Burgett...finest quality Golf Gloves!

That's because only the finest leathers are used, and expertly tailored to Burgett's exclusive, modern, time-tested design. Preferred by the professional, requested by the amateur.
Step up to better golf

By VINCENT J. PASTENA

DRIVER SEQUENCE

1. Pro-Shu blue “baby ‘gator” Corfam and white finely-grained Corfam; in a bal saddle golf shoe (Style #824: $29.50).
2. Foot-Joy bal saddle, shield-tip golf shoe in Border blue patent and white washable shrunken calf (Style #5141-7: $45).
3. “Jack Nicklaus” by Plymouth; golf shoe in black smooth and white DuPont Corfam (Style #9106: $29.95).
4. Stylist “Plum Beautiful” golf shoe; white Corfam with plum patent toe and trim in bal saddle, wing-tip style, with kiltie (Style #2000: $45).
5. “Arnold Palmer” by Eaton; Loden and white shield-wing golf shoe in Corfam (Style #P509: about $38).
6. “Mulligans” by Weinbrenner; Oxford golf shoe in white crushed-grain leather with red “Crockagator” saddle and kiltie (Style #V2234: about $22).
7. Dexter golf shoe in red and white Corfam; long-wing blucher styling with kiltie (Style #4026: $25).

PHOTOGRAPHED BY LEONARD KAMSLER ON MONSANTO’S ASTROTURF
Brilliant color in golf shoes has become an accepted fashion fact. With this concept firmly established, manufacturers are turning their attention to textures and styling details. Reptile grains, shiny Corfam and suede finishes are used liberally to heighten imaginative toe and throat treatments.

**FIVE-IRON SEQUENCE**

1. Lazy Bones moc-style golf shoe for ladies with kiltie, in black alligator grain and white smooth leather (Style #641: $17.95).
2. Bass wing-tip, saddle ladies' golf shoe with kiltie; golden brown, lizard-grain Corfam and white smooth Corfam (Style #W3105: $20).
3. "Lady Mulligans" by Weinbrenner; moc-style golf Oxford in white leather and faded blue Laramie glove leather; with matching kiltie (Style #VX2431: about $20).
4. Lady Pro/Line Par-Pals; gold and white shiny Corfam wing-tip shoe with sewn-on kiltie (Style #W890C: $19.95).
5. Etonic's orange and white El Paso square-toe golf shoe in Corfam, with kiltie (Style #8256: $29.95). Square-toe models also available for men.
6. Titleholder wing-tip golf shoe in white crushed calf with Calcutta lizard; calf trimmed (Style #371: $28).
7. Foot-Joy monk-strap golf shoe with wing-tip, in white washable shrunken calf (Style #9076-1: $39).
Among new styling features, the square, or blunt, toe, which has caught on in street footwear over the past year, now makes its debut on the golf course in both men's and women's models.

**WEDGE SEQUENCE**

1. Johnston and Murphy blucher golf shoe with attached shawl; in dark ruby shiny and white grained Corfam (Style #2713: $45).
2. B.F.Goodrich golf shoe with Posture Foundation construction; brown and white blucher Oxford of Vynarich vinyl (Style #M8-871: $17).
3. Hyde shield-tip saddle golf shoe of Corfam; in Cordo Mira and black shrunken grain, with kiltie (Style #475: $24.95).
5. Hush Puppies by Wolverine; the “Blarney,” a blucher saddle golf shoe in black smooth pigskin and copper brushed pigskin (Style #10956: $16).
6. Bridgewater wing-tip golf shoe in white crushed calf and burnt orange simulated alligator (Style #2001: $37.50).
7. Towncraft by Penneys; bal saddle golf shoe with kiltie in shadow grain green and Ming green shining Corfam (Style #606-8796: $27.95).
New elegance for 1968...gleaming beauty...unequaled design...performance tested. The popular Lady Staff golf bag with matching Country Club bag and the men's Staff bag with matching carryall...by Golfcraft, of course.
If I were a pro
Continued from page 38

season—a highly volatile and short season dependent on weather just as is the golf season.

In ski merchandising, we stock the "pro shop" with all the pro-quality items such as "Head" skis, "Bogner" clothing (imported) etc. We have a clientele that consists of people that belong to all the fine clubs in the area, and we have been doing business with them for 14 years.

We sell at full markup from October through the winter ski season until February, when, even though there are still great ski conditions, the ski sales wane dramatically. We now prepare to have a sales cleanup. In the ski business, you must order and stock heavily or you lose too many profitable sales or you lose business to your competitor who has a better and deeper inventory of fine goods.)

So, at a given date in late February, and even though our competitors start advertising their cleanup sales heavily in the newspapers, we send to our customers a small, formal, well-done invitation that states we are desirous of offering them the opportunity of coming in and making great buys on quality merchandise (exclusive, of course, of restricted franchised items not allowed, such as "Head" skis).

Would you believe that we are so swamped in our store that $20,000 plus is rung up in one day? Note one important admission: The ski season is still on, and the items bought can still be used right away. Timing, and not being afraid to clean up though you have some remaining play are the keys to success.

