Seven ways GOLF magazine helps sell pro shop merchandise and equipment for you

It’s one thing to talk about being a pro-oriented magazine; another to demonstrate that you actually are. We say GOLF magazine performs a valuable service in helping pro merchandisers sell, and we can provide evidence of this in several important ways. To mention a few . . .

1. The overwhelming bulk of GOLF’S advertising is on products available only in pro shops, the products you stock on your shelves.

2. GOLF features editorial material on pro-shop-only lines, fashion articles and forecasts to make readers more style conscious, more ready to buy what you sell.

3. GOLF offers articles on the importance of proper equipment, the right fit—the sort of thing that makes golfers want to check more often with their pros. And GOLF recommends, again and again, that the golfer go to his pro to get the right equipment for his game.

4. GOLF readers play an average of 85 rounds annually. Far above the national 15 rounds average. They use more; they buy more of everything you sell.

5. GOLF readers are Club members (over 60% of them). They serve on committees, are active in the affairs of their clubs. They live the game—and they buy at the pro shop—your shop.

6. GOLF readers have the income to spend generously on their favorite sport. Almost 50% of them earn over $15,000 per year. 72.7% are executives and business owners.

7. GOLF publishes an annual Equipment issue in March—featuring brands you carry, stirring up excitement, the impulse to buy.

These are just some of the ways GOLF helps you sell more pro merchandise. We could give you others. But we think we’ve made our point: you can count on GOLF to bring these big-spending, 85-rounds-a-year fellows into your shop, and to keep them buying there.

Put GOLF to work in your shop. At absolutely no cost to you, we will send you a specially designed merchandising rack containing 15 copies of GOLF. Sell them at 60¢ per copy. You keep 36¢: send us 24¢. All unsold magazines are returnable. No cash in advance. All profit. Write us today for your set.

GOLF, Dept. J-1
235 East 45th St.
New York, N.Y. 10017

Hurry, rush the rack at once. I want to put GOLF to work in my shop. No charge, of course, and all unsold magazines are returnable.

Name
Address
City State Zip
Stanley H. Anonsen has been named vice president of the newly-formed Chemical Group of Mallinckrodt Chemical Works. The Chemical Group will be responsible for sales, development, research and manufacturing of all chemicals sold for drug, food, cosmetic, electronic and chemical process industries. Also, Harold A. Brinner has been made vice president, finance and administration.

Willard A. Ewig was appointed manager of customer relations for the Bolens division of FMC Corp.

Glenn A. Christians has been appointed manager of the International Harvester Company’s advertising department. He replaces William O. Maxwell who is retiring after 28 years with the company.

R.J. Quinlan was named to the newly-created position of director of corporate development of Toro Mfg. Corp. Reporting to him in this new company division will be the project management department and the marketing research department. The new group has been given the additional responsibilities of forecasting, corporate planning and the evaluation and development of new business opportunities.

Jack E. Burke has been promoted to the new position of turf products advertising and promotion manager for Jacobsen Mfg. Company, and will be responsible for planning, implementing and administering advertising and promotional programs for the company. Robert C. Coltman has joined the company as vice president-administration, a new position.

Robert Johnson of Illinois Lawn Equipment, Inc., is the new Rain Bird Sales franchise turf distributor for the Chicago area.

Richard E. Kelly has been promoted to general manager for the Medicinal Chemicals division of Mallinckrodt Chemical Works. He was previously director of marketing for the food chemicals department.

Stephen C. Asbury and Warren J. Fikejs have been named district marketing managers for Toro Mfg. Corp. Mr. Asbury will cover the East Coast, Mr. Fikejs the Midwest.

C. Robert Steen is the new national sales manager for Thompson Turf Irrigation Equipment.
COLO

It's easy to find at least 10 good reasons for considering Highland Colonial Bentgrass in your program.

