The head of our new MLO putter is just a little larger to give you extra confidence when lining up a putt. And, it’s hollowed out so that like all Bull’s Eye putters, its unique feel and balance are right at your finger tips.

Then we added an extra little loft for a very good reason: so that our new MLO would be designed for every conceivable kind of putt you might face — from lightning fast to slow, grainy greens. Whether it’s a short putt, or long, MLO’s slightly greater loft assures you of putting cleaner, truer, on the crest of the grass... as opposed to putting down into the ball and getting a bouncing, erratic line. MLO hates 3-putt greens.

Also: MLO’s loft makes it perfect for those “Texas Wedge” situations. Those times when you’re close enough to chip, but you’d love the control of a putter.

Bull’s Eye MLO: a great new putter that knows what it’s doing.

Acushnet: we’re out to improve your game.

For more information circle number 268 on card
Rent the best...Harley-Davidson.

Because Harley-Davidson doesn’t cost any more to rent than an ordinary golf car. Rental fees are all pretty much the same. It’s the cars that are different. And Harley-Davidson golf cars make the difference. Running, our gas car makes less noise than your own voice. And exclusive instant ignition eliminates idling. Gives you absolute silence on every shot. The electric runs farther between charges. So you’ll never be stranded in the middle of the 16th. Gas or electric, both are the smoothest riding golf cars you ever played a round with. Cars designed to let you put everything into your game. That’s why it’s Harley-Davidson, exclusively, at nearly 3000 clubs all over the golfing world. If your club isn’t one of them, you might well be wondering why.

AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.
Step 2 in the TERSAN 1-2-3 Total Disease Preventive Program

Spray now with TERSAN® 1991 to prevent summer turf diseases before they start.

Dollar Spot and Large Brown Patch and Fusarium Patch (Pink Snow Mold). Stop these turf diseases before they have a chance to cause trouble. Begin spraying your greens, tees and fairways with TERSAN 1991—the only turf fungicide that works systemically as well as by contact for long-lasting control. TERSAN 1991 provides both curative (eradicant) and protective action.

The use of TERSAN 1991 in the summer is the second step in the Du Pont TERSAN 1-2-3 Total Disease Preventive Program.

A highly effective and economical program that controls all major turf diseases on all grasses all year long. TERSAN products have been tested around the country on golf courses like yours and have proven the most effective available. They are low in human toxicity, have a large safety factor on turf, and are all non-mercurial.

For complete information on the Du Pont TERSAN 1-2-3 Total Disease Preventive Program and a supply of TERSAN 1991—call your golf course supplier.

Note: to control Pythium, which can develop in the summer, applications of TERSAN SP should be used.

For more information circle number 241 on card.
Take the pressure off your turf with Terra Tire low pressure tires.

A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch. That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOOD YEAR

TERRA TIRE -- T.M. The Goodyear Tire & Rubber Company, Akron, Ohio
18 years and millions of spikes later...at East Lake C.C., Atlanta.

N282 spikeproof Wilton carpet...still fresh-looking, unscarred.

This unretouched photo, taken 18 years after installation, is the most convincing salesman possible. N282's specifications are the same today! This famous carpet is performing just as perfectly in busy spike shoe areas all over. Jacquard Wilton custom woven in your colors with club emblem, initials or special patterns. Or select from our extensive library of country club designs, also in your colors. Maintenance is simple...the tight weave keeps dirt and caked mud on top. Available even in limited yardage orders.

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Please send free sample of N282 spikeproof carpet and brochure listing clubs where it is installed.

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Club____________________________________________
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City________________________State____Zip__________

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Paying the price for snobbishness

I read with interest the article in GOLFDOM's June issue entitled, "21 Ways to Build Golf Course/Community Relations." I am usually good for two or three suggestions that have been overlooked, but in this instance I cannot recommend any additions or deletions. This is an article that should have been written at least 10 years ago. I only hope it is not too late.

I don't personally fault the superintendent, golf professional or club manager as much as I do the membership. It is the members who become all too snobbish about their membership in an exclusive club and create the jealousies and envy so apparent in practically any city in the country having one or more private country clubs.

Members of private country clubs should try to avoid the cleeks that quite naturally develop and make certain they get involved in bridge clubs, church and social activities outside the country club.

Membership in many of the outstanding and very selective country clubs has become a status symbol, and I am sure women are especially guilty of lording it over non-members when they get the chance. When complimented on certain apparel, I have heard women jump to the chance to explain that they bought the outfit in their pro shop, knowing that the other women don't belong to her club and don't have access to the same clothes.

You can be certain that those many country clubs within the city limits will pay and pay for the snobbishness of the past.

Robert L. Balfour
Vice President-Marketing and Sales
Club Car, Inc.
Augusta, Ga.
Take your Pro to the Country Club Championship of America

Play 4 of America’s most beautiful golf courses in the Country Club Championship of America at Savannah, and Hilton Head Island ... September 12-19 ... benefit of the Savannah Jaycees ... sponsored by Etonic® and Delta Airlines.

Here’s your chance to enjoy a fabulous golf vacation package of 7 nights and 8 days with America’s leading country club professionals and their member guests in one of the biggest, most prestigious pro/am tournaments in years!

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The format is unlike any other tournament on the national scene. Each team consists of a country club professional – be sure to ask your pro to go now! – and three of his amateur members. Each team gets the exclusive use of a rent-a-car for the entire week ... receives valuable registration gifts some of which are shown below ... and enjoys an entire week, from Sunday evening to Sunday breakfast, with all meals included except lunches, three cocktail parties, a Saturday banquet, a Las Vegas night, and a final victory celebration. All this plus cash prizes totaling $35,000 and a new car for winning pros plus handsome trophies for all members on the first 15 teams.

Don’t miss this exciting tournament ... fill out and mail the coupon now for complete details and your official entry forms.

Valuable entry gifts!
The day you register at Tournament Headquarters you and every member of your team receive a complimentary pair of Etonic Golf Shoes, an Etonic Golf Sweater, an Etonic Golf Glove plus other valuable entry awards.

For more information circle number 195 on card
You wouldn't think this heavyweight could be so lightweight.

A 6-battery set of Gould POWER BREEDS weighs up to 42 pounds less than its hard-rubber brethren. Quite a load to get off your golf car, your turf and your mind.

The weight comes out of the case. We use light, tough, thin-walled Polypropylene that leaves 18% more space inside for more powermakers (lead and electrolyte). And those thin walls are no cause for worry. Polypropylene has 20 times the strength of hard rubber. And we heat/pressure fuse cover and container into a single, virtually inseparable unit.

Of course, light weight isn't the sole reason for POWER BREED being the heavyweight performer it is. Patented Hi-Torque intercell connectors shorten the power path.