The new Finalist by Titleist. Made to win back those sales you’ve been losing to downtown stores.

This ball is for your customer who’s been looking for the length and feel that only a liquid center ball can give . . . plus durability . . . plus perfect quality . . . plus price. And so he’s been tempted to look downtown. Until now. Because now there’s Finalist.

Finalist is made by Acushnet, same people who make Titleist. So Finalist has a pedigree, a liquid center, distance, durability, perfect quality — all for 85¢, retail. And you get your full mark-up. (85¢ never went so far!)

In addition, Finalist will be advertised in national golf magazines, and in the sports pages of major newspapers. It’ll also be supported by display-dispensers for counters, shelves, walls, windows. And, like all Acushnet items, it’ll be sold through golf course pro shops only.

It’s a great ball, made to keep your middle-price customers where they belong: in your shop, not downtown.

ACUSHNET GOLF EQUIPMENT
Sold thru golf course pro shops only

For more information circle number 131 on card
New 2-year electric car warranty. Exclusive Master drive. Leave it to Harley-Davidson to add batteries to the industry's only 2-year electric car warranty. All vital parts protected. New Master drive works so well we've added batteries to our exclusive 2-year warranty on solenoids, speed switch, and resistor. Only Harley-Davidson offers a 12-month unconditional plus 12-month pro-rata warranty on batteries. And Harley-Davidson guarantees it. Honestly. Harley-Davidson Motor Co., Milwaukee, Wis.
The most widely used country club carpet in the U.S.A.

*Why?

PHILADELPHIA Quality #282
Spikeproof Carpeting

For locker rooms, pro shops, 19th hole grilles, wherever spikes are worn.

*Let the clubs who use this carpet tell you why. For representative list, use coupon below.

Mail coupon for free carpet sample and brochure of installations
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Allegheny Avenue and C Street, Philadelphia, Pa. 19134
Please send a free sample of #282 spikeproof carpet, and brochure. No obligation, of course.

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CLUB ____________________________________________
ADDRESS ________________________________________
CITY __________________________________ STATE ______

In contract carpets, the choice is PHILADELPHIA

Woven to do a tough job—and this jacquard Wilton woven carpet has proven its mettle for as long as 16 years in actual installations.

Offers more than beauty and luxury—prevents falls, reduces skidding so common on hard floors, greatly lowers noise volume.

Maintenance is easy—usually only routine vacuuming is required.

Custom weaving service matched to any color submitted, in designs selected from the industry's largest country club collection.

Quality since 1846 / Showrooms: Chicago, New York, Dallas, Los Angeles, San Francisco. Also Crawford & Thompson in Atlanta, High Point, St. Petersburg.
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"Our Ford All-Purpose fits our course to a tee,"
says Dudley Smith, greens superintendent, Silver Lake Country Club, Orland Park, Ill. Ford 3000 All-Purpose tractors can play an important part in your maintenance activities. Take the all-tractor Ford engine. Tough. Durable. Economical. Built for a lot of steady service. Ford transmission options include the power-shift ten-speed, which lets the operator shift into any desired forward speed, on-the-go. And, the economical dual-range eight-speed with its choice of ground-eating travel speeds for many maintenance operations. For power-drive equipment, the power-shift ten-speed transmission is available with independent PTO and ground drive PTO, plus 1000 rpm; “Live” or transmission-driven PTO is available for the eight-speed transmission. Famed Ford hydraulics and three-point hitch, differential lock, and power-assist steering are available to match the handy Ford All-Purpose tractor to your course needs. For premium power, with work-matching equipment, it’s the Ford All-Purpose, diesel or gasoline. See your Ford tractor dealer. Ford Motor Company, Birmingham, Michigan 48012.
The working version of the golf car now is about as prominent in course maintenance as it is in play, according to reports of many superintendents at the Golf Course Superintendent Association San Francisco meeting and exhibition. The working car plus the portable wireless telephone is helping the superintendent to be "everywhere at once." Years ago in Golfdom, Kent Bradley reported valuable use of the field wireless sets in getting course jobs done correctly and promptly. That story was applied by many smart superintendents who, in some cases, paid their own money for the communications equipment when chairmen didn't think much of the idea. We saw the small working car-portable wireless phone combination employed by Frank Dinelli and his eldest son and top aide at Northmoor in the Chicago district; so the job must have saved its cost several times during construction of seven new holes while maintaining the top standard of course condition on existing holes.

The Dinellis told me that when you know how to use these small working cars for trouble-shooting, education and supervision you've bought yourself the equivalent of the services of a couple of competent new men.

This is the sort of experience—school stuff discussed informally in the bull sessions at rooms and bars at the GCSA national meeting and in sectional meetings. It means huge sums in savings and improvements on golf courses each year.

Golf car use is developing changes in maintenance procedure so that aeration, fertilizing, grass strains, etc., to offset car traffic, is foresighted standard practice at numerous well-managed courses. Probably the day isn't too far away on first class courses when the black-topped car paths, or other paths artificially surfaced will be torn up and grass will be used as the path. What car roads actually are in the rules of golf bewilders me since they're considered neither hazards nor obstructions. Local rules sometimes encourage reading the scorecards, so I yip a ball off a car road, hoping for the best for my arms and club, and knowing that the way I play a stroke or two won't make much difference.