It's one of the most economical of the fine-bladed grasses... thrives on close-cutting to ¼ inch ... is durable under heavy foot & vehicle traffic ... thickens and heals scars ... can be used alone or in mixtures given bentgrass management ... is excellent for winter overseeding ... retains good color in cold weather ... its slow growth rate helps cut maintenance ... is adaptable to many soils and climates ... and is a winter-hardy grass...

GREAT ON ALL GREENWAYS!

For more information or enough seed to plant a 500 sq. ft. test plot write to:
Oregon Highland Colonial Bentgrass Comm.
2111 Front Street NE / Salem, Oregon 97303

For more information circle number 279 on card

COMING EVENTS


United States Golf Assn. Green Section’s Annual Conference, Biltmore Hotel, New York, N.Y., January 24-25.


Club Managers Assn. of America Conference, Dallas, Texas, February 11-15.

Three-Day Turf Courses, Rutgers University, New Brunswick, New Jersey; law and utility turf, February 17-19; golf and fine turf, February 19-21.

Midwest Regional Turf Conference, Purdue University, Lafayette, Indiana, March 3-5.

Annual Fine Turf Conference, High Point Motor Inn, Chicopee, Massachusetts, March 5-7.


National Hardware Show, Coliseum, New York, New York, September 29-October 2.

GOLFDOM would like to publish a complete and accurate Coming Events calendar. If your organization or association is planning a meeting, please notify us as far in advance of the event as possible. Send the information to: GOLFDOM Calendar, 235 East 45th Street, New York, N.Y. 10017.

THURON’S NEW LARK-100 SPRAYER GIVES

1. Fiberglass Tank eliminates all corrosion.
2. Tank size 100 gallons. Actual size 110 gallons to allow mixing.
3. Constant agitation is provided by a unique bypass agitation system.
4. 40 GPM Centrifugal pump with 50 psi pressure and 3 H.P. Engine.
5. Sprayer and Boom can be adapted to fit any type of Truckster with no modifications.

THURON SPRAYER MFG. CO.
12204 Denton Drive
Dallas, Texas 75234
(214) 241-2531

See us at Booths D14 & D15

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CELO

NEW Safari

COLD WATER DRINKING EQUIPMENT

Safari has a better way... out on the course!

Safari Gas-Fired Drinking Fountains
Safari Gas-Fired Water Cooler
Safari Electric Drinking Fountains
Safari Sanitary Iced Drinking Fountains

An Invitation
While in Florida an invitation to visit our plant is cordially extended. Stop in and say hello. We'll be happy to see you.

Safari Gas Fired Drinking Equipment
111 S.W. 5th Street
Pompano Beach, Fla.
Phone (305) 942-8076

For more information circle number 168 on card

SAFARI

(Dept. G)
591 N.E. 5th St.
Pompano Beach, Fla. 33060
Phone (305) 942-8076

For more information circle number 167 on card

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12204 Denton Drive
Dallas, Texas 75234
(214) 241-2531

See us at Booths D14 & D15

INVISIBLE GLOVE

for a good grip—a better game

Claro Non-Slip is a smooth grip cream. It gives you a truer, more confident feel of the club. It assures a firmer and more positive grip. Unaffected by perspiration, one application lasts a full round. Just 50 cents at pro shops.

CLARO LABORATORIES
421 W. Ewing
South Bend, Indiana 46613

For more information circle number 183 on card

COMING EVENTS


Golf Course Superintendents Assn. of America Conference and Show, Fontainbleu Hotel, Miami Beach, Florida, January 19-24.

United States Golf Assn. Green Section’s Annual Conference, Biltmore Hotel, New York, N.Y., January 24-25.


Club Managers Assn. of America Conference, Dallas, Texas, February 11-15.

Three-Day Turf Courses, Rutgers University, New Brunswick, New Jersey; law and utility turf, February 17-19; golf and fine turf, February 19-21.

