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MARCH/1967
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Please send me a copy of your booklet, “Golf Course Irrigation.”

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Position __________________________
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Increased Sales...
Saves Space

- Modernize your golf shop with this new revolving rack. Displays 52 securely held clubs on a bed of zerofoam instantly accessible to your customers.
- Made of heavy gauge steel wire, it is easily assembled and occupies only 4 sq. feet of profitable space. Each deck revolves individually on finger tip bearings.
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COVER: The Greenbrier, White Sulphur Springs, W. Va., By Leonard Kamsler

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This driving range operator tried two Wide-Lite* fixtures—then threw out his old lighting system!

Carl Garrett, owner of this driving range, didn’t start out to replace his entire floodlighting system. But after he added two “Wide-Lite” floodlights to beef up his light output and saw the difference they made, he replaced all his old fixtures with “Wide-Lite” floodlights. And he used two types...mercury vapor and quartz-iodine.

Why two kinds of lighting?
For smooth, evenly distributed over-all lighting, “Wide-Lite” mercury vapor floodlights cast wide patterns of shadow-free low-
glare lighting out in front of the tees and along the sides of the range, making hooks and slices easy to follow. So are balls hit high in the air, because of the excellent vertical illumination. Even though these lights are mounted close to the tees and are aimed out onto the range, these fixtures provide excellent light for the tee area. The "Wide-Lite" quartz-iodine floodlights punch a wide, powerful beam of light out to the limits of the range. Even 300 yard drives are plainly visible.

Want to know how "Wide-Lite" lighting on your golf course or driving range can give you more light from fewer fixtures and better light with less maintenance? Just send the coupon. There's no obligation.

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For more information circle number 264 on card
Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief

Orders placed at the PGA Merchandise Show and at the GCSA Conference and Show indicate this will be the biggest year thus far in sales of golf playing and course maintenance equipment. PGA’s show sales were mainly of apparel as major clubs buyers in pro golf place orders in fall to be sure of delivery of sales leaders. However, club and ball orders were higher than usual at the show. The show was put on by Chairman John Vasco of the PGA committee and his teammates as a businesslike production justifying its expense in manufacturers’ selling costs.

Charles E. (Chuck) Cumming of Charles A. Eaton Co., was elected president, Golf Manufacturers and Distributors’ Assn., during the PGA Merchandise Show at the PGA National GC. John P. Murray, Jr., Atlantic Products Co., was elected vice-president, Robert P. Hornung, Hornung’s Pro Golf Sales, secy-treas.

Labor shortage, demand for top standard of turf at public courses as well as at expensive and exclusive clubs and attractive “housekeeping” on courses accounted for record sales by many of the 100 exhibitors at the Supts.’ show in Washington. At the Green, Chairman-Superintendent’s lunch, during the GCSA meeting, the labor cost factor in the over-all operating cost of old equipment was mentioned several times as making purchase of adequate modern maintenance equipment urgently advisable.

William Ward Foshay, re-elected president of USGA, led the organization over the $1-million mark for the first time in its 73 years. USGA income for 1966 was $1,117,750. Tournament revenue was $666,640. Subscriptions to Green Section Visiting Service were $149,697. From member club dues; $142,215. Income over expenses in 1966 was $186,540, compared with $5,077 in 1965.

National Open prize money this year will be $175,000. It was $150,000 last year. First prize will be $30,000. Green Section Visiting Service reported 928 courses as subscribers and an operating deficit of $50,564. This visiting service of what might correctly be described as the Golf Course section of the USGA is of direct and immense value in promoting increase in golf play.

Annual Report of the Executive Committee of the USGA, prepared for the 73rd annual meeting, Jan. 28, 1967, was the usual practical, comprehensive model of what a golf club and golf association report should be. It is an informative classic that should be read by every golf club and association official. The PGA and GCSA will get into major league class of information and service to members and golf in general when their annual reports are of the USGA Executive Committee type.

