Acushnet is selling golf shoes

Alligator shoes, suede ones, two-tones and kangaroos...to the millions of people who have to come into pro shops to buy the Titleists they demand. Remember—when they buy their golf balls downtown, they buy their golf shoes downtown, too. Acushnet gets people in the “pro shop habit”. Can you think of a better reason to get all your members playing Titleist?
One gas car lets you listen to the ripples.

Only one.

That's because Harley-Davidson is America's quietest gasoline golf car. Running, it's fifty percent quieter than any other car. Makes less noise than the average human voice.

Standing still, it's absolutely silent. An exclusive ignition device called Dynastart shuts off the engine as you lift your foot from the accelerator. All you hear is silence. Call the dealer who can prove that, gas or electric, "...a real pro always comes through."

Harley-Davidson Motor Co.,
Milwaukee, Wisconsin.

Harley-Davidson
Wherever golf is played...

With Par Aide’s greens equipment—cups can be easily moved to any position on the green. Hole cutter used in conjunction with Hole cutter Guide assures a clean accurate hole. Greens cup can be easily removed with the Par Aide cup puller and reset to the right depth with the par aide cup setter. Die cast aluminum greens cup—machined, anodized and dichromated—Interior painted with high gloss white air dry enamel.
“Tersan® OM is the finest turf fungicide I have ever used. We find that a single application at the time large brown patch and dollar spot first appear gives us good control.”

Effective disease control with “Tersan” OM helps keep your course in this kind of excellent condition. And “Tersan” OM does not stain or discolor clothing, golf balls, or other equipment.

“On our Carmel Valley Golf Course,” continues Superintendent King, “it is unnecessary to maintain a regular preventive program. However, when disease threatens we use ‘Tersan’ OM and get excellent control.”

Golf course superintendents in all sections of the country know from experience that they can rely on Du Pont “Tersan” OM turf fungicide for an effective preventive disease program. A thiram-organic mercury combination, “Tersan” OM, not only offers time-proven prevention and control of large brown patch and dollar spot, but also of copper spot, snow mold, and other major turf diseases. It has a large safety factor on turf...even under adverse conditions.

For full information on “Tersan” OM and other dependable Du Pont Turf Products, just call your golf course supplier...your service agency.

*With any chemical, follow labeling instructions and warnings carefully.

Better things for better living...through chemistry
The Faultless Professional Plus

A new kind of solid ball to be sold only in pro shops.
The New, Higher Velocity Solid Ball Developed for Tournament Play

Here is an entirely different solid ball that will be sold only by the golf professional. It is different than all other solid balls—and made only by Faultless.

It’s the Professional Plus.

Plus Construction.
The Professional Plus is made from a new kind of tough, resilient elastomeric compound molded into one piece, resulting in the most remarkable solid ball on the market.

Like the other precedent-setting Faultless ball introduced last January, the new Professional Plus is cut-proof, scuff-proof and virtually indestructible.

And it has solid ball accuracy. (With conventional ball loseability.)

Plus Velocity.
U.S.G.A. tests on the new Professional Plus show that its initial velocity averages about 6 feet per second faster than other Faultless balls.

Solid ball initial velocity results in more distance than a comparable initial velocity in a conventional ball because a one-piece ball develops less internal "pulsation" in flight. There's nothing inside to get out of round or off balance.

Plus "Feel."
Before we introduced the 1968 line in January, we had four PGA pros hit 60 each of seven different leading brands. All four pros said it was impossible to tell the balls apart, and signed affidavits to that effect.

The new Professional Plus apparently has an even better feel. More than a hundred low handicap golfers who volunteered to test this new ball around the country have told us they find it equal to or better than their conventional ball.

And virtually all reported that the Professional Plus has an iron response that is startling—that it springs away from the club with exceptional velocity.

Plus Distance.
The Faultless precision hitting machine gives balls on-the-range tests. It hits ball after ball exactly the same onto a marked outdoor range. On June 1, 1968, in certified tests, we hit two dozen of each of the four leading tournament balls, along with two dozen of the new Professional Plus. The 6 foot wheel was set at 325 RPM. Temperature was 68-70. Wind was variable from 5 to 11 MPH from the North. (Across the range.)

The shortest Professional Plus touchdown was at 200 yards. The shortest touchdown for the other balls was at 189, 190, 193 and 190 yards. And when you check the diagram, you'll see that the closest ball to the new Professional Plus averaged more than three yards behind. (Note also the Professional Plus was the most consistent ball of all—with only 7 yards spread between longest and shortest hit.)

We'll get some new Professional Plus balls in your hands as soon as possible. Hit as many as you want. You'll like them. And you'll want to sell them. At the $1.25 price. Even though they're worth more.

