisors talking about putting in several lighted courses . . . San Diego councilmen discussing revisions of South course at Torrey Pines to qualify it as a candidate for a National Open Championship . . . Robert Trent Jones is to do the remodeling . . . The Torrey Pines muny courses along the Pacific are in marvelous scenic locations and with Jones tightening could determine who really is National Open champion and who shouldn’t be . . . The South course was expressly designed as a National Open layout . . . I remember going over it with the professional and the two of us (probably the only two golfers who don’t regard themselves as golf course architects) agreeing that location of clubhouse and gallery and parking facilities didn’t recommend a layout for the Open.

Ed Twohig, pro at the Amherst (Mass.) GC and one of golf’s nicest guys, was guest of honor at the annual Tee Party at Springfield, Mass., which

continued on page 12
Now you can sell a new group of ladies' golf pants and coordinated tops from the confined pro shop collection by Louise Suggs. They're styled in lightweight wool and blends... alive with vibrant colors... priced right for fast turnover. And each one is designed with our famous "action-free" features that take golfers 'round the course in easy comfort.

Louise Suggs pants and tops are your best buy for steady sales. See the collection on display with:

Representatives:
PEDERSEN, Wilton, Connecticut
E. J. SMITH COMPANY, Charlotte, N. C.
GOLF MART, Birmingham, Michigan
GREAT LAKES GOLF BALL COMPANY, Oak Lawn, Illinois
WINTER DOBSON, Dallas, Texas

or write
LOUISE SUGGS PRO DIVISION
David H. Smith Company, Lynn, Massachusetts

For more information circle number 142 on card
This irrigation pipe joins faster than you can fill in this coupon

The job is clean and finished forever with VisQueen® PVC Bell:Ring® Pipe. It's a cinch to install. In seconds, the spigot end of one section slips conveniently into the bell-shaped end of the next. You can't make a mistake.
The crew is finished in less time, with less effort. And you have a minimum of turf to refurbish because Bell:Ring Pipe goes in straight runs into a narrow trench.
You don't have to contend with heavy equipment because this pipe is lightweight and easy to handle.
And you can forget irrigation problems forever because VisQueen Bell:Ring Pipe is leak-proof and will never need maintenance. It conforms to all industry specifications.
Bell:Ring makes every second count. Send this coupon now.

For more information circle number 116 on card