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CLARO LABORATORIES
421 W. Ewing
South Bend, Indiana 46613

For more information circle number 183 on card
LIQUID-LUSTRE GOLF BALL WASH
Costs as little as 2c per washer per week
- Keeps golf balls SPARKLING WHITE... Golfers satisfied!
- Perfectly safe for washers... either hard or soft water!
- Will not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

ORDER YOUR SUPPLY TODAY!
Per Single gallon $4.95
Order from your dealer or direct from DBA and give dealer's name.

DBA PRODUCTS CO., INC.
Lake Bluff, Ill. 60044

Also Try Aero-San Shoe Deodorizer and Sanitizer
Another fine DBA Product

PGA Exhibitors
Continued from page 98
Otey Crisman Putter Company
Croston of Boston
Curley-Bates Company
Curly Head Golf Company
Cushman Motor Sales, Inc.
Bert Dargie Golf Co., Inc.
Dayton Stencil Works Company
Derby Cap Mfg. Company
Di Fini Originals & Knitwear, Ltd.
Display Creations, Inc.
Dunlop Tire & Rubber Corp.
Eastern Golf Company
Eaton Yale & Towne, Flexi-Grip Div.
Edmont-Hill Division

Eldstrom Golf Division
Esquire Sportswear
Etonic
E-Z Go Car Division
Faultless Rubber Company
Fernquest & Johnson Golf Co.
Field Golf Company
First Flight Golf Company
Flip-It, Inc.
Florida Golf Cart Sales—Teleos
Gold Crest, Ltd.
Gold Crown Products, Inc.
Golden International, Inc.
General Battery & Ceramics Corp.
Golf, Inc.
GOLF Magazine
Golf Digest
Golf Mart
Golf Specialties, Inc.
Golf & Sport Headwear Co.
Golfcraft, Inc.
Gold-National Batteries, Inc.
Great Lakes Golf Ball Co.
Green Tee Associates, Inc.
Fred Haas & Associates
Walter Hagen Golf Equipment Co.
Harley-Davidson Motor Co.
Haymaker
Hillerich & Bradsby Co. of California
Ben Hogan Company
Hornung's Pro Golf Sales, Inc.
Imperial Caps, Inc.
Int'l Golf Accessories, Inc.
Izod

TURN TO MORE PROFITS
Because... NOW our "New"

Because... NOW our "New"

Pluggers make clean holes up to three inches deep
- Plugs are removed, passed completely through plugger tubes, and evenly distributed
- Pluggers will not tear up turf because they pivot
- Pluggers tubes are made of tempered aircraft-quality steel

Utilizes hydraulic system of any standard tractor
- Makes use of standard 3-point hydraulic arms to shift weight from rear tractor wheels to aerator unit
- Uses weight of tractor to force pluggers into ground
- Aerator unit can be raised or lowered in seconds for passing over driveways and easy transportation
- Requires no special equipment

Easily, quickly and economically repaired
- Special design assures extraordinary reliability and durability
- Each aerator unit is made up of individual spring steel rims which are complete units in themselves
- All parts are remarkably inexpensive and can be quickly replaced at nominal cost

GUARANTEED FOR ONE YEAR AGAINST ALL MECHANICAL DEFECTS

See you at Booth E 13-14 at the Turf Grass Convention in Miami, Florida, January 19, 1969

DEDOW INDUSTRIES INC.
2070 W. 11 MILE RD. • BERKLEY, MICHIGAN • 48072

For more information circle number 199 on card
the western pocket, half belt, self-fabric full belt and quarter top pocket. The worsted fabrics come in solids and small checks and stripes in as many as 20 colors. All the slacks are hand tailored and retail from $35 up. Parker of Vienna is also showing Cezar's Saint Joseph sweaters in a flat double knit, 100 per cent wool v-neck pullover. These for men only, come in 30 colors and retail for $35. The company's alpaca sweaters now include cardigans in Intarsia patterns of five to seven colors. These are $60 and up. The line continues its v-neck cardigans and v-neck pullovers available in 131 colors. Retail price is $47.50 for both men's and women's.