Also, when you can, ask any prominent expert in the soft goods field and he will tell you that style goods carry only 45 to 48-day merchandise expectancy. So, if you have your sales when you have the least play, you won't and can't get much response. Sell it and let them use it.

Please dispel from your mind that we are "defensive buyers." We are not afraid of competition, nor do we worry that this big sale
GOLF CARS A GO—GO
Across The County Or Across The Country

500 COMPLETELY REBUILT GOLF CARS

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If I were a pro

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will cause us to slump next year. Other circumstances may promote sales slump—but not this attitude of honest sales.

Don’t play around with small bogus sales that insult the intelligence of the customer. Of course, I don’t advocate for sales, hard goods that can be easily held off such as clubs, balls, etc. But don’t commit the cardinal sin of holding soft goods too long.

Pro golf shop or city sporting goods shop, the rules of merchandising are not really that different. The aggressive pro shop will not lose much business to the city shop or to his fellow golf pro. But, the pro who does not educate himself through methods promoted by the PGA, such as the merchandise show, business schools, and sectional meetings, had best beware because there are retail people who recognize what a well-stocked, city "pro-quality" store can do for their sales.

There is also a prediction here that, in the future, as the golf business expands, that the manufacturers who have protected the pro and attempted to market their goods "through pro shops only" will come to realize that city golf "pro shops" may be more ideal because of better merchandising tactics and attitude on how to move goods.

Sophisticated advertising by these same manufacturers telling the golf customer that they can find the goods in specialized city "pro shops" would definitely motivate many golfers. The day may be nearer than some of us suspect.

The only way the pro shop can forestall this day is by becoming a better merchant and adopting modern retailing tactics in moving merchandise. Otherwise, it may be a completely new ball game.

About the Author

Jimmy Brown, a native of Salt Lake City, graduated from the University of Utah with a B.S. degree in Marketing and Business Administration. In 1954, he became co-partner with Tally Stevens, in Steven Brown Sports, Salt Lake City.
... Many pros are afraid to tell their members and players.

The PGA further elevated its high standing in golf public service by having the 21 per cent of National Golf Day revenue, usually applied to the PGA Educational account, be turned over to relief and benevolent funds, sectors in which pro golfers are far behind pro baseball and football players. The transfer is offset by educational money taken from other PGA funds. Substantial economies were effected in the promotion of 1967 National Golf Day and its operation, a project in which all officers are unpaid and pay their own expenses.

Eventually many of the better clubs may bill members $1 a year for National Golf Day on the pattern followed by a considerable number of the top clubs in billing members for caddie scholarship and local association handicap cards.

Par-3 development has settled down to a solid business gait and out of the boom stage. These par-3s are much older than you may think. Ted Woolley, president, Golfcraft, when he was a smart young pro fresh from Scotland, was an early builder and operator of a par-3. It was around San Diego and about 40 years ago. Sonny Ryan now starting his tenth year as teaching pro for Dave Felder at Dave's Golf Center in Minneapolis says Dave's new nine hole par-3 about 1,250 yds. long opens about mid-May.

Bantam Books, Inc., will publish this December the first of the annual round-ups, that the late Charley Bartlett, Golf Writers' Association secretary, had been preparing for years. Bartlett's oldest son, Mike, will edit the book. Bob Cromie, Chicago Tribune book editor, a golfer and former sports writer, arranged the deal with Bantam. Marshall Dann of Western Golf Association, Carol McCue of Chicago District GA, Waxo (Dudley) Green, Golf Writers president, and others are collaborating.

Ted Swanson, Wakefield, Mass., and a founding member of the New England GCSA when he was superintendent Bearhill GC, Stoneham,
News of the industry

This tee marker is very useful for the resort clubs that cater mostly to strangers and has no caddies to direct them.

The tee marker is made of wood, about 20 x 24 inches, on which the design of the hole is carved, with different coloring for tees, greens and traps. Included also, are the hole number, yardage and par.

Attending the annual meeting of the American Society of Golf Course Architects at the Boca Raton Hotel & Club, Florida where he addressed the members concerning the growth of golf during the past year was Harry Eckhoff, eastern representative of the National Golf Foundation (center). Pictured with Mr. Eckhoff is outgoing president, William F. Gordon (left) and Edward L. Packard, secretary of the ASGCA.

New Bean catalog
John Bean Division of FMC Corporation has made available a new 12 page golf course sprayer catalog free on request.

The new catalog describes nine different types of turf sprayers, some tractor mounted, others on trailers, and still others on trucks and trucksters.

Victor sales rise
The sales and earnings of Victor Comptometer Corporation have reached new record highs in 1967.

A.C. Buehler, chairman of Victor reported sales for the year 1967 were $139,279,676, up $35,107,203 over the prior record established in 1966.

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and you’d better believe it!
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Mott is the only Hammer Knife Flail mower — none can compare! It isn’t built to beat a price line. It’s engineered for longer life, greater safety and better performance for a wide range of job applications.

The patented MOTT “hammer-knife” flail blades are made in six different styles — to meet every mowing need — fine lawns, weeds, leaves or renovating. The self cleaning feature assures continued peak performance in the most adverse mowing conditions. The unique design minimizes throwing of struck objects — provides greater safety.

Get a date to see the Mott for 68 — we’ll demonstrate.

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