National Golf Fund which allots income from National Golf Day to golf welfare and educational operations made grants totaling $80,000 at its annual meeting, Feb. 6 at PGA National clubhouse. In its 15 years, National Golf Day has raised $1,180,000, which has been continued on page 10.
G-10 The tractor designed with turf in mind!

Jacobsen designed this compact tractor from the ground up specifically for turf mowing... wherever large expanses of grass must be maintained.

- Unexcelled floatation prevents turf compaction.
- Lowest center of gravity (16" from ground) means greater stability on steep slopes.
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Tractor speeds are geared to most efficient mowing speeds. Power to pull 9 gang mowers and build to outperform any other tractor on turf. 60 inch wheelbase allows tractor to get in and out of tight areas. For full information or a demonstration phone your Jacobsen Turf Equipment Distributor or write today!

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An Absolutely New Concept In Golf Course Maintenance Equipment

The Amazing New WHIRLY RAKE

Roots Out Thatch/ Rakes Leaves/ Cleans Off Pine Needles, Acorns, Apples, Twigs, Cuttings, All Sorts Of Debris And...

Automatically Sweeps Everything 3' To The Side Into Compact Wind Rows—Ready For Re-Rowing On Your Next Pass

Once you've used the Whirly Rake, you'll wonder how you have ever done without one. It makes raking effortless, saves you time a-plenty by raking out everything in a wide 3' swath with each pass.

Three rotating, "loom action," adjustable (and replaceable) tine arms efficiently snag-up deep rooted thatch, slippery pine needles, hard to grasp closely cropped clippings, acorns, apples, twigs, bottles and yes . . . even bottle caps. The rake arms are canted at an angle (just like the principle of the time-tested side delivery hay rake) so that all rakings are passed down the angle line and off to the side into convenient, continuous wind rows for each pick up or re-rowing on the next pass.

It's the answer to a golf course superintendent's prayer and we predict . . . WHIRLY RAKE will be the most talked about piece of ground maintenance equipment in the golf industry for '67.

WHIRLY RAKE comes in two units—a self-propelled, motorized unit or a tractor drawn, mechanically operated unit. Write today for FREE product literature and the address of your nearest WHIRLY RAKE dealer.

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(413) 568-1293

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GRAFFIS SWING

continued from page 8

distributed approximately 27 per cent to caddie scholarships through the 22 major golf associations financing such scholarships . . . Golf charities such as PGA Benevolent and Relief funds, women's services operating at military hospitals and the National Amputee GA have received about 25 per cent of the Golf Day revenue . . . Educational programs such as the Turf Research and scholarship funds of the USGA and the GCSA, and the PGA educational operations have received about 48 per cent of the dollar entry fee paid by golfers who play in the Golf Day competitions at their clubs . . . More than two-thirds of the GCSA grants to turf scholars comes from National Golf Day . . . Harold A. Moore, former Western GA president, declined reelection as National Golf Fund president and Herb Graffis was elected . . . New members elected are William M. Jennings of New York and Charles Stewart of Lost Tree Village, Fla.

"Bobby Jones on Golf" is a selection of the newspaper syndicate pieces Jones did twice a week when he was at the top of his game . . . Charley Price picked out the columns then Bob went over them meticulously and Golf's Gospel According to Jones is available as a classic aid to the aspiring . . . The price is $5.95 . . . Doubleday and Co., is the publisher . . . Bob played with Vardon, Hagen and the elder stars and at the Masters has seen, studied close-up and appraised, all the younger ones . . . Jones played intermittently like a businessman golfer when he was compiling the greatest championship record in the game . . . Older pros who played with him and were instructors at East Lake have told me Bob was the brightest, deepest scholar of golf they'd ever met and the Number One Learner . . . This collection of the Jones examination and report on simply playing good golf is sure to be recommended by a lot of wise pros to their promising pupils.

Paul Habn, trick shot star, changes

continued on page 14