Di Fini supports the turn to knits with its 100 per cent polyester dress. Available with a fashion collar or in a mock-turtleneck version, this sleeveless dress comes in the following six colors: skipper blue, white, mint, tan, gold, red. It's belted with a white web belt with leather stripping and buckle in the color of the dress. Retail price is $25.

Pringle of Scotland has added new colors to its five basic hues. The colors, all bright, are blue, red, green and orange and come in the v-neck cashmere pullover and cardigan for men. Price is $40.

Izod, Inc., offers a group of washable skirts in Dacron/cotton. The choice is yours in stripes (thick and thin) and solids, in crew necks, placket collars and mock-turtlenecks. Retail prices range from $9 to $12. There's a doubleknit Dacron slack with western pockets, side tabs and an extension waistband that retails for $33 and comes in oyster, mint, orange, green, regatta blue, yellow and custard.

Haymaker uses a white background for a plaid with berry, gumdrop lemon or spice in Fortrel/cotton. Culottes ($15), bermudas ($12), slacks ($15), b-skirt ($15); all come with matching short sleeved or sleeveless nylon shells ($7 to $9) with mock-turtle or scoop neckline. There's also a double knit slack ($16), shorts ($16) and culotte ($22).

Palm Beach is now selling directly to the golf professional. Included in the line is a double-breasted, six-button men's sports coat in hopsacking. The coat is an Orlon/wool mixture and is available in frost tones in blue and green in addition to six other colors.

Austin Hill offers slacks in cricket stripes on a white flannel finish polyester/cotton. These have quarter top pockets and belt loops; are wash and wear. Retail price is $16.95. There are also tattersalls and glen plaids in Fortrel/cotton at $16.95. For the less conservative, Austin Hill offers print slacks in floral patterns and geometrics. Eight color patterns on rayon/polyester/linen are available. Slacks retail at $21.95 and need not be ordered as an assorted group. New this year for the golf pro is the Austin Hill women's line. The look is tailored and traditional. The entire line is wash and wear. There are small and large floral prints. Most of the A-line skirts and culottes retail for $17.95; bermudas for $13.95; slacks for $16.95. Pocket treatment is given the same consideration as on men's slacks. Fly fronts are the closings on the pants. The culotte is treated with a culotte front but a skirt back. There are coordinating sleeveless tops with necklines varying from the v with piping to the tank top. Retail price is $8.95 for the top in 100 per cent nylon mesh and $5.95 for the all cotton.

Sahara offers a fully-lined, lightweight tropical all-wool slack this year to retail at $36. California influence can be seen in the western pockets and side belt. A new large plaid in orange, red and brown comes in a polyester/wool mixture ($36). From Italy, Sahara is offering an Egyptian cotton shirt ($10.95 to $12.95) in a mock-turtle or a full fashion placket collar with a 10¾-inch open sleeve. The shirts, two to
Palm Beach Company
Arnold Palmer Golf Company
Gino Pauli
Parker of Vienna
Pedersen Golf Corp.
Peggie By The Sea Originals
Penfold Golf Balls
P.G.A. Golf Equipment
David L. Pransky
Pro-Shu Company, Inc.
Puriit Sportswear Corp.
Rambler Corporation
Reliable of Milwaukee
The Grant Robbins Company
Billie Ross of the Palm Beaches
Victor Ryan & Associates
Ernie Sabayrac, Inc.
Saks Fifth Avenue
Score With Northrup
Scott Mfg. Company
Shakespeare Company
Sit 'N Rest Golf, Inc.

