We’re spending a pile to support your money ball

You’ve got a lot going for you this year. Full-page ads in the best national publications, with a stronger-than-ever selling message. All the major golf publications, with a hard-hitting saturation campaign. Not a month will go by without Acushnet advertising, and every single ad will drive home the all-important fact that Acushnet golf equipment is sold in pro shops and pro shops only.

We’ll be hitting Titleist — “the Money Ball” — very hard. And we’ll also be promoting Acushnet golf clubs, bags, gloves and putters. Powerful ads, again reminding your customers they have to come to your shop to get the finest golf equipment. This is the biggest, most powerful campaign we’ve ever launched. Every golfer in the country is bound to get the message, many times over.

It’s really your advertising program, designed to bring golfers into your golf course pro shop where they belong. And we’re not going to let them forget it.

ACUSHNET SALES COMPANY
Sold thru golf course pro shops only

For more information circle number 131 on card
how to suit you to a tee . . .

MENS STUFF
by Lilly Pulitzer

FOR INFORMATION WRITE ROOM 6200
350 5th AVENUE NEW YORK, N. Y. 10001

For more information circle number 194 on card
Relax. This is Philadelphia's Spikeproof Carpet.

It can't be chopped up by spikes. Or "uglied" by mud and spills. But offers all the advantages of regular carpet. Plush beauty. Softness. Warmth. Easy maintenance. Plus protection against slips and falls. It's a rugged jacquard Wilton that's woven in any color you give us. Any of our wide-ranging designs. Or any design by your designer. Join the hundreds of clubs already enjoying our Spikeproof Carpet in grills, pro shops and locker rooms.

SEND FOR FREE CARPET SAMPLE AND BROCHURE

Philadelphia Carpet Co. (Contract Division)
Allegheny Ave. and C St., Philadelphia, Pa. 19134
Please send free sample of Spikeproof Carpet and brochure listing clubs that use it.

NAME

CLUB

ADDRESS

CITY    STATE    ZIP

PHILADELPHIA Carpet Company
Allegheny Ave. and C St., Philadelphia, Pa. 19134
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All but immortal.

Introducing the solid new Dunlop Tuffii. It’s built to go round after round, to be pounded and topped and pushed and skied without ever breaking out in a smile. It’s full white, full bright, and all but immortal. The price is right, too. Tuffii. The solid ball with Dunlop quality—available only through golf professionals.
The Sweater Guys
Proudly Present the
Space Sweater: America's landing on the
moon has inspired us
to create the perfect golf sweater for today's man of
action: the Touring Pro Triple-Tone Space Sweater.
Knitted to perfection in 75% Mohair & 25% Wool,
this quality cardigan sets the pace for tomorrow's styles
in golfwear. What's more the new Touring Pro is
available right now in rich yet subtle three tone color
combinations of blue or gold or red or lilac.
Order now and receive our extra heavy duty vinyl
display bag absolutely free with each golf Space
Sweater. Suggested retail, $18.50. Style #1015.
For a free copy of our new brochure featuring the
Touring Pro complete line of men's and women's golf
sweaters with the contemporary look, write us today.

Touring Pro's
out of this world
new Triple-Tone
Mohair & Wool.

Gilison
Knitwear Co., Inc.
America's leading
manufacturer of Golf Sweaters.
65 W. John Street
Hicksville, N.Y. 11802
Tel: 516/WE 1-0041

For more information circle number 171 on card

Delivery after April 15.
Odds are, you'll win sales trophies with these great action fitted DIFINI LUCKY FORE shirts. Customers want more comfort, more style, more wear and these DIFINI winners have more! Stock more now, sell more all season long. Luck is what you make it and DIFINI helps you make it big with LUCKY FORE.

DORADO LUCKY FORE Shirt

NASSAU LUCKY FORE Shirt
Lady Luck's handsome partner in 50% Dacron® Polyester, 50% cotton with open hem, long shirt tail styling. And, of course, the fairway's favorite four-leaf clover. Colors: Navy, Yellow, Yarn, White, Beige, Black, Azure Blue, Catkin Green, Platinum. Sizes: S, M, L. XL. Retails for about $7.50.

All machine washable. All color coordinated to mix and match with DIFINI's sales swinging slacks. LUCKY FORE Shirts, some Pro Shops have all the luck—and sales—when they stock DIFINI!

At leading Pro Shops Everywhere

DIFINI
ORIGINALS and KNITWEAR
NEW YORK. N.Y. 10454

LETTERS TO THE EDITOR

Aping our elders
Owning two golf courses and being very grateful for what golf has done for me and for the country, especially for the younger generation, I would like to make a comment about golf TV programs.

I notice that nobody replaces divots. I see the great pros taking a cut at the ball and I see turf flying, but I don't see the turf being replaced (but we know it is).

My young players, perhaps 100 a day, are great imitators. I see the turf flying further than the ball and if I mention to them that they should replace it, they say the pros don't replace the turf.

Some of these young players think that the name of the game is really to see how far they can drive the turf.

Robert Herndon, president
Dearborn Hills GC
Rush Lake GC, Mich.

Right direction
Dick Stranahan and I read your article, "Co-Pros: Partners in Profit," appearing in the October/November, 1969, issue of GOLFDOM. We would like to commend you for the way it was presented. Gerry Finn, who wrote the article, is familiar with our feelings regarding co-professionalism. Although it was not our intention to be controversial, we do hope that our concept raises a few eyebrows. We are both interested in upgrading our profession and feel that the article is at least a step in the right direction.

Tony Cleck and Dick Stranahan
Co-professionals
Longmeadow CC
Longmeadow, Mass.
PERFECTION FOR GOLF

Offer the smartest appearance and the feel of assurance. Offer a "Continental" golf glove by Champion. Today’s golfer wants to go first class. And he’s on his way when he puts on a "Continental". Italian Cabretta Capeskin sewn in a full picque pattern produces a flat seam on both front and back. Eliminates bulging seam. Elastic at the cuff and a combination ball marker/snap tab. In a wide array of fourteen colors in sizes for both men and women.

Champion "Continental" Golf Glove Model 297

Champion GLOVE MFG. CO.
2200 E. OVID, DES MOINES, IOWA

For more information circle number 223 on card
Lots of little things add up
to make the Gran Cushman
the world's most successful golf car

Maybe you wouldn't buy it for the automatic seat brake alone. (Although many do.) Maybe you wouldn't for the award-winning styling alone. (Again, many do.) Or the roominess or the smoothness of the ride or the sports car console or any other one single feature of the Gran Cushman.

But put them all together, they spell "Number One Value" and that's what the Gran Cushman has become to the golfing world. Never, in the history of the game have the players, fleet operators, pros and committees agreed so enthusiastically on the merits of one vehicle.

The extraordinary value of used Cushman golf cars doesn't hurt, either. A used Cushman golf car routinely brings better than 50% more than a competitive car of comparable age. And 2% more in initial cost is a small price to pay for so much more value when the vehicle becomes a used car.

All that's to say nothing of the built-in servicing you get when you go Cushman. The Cushman Distributor in your area is "Mr. Golf Car." It's his business, not a sideline. Keeping your Cushman cars in top shape is his aim in life.

Maybe these are all little things. But they're the things that add up to success. If you haven't ridden a Gran Cushman recently, call your Cushman Distributor. Or write us direct and we'll see that you get a free ride.