Another subject discussed out of formal bounds at GCSA meetings is replacement of divots. On watered courses divot replacement generally is disregarded because management of the top grade courses has the soil-seed-fertilizer repair treatment pretty much standard operating procedure. It is quick, looks neater, plays well and as for the cost of fairways and tees, who knows?

If there were a sort of a Pulitzer Prize awarded for golf business writing it should go to Dr. Marvin Ferguson, research director of the USGA Green Section for his report on turf research at nine state universities and experiment stations and his recommendations for 1968 turf research. Ferguson's round-up and condensation of what's doing in turf research is a "must" reading for every superintendent, chairman and other club official who wants to know what the score is in turf maintenance. Support of the turf research programs by USGA Green Section and some state amateur organizations and the National Golf Fund is an exceedingly valuable use of working money. The Ferguson round-up was printed in the Green Section report, and at the National Golf Fund annual meeting was rated as the record that told the clearest story of giving golfers big dividends on their National Golf Day dollars.

National Golf Day, the educational and welfare annual fundraising operation, conducted as a public service by the PGA, is an exhibition of generosity unique in professional sports. PGA members raised $98,553 in 1967 at $1 per throw from men and women golfers who competed against the better score of the PGA champion, Don January, and the National Open champion, Jack Nicklaus, both of whom gave their services free for the "Round of Champions" which was not televised last year. The day for the Round of Champions will be Memorial Day, May 30th, and that will be the target round (whoever's lower) against which the noble ones who pay $1 per person compete on whatever day the PGA sets as National Golf Day. There is nothing else like it.
After four years of experimentation and research, I have finally developed what I believe to be the finest golf club ever presented to the American golfer. I believe once you have seen and tried this new model, you will agree that it is the most advanced golf club to date. Ken Venturi 808 Model woods and irons are designed for competitive play.

Sincerely,

Ken Venturi

Ken Venturi 808 Model irons were still in the experimental stage when they won the 1964 U.S. National Open. Now fully perfected and available to the general public for the first time, you will find they are the longest hitting, most accurate iron on the market. A broad sole classic blade with clean lines, swingweighted to perfection, available in #1 through #10, pitching wedge and sand iron.

Sold in Golf Professional Shops Only

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FERNQUEST & JOHNSON
Pioneers and leaders in aluminum golf shafts.

For several years, Fernquest & Johnson has been experimenting with, developing and testing aluminum golf shafts, and now for 1968, the Fernquest & Johnson Golf Company offers a more complete line of aluminum golf shafts than any other leading manufacturer. Three distinctly different aluminum golf shafts are being made available for you.

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  - Alloy 7001—Alcoa Aluminum.
- **True Temper Rocket**, Step-down aluminum.
- **Le Fieil**, Straight Taper.
  - Alloy 7178—Alcoa Aluminum.

Write for 1968 Catalog Dept. GW-5

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Gino Paoli is for golfers who still dress for golf.

Golfing without Gino Paoli is like playing tennis in purple shorts. Unthinkable. Gino Paoli designs golf clothes exclusively for golf. For both men and women. They’ve even color-coordinated accessories with their golf clothes. So you can have freedom of movement and a free hand with style. Ask for Gino Paoli wherever authentic golf clothes are sold. Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N.Y. 10018.

Cino Paoli color-coordinates you from your hat to your shoes.

For more information circle number 138 on card.

Letters to the editor

Dear Sir:
I would like to compliment you on the nice appearance of your February issue of Golfdom. This is a great improvement over the smaller type magazine and certainly makes a nice showing.

Paul S. Godber
Vice President
Trojan Battery Co.
Los Angeles, Calif.

Dear Sir:
In response to your Editor’s note relative to Mr. Comorat’s article “What Are Display Fixtures?” in January ’68 Golfdom, I am interested in further information on sources for display equipment and accessories. Thanking you for your assistance in this matter, we would also like to extend our thanks for the consistent excellence of Golfdom magazine and the service it performs for the trade.

Andrew S. Winebrenner
General Manager
South Hills Golf Course
Hanover, Pa.

Dear Sir:
The articles you are running on merchandising in Golfdom are splendid.

J. Ray Braswell
Attorney At Law
Newland, N.C.

Dear Sir:
Your golf cart article written by Mr. T. Mascaro in the February issue of Golfdom was read with great interest. We are in the process of car rentals for the coming golf season and it was noticed that a footnote referred to the design of the golf car building.

It will be appreciated if an advanced copy of the article to be published is forwarded for design guidance of our proposed golf car building and paths.

J.J. Klusick
Secretary, Golf Committee
Picatinny Arsenal Golf Club, OOM
Dover, N. J.

Action People Prefer Touring Pro Sweaters.

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At Gilison Knitwear we put more into our Touring Pro Sweaters than we have to. Like 100% Imported Alpaca, styles designed for Golf People by Golf People, a choice of 16 luxurious rainbow colors, plus detailing by America’s leading golf sweater producer.

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