E. J. Smith & Sons Co.
Slack Fashions, Inc.
A. G. Spalding & Bros., Inc.
Sports Novelties
Sportswear by Alfred
Star-Grip Glove Company
States Hand Knit Crafts
Leonardo Strassi
Stylist Shoe Company
Sweet Swinger, Inc.
Swing Rite Corporation
Donald M. Temple
Town Talk Mfg. Company, Inc.
Texace Corporation
Uniroyl, Inc.-Royal Golf Equipment
Varela Slacks
Viking Corp. of South Bend
The Voyager
Dick Watson

Westinghouse Electric Corporation
Wilson Sporting Goods Company
Wittek Golf Range & Supply Co.

GCSAAA Exhibitors Listing
(At press time; the listing is subject to changes and additions.)

Agrico Chemical Company
Alfco Rokey Company
American Research Corporation
American Sod Producers
Ampulco-Hardie Sprayers
Aqua Dial
Aquatsols Corp. of America
Bankers National Life Ins. Co.
John Bean, Div. of FMC Corp.
Borden Chemical Company
Broyhill Company
Buckner Sprinkler
Bunton Company
Carion Products Corporation
Cast Iron Pipe Research Assn.
Certain-Teed Products
Certified Laboratories
Chemagro Corporation
W. A. Cleary Corporation
Clore-Spray Corporation
Columbia Car Corporation
Container Development Corp.

Cushman Motors
Cyclone Seeder Company, Inc.
Dedoes Industries Inc.
Joseph K. Dennis Company, Inc.
Diamond Shamrock Corp.
J. J. Dill Company
Doggett Fison Company
E. I. du Pont de Nemours & Co.
Eastern Sambar, Ltd.
Elanco Products Company
E-Z-Go Car Division
E-Z Rake
Febco, Inc.
F. E. C. Fertilizer
Florida Turfgrass Assn.
Foley Mfg. Company
Ford Motor Company
Fore-Par Mfg. Company
Gator Trailers Corp.
Giant-Vac Mfg., Inc.
GOLFDOM Magazine
Gravely
Griswold Controls
Harley-Davidson Motor Company
Hawaiian Motor Company
Hays Mfg. Company
Hercules, Inc.
Howard Metalcraft Company
H. D. Hudson Mfg. Company
International Harvester Company
Jacobsen Mfg.
Johns-Manville
Kohler Company
Lely Limited
Lindig Mfg. Corporation
Locke Mfg. Company, Inc.
Malinckrodt Chemical Works
Massey Ferguson, Inc.
M. O. Mattwell, Inc.
McDonough Power Equipment, Inc.
Milgradit Mfg., Inc.
Milburn Peat Company, Inc.
Milwaukee Sewerage Commission
Monsanto-Astroturf
Moody Sprinkler Company
F. E. Myers & Bros. Company
National Chemsearch Corporation

National Golf Foundation
National Mower Company
L. R. Nelson Mfg. Company
Oil-Dri Corp. of America
Oregon Highland Bentgrass
Par Aide Products Company
Plant Marvel Laboratories
Princeton Turf Farms, Inc.
Publishers for Conventions
Radio Rain, Inc.
Rain Bird
Rain O Mat Sprinklers, Inc.
Rhodia, Inc., Chipman Division
Rogers Mfg. Company, Inc.
Roseman Mower Corporation
Royer Foundry & Machine Co.
Ryan Equipment Company
O. M. Scott & Sons Company
Shell Chemical Company
Skinner Irrigation Company
Smith-Blair, Inc.
Smithco, Inc.
Sod Master Company
Soilmoisture Equipment Corp.
South Texas GCSA
Sprinkler Irrigation Assn.
Standard Mfg. Company
Stauffer Chemical Company
Stevens Appliance Truck Company
Swift Agricultural Chemicals Co.
Telco Industries
Thompson Mfg. Company
Thuron Sprayer Mfg. Company
Toro Mfg. Corporation
Tuco Products Company
Turk Vac Company
U. S. S. Agri-Chemicals, Inc.
Vander Molen Export Company
Velsicol Chemical Corp.
Viking Mfg. Company
Vineland Chemical Company
Warren's Turf Nursery, Inc.
Weeds, Trees, and Turf
Western Peat
West Point Products Corp.
Wyandotte Chemicals Corp.
York Modern Corporation

an acre. With a tractor speed of up to 10 mph, the spreader reportedly can cover up to 40 acres an hour.