<table>
<thead>
<tr>
<th></th>
<th>Longest Hit</th>
<th>Shortest Hit</th>
<th>24-ball average</th>
</tr>
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<tbody>
<tr>
<td>TITLEIST</td>
<td>206 yards</td>
<td>189 yards</td>
<td>198.0 yards</td>
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<tr>
<td>STAFF</td>
<td>205</td>
<td>190</td>
<td>198.0</td>
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<tr>
<td>MAXFLI</td>
<td>206</td>
<td>190</td>
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<tr>
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<td>207</td>
<td>193</td>
<td>200.4</td>
</tr>
<tr>
<td>PLUS</td>
<td>207</td>
<td>200</td>
<td>203.6</td>
</tr>
</tbody>
</table>

The Faultless Division of Abbott Laboratories, Ashland, Ohio
Where spikes are worn, traffic is heavy, mud is tracked in... go ahead and carpet!

Hundreds of clubs* prove it's sound with PHILADELPHIA Spikeproof Custom Carpets

Look what you'll gain...

- Years and years of rich beauty and luxury.
- Easy maintenance that lowers expenses.
- Protection against skids and falls.
- Sound absorbency that reduces noise.

These rugged jacquard woven Wiltons are specifically engineered for areas where spikes are worn. They're by far your wisest, most satisfying long-range floor investment.

Custom-woven... matched to any colors submitted, in designs selected from the industry's largest selection... or in patterns created by your designer.

In contract carpets, the choice is PHILADELPHIA Carpet Company

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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Cover: Photographed by Leonard Kamsler at Westchester C.C., Harrison, N.Y.
Swinging around golf
by Herb Graffis

Golf course equipment dealers are not inclined to dream brightly. They are in a tough, tight and realistic business which, by improving conditions of play, has done more to develop popularity of golf than the equipment dealers themselves realize. What they have done to beautify the entire residential picture of USA outdoors, by making the golf turf the grass standard is one of the great achievements of American business. But the dealers haven't had a publicity campaign to get themselves due appreciation. They're not getting fiscally fat for what they've done for golf courses, lawns, roadways, parks and even for that blanket slapped over mortals after the last sad rites.

Though not chronically optimistic, dealers are forecasting the next few years will be exceptionally big ones in golf course machinery sales. Labor shortage, heavy play, demands for superior playing conditions, course competition for play and the demonstrated economy of two or more sets of equipment operating on a first-class (or even second-class) course at the same time, are combining to force good clubs and well-managed public or second-class) course at the same time, are combining to force good clubs and well-managed public or major parks and even for that blanket slapped over mortals after the last sad rites.

Furthermore, the equipment manufacturers are so consistently bringing out exceptionally useful new items they're accenting obsolescence of old stuff. One thing wrong with the golf business is that golf course equipment and golf clubs last too long.

Time is running out rapidly on loose trade-in allowances for used maintenance equipment. When the dealer is taking it in he's assured it's top quality and in fine condition. When the dealer tries to sell it to a next-to-nothing budget country course or some guy who's trying to convert a pasture to an estate, the dealer is told the stuff is junk. Trade-ins on course mowers, like trade-ins on new top price club sales, are factors in most sales of new equipment.

Equipment dealers are getting hard-headed. They say too much of their operating costs and profits are tied up in trade-in allowances on used equipment so they've got to take a cold second look at the situation.

Other trade-in headaches are those of the pros at private clubs who gave the aluminum shaft an immense boost by taking used clubs as allowances on new sets. The back-room unsold stocks of these trade-ins represent a substantial percentage of aluminum-shafted club profits for pros.

To further confuse the trade-in job done by pros in supporting the quality market are the slumping values of some tournament big name pro brands of clubs. Home pros who have made and control the quality market and developed acceptance for clubs bearing star names say that now, with very few exceptions, the big name pro brands of clubs and balls mean cheap stuff for beginners. Bad case of market milking while the golf playing equipment sales in 1967, as reported to the Athletic Goods Manufacturers' Association, at factory prices, was almost $162,000,000; more than four times the sales of baseball and softball goods; the second volume bracket in athletic goods sales. It might have been much smarter not to be hungry.

Some advertising experts who are golfers and several tournament sponsors think the rocket is about ready to explode and that playing pros in a few years will be getting burned sticks. These viewers believe the quality appeal of golf as a marketing factor is in danger because of the tournament pro policy that cash outranks "class."

Among interesting aspects of the cheapening of pro big name value on clubs and golf balls is that with the PGA educational program progressing, the home pros who sell an estimated 90 per cent of the quality club, ball and bag market and strongly influence the cheap golf equipment market are learning how to adeptly switch consumer requests. That's going to have effect in a few years on cutting testimonial income of playing pros who'll endorse anything for money.

Feature article on Jim Scobee, superintendent, Kokomo (Ind.) CC, written by Mark Morrow in Kokomo Tribune, shows how men in charge of courses are getting great publicity these days. Jim Scobee is 24. His father was superintendent Highland CC, Indianapolis, for years. Pro Mal Mc Mullen and members of Scobee's staff boosted the club's new superintendent to the sports writer. Sam Rodkey, foreman at Kokomo, has been with the club for 21 years. Wayne Bennett, Jr., has been on the staff 25 years. His father, who retired three years ago, was superintendent for 35 years. Robert Donohue has been working on the course 13 years. Scobee

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