West Point Products Corp. introduces two machines for 1969: the Aeri-Vac and the MC-100 Vertifier. The Aeri-Vac is a heavy-duty PTO powered vacuum machine and will remove leaves, grass clippings, and Poa annua seed. One man can operate the machine and clean a 6-foot swath at a speed of seven to eight m.p.h.

The MC-100 Vertifier is a self-propelled riding aerator, equipped with a 14 hp electric engine. It has a 32-inch coring width.

GCSAAA show products
(Continued from page 58)

(

Agrico Chemical Company
Arafco Rokey Company
American Research Corporation
American Sod Producers
Ampulco-Hardie Sprayers
Aqua Dial
Aquatsols Corp. of America
Bankers National Life Ins. Co.
John Bean, Div. of FMC Corp.
Borden Chemical Company
Broyhill Company
Buckner Sprinkler
Bunton Company
Carion Products Corporation
Cast Iron Pipe Research Assn.
Certain-Teed Products
Certified Laboratories
Chemagro Corporation
W. A. Cleary Corporation
Clore-Spray Corporation
Columbia Car Corporation
Container Development Corp.

Cushman Motors
Cyclone Seeder Company, Inc.
Dedoes Industries Inc.
Joseph K. Dennis Company, Inc.
Diamond Shamrock Corp.
J. J. Dill Company
Doggett Fison Company
E. I. du Pont de Nemours & Co.
Eastern Sambar, Ltd.
Elanco Products Company
E-Z-Go Car Division
E-Z Rake
Febco, Inc.
F. E. C. Fertilizer
Florida Turfgrass Assn.
Foley Mfg. Company
Ford Motor Company
Fore-Par Mfg. Company
Gator Trailers Corp.
Giant-Vac Mfg., Inc.
GOLFDOM Magazine
Gravely
Griswold Controls
Harley-Davidson Motor Company
Hawaiian Motor Company
Hays Mfg. Company
Hercules, Inc.
Howard Metalcraft Company
H. D. Hudson Mfg. Company
International Harvester Company
Jacobsen Mfg.
Johns-Manville
Kohler Company
Lely Limited
Lindig Mfg. Corporation
Locke Mfg. Company, Inc.
Malinckrodt Chemical Works
Massey Ferguson, Inc.
M. O. Mattwell, Inc.
McDonough Power Equipment, Inc.
Milgradit Mfg., Inc.
Milburn Peat Company, Inc.
Milwaukee Sewerage Commission
Monsanto-Astroturf
Moody Sprinkler Company
F. E. Myers & Bros. Company
National Chemsearch Corporation

National Golf Foundation
National Mower Company
L. R. Nelson Mfg. Company
Oil-Dri Corp. of America
Oregon Highland Bentgrass
Par Aide Products Company
Plant Marvel Laboratories
Princeton Turf Farms, Inc.
Publishers for Conventions
Radio Rain, Inc.
Rain Bird
Rain O Mat Sprinklers, Inc.
Rhodia, Inc., Chipman Division
Rogers Mfg. Company, Inc.
Roseman Mower Corporation
Royer Foundry & Machine Co.
Ryan Equipment Company
O. M. Scott & Sons Company
Shell Chemical Company
Skinner Irrigation Company
Smith-Blair, Inc.
Smithco, Inc.
Sod Master Company
Soilmoisture Equipment Corp.
South Texas GCSA
Sprinkler Irrigation Assn.
Standard Mfg. Company
Stauffer Chemical Company
Stevens Appliance Truck Company
Swift Agricultural Chemicals Co.
Telco Industries
Thompson Mfg. Company
Thuron Sprayer Mfg. Company
Toro Mfg. Corporation
Tuco Products Company
Turk Vac Company
U. S. S. Agri-Chemicals, Inc.
Vander Molen Export Company
Velsicol Chemical Corp.
Viking Mfg. Company
Vineland Chemical Company
Warren's Turf Nursery, Inc.
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Continued from page 58

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GCSAAA show products
(Continued from page 58)
N.Y. school graduates
First turf class
The State University Agricultural and Technical College, Farmingdale, N.Y., graduated its first class in its new turf management program.

Of the six graduates, three have since transferred to the University of Maryland to pursue Bachelor degrees and the other three have gained employment on Long Island golf courses.

Teacher of the course is Charles McCrea, superintendent of Engineers' CC, Roslyn, N.Y. The accredited, full-semester course covers cost accounting, time studies, record keeping, inventories and evaluation of equipment and materials. Mr. McCrea also uses his golf course for field trips and term problems.

The June 1969 graduating class is expected to double.

In an unrelated move, the Long Island Golf Course Superintendents Assn. presented to the college $500 to be divided between two deserving turf management students. Tom Kowalski and Bill Pearshall [not students in that first class] were the recipients.

Obits . . . . .
Willie Hunter, 76, British Amateur champion 1921, president of Southern California PGA section for 12 years, head professional at Riviera CC, Pacific Palisades, Calif., for 30 years.

Father of William P. Stevens, Jr., acting president of Stevens Appliance Truck Company.

Mrs Fred Grau, wife of GOLF-DOM columnist, died recently. Dr. Grau and two sons survive.

FASHION FORECAST
Continued from page 105

three inches longer than most, come in violet, bright green, yellow, tan and white. They coordinate with Sahara’s slacks available in the same colors ($36).

Thomson Trousers joins the freedom trend in men’s fashions with Dacron / rayon / flax walk shorts ($15) and trousers ($15) in floral and geometric prints. Thin stripes of blue, chocolate, mint green or gold on white can be had in a slack with western pockets ($20) or a walk short ($15) in a tricot knit of 85 per cent Dacron, 15 per cent nylon. Speaking of knits, Thompson features a 100 per cent Dacron doubleknit slack ($25) with side pocket and continental waistband. Colors are blue, yellow, olive, peach, red and white. For further color variety there’s the poplin trouser in Fortrel/cotton ($13), which comes with a striped belt.

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to GOLFDOM Magazine Fashion Editor, 235 East 45th Street, New York, N.Y. 10017.
Golf course architects’ guide

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Merchandising makes difference

Continued from page 37

As part of his shop’s glove merchandising strategy, Mr. Thomas stocks three lines, with the lion’s share of the business coming from the middle-price range glove. This policy is determined by what he feels is filling customer wants—he takes the time to find what it is his customers want in gloves, and that’s what his shop stocks. Accessory lines at City Park are those that find favor with golfers. If a line fails to get approval it is soon discontinued.

No item in the entire inventory of the shop is taken for granted, including gloves, and it is knowledge of the product key to a sound selling job that makes it possible for the shop to do so big a job in glove volume.

Selling gloves, Mr. Thomas and members of his staff stand ready to point out to a customer the advantages of the gloves they stock. The Edmont-Hill glove is the shop’s big seller in the middle-price range, and each staff person is ready to tell a potential customer how the impregnated vinyl palm prevents club slippage in wet or dry weather or the fact that the glove does not become slick or slippery may also be brought to the buyer’s attention.

Golf accessories can be a profitable item for pro shops, and Mr. Thomas handles almost all of them, many made by Edmont-Hill. ‘‘Displaying a complete line of good products has really paid off for us. It just makes good sense,’’ he concludes.

It is these irrefutable facts of economic life that has made Mr. Thomas aware of the need to accent the positive. With the number of golfers increasing by leaps and bounds, pros across the country will be confronted with the necessity of stepping up or enlarging their operations. In light of this continuing trend club pros must constantly be on the lookout for ways to upgrade and improve their business.