A first: Acushnet is going to sell you and your pro shop on network television to millions of new prospects.

We're not selling discount stores. We're not selling department stores. We're selling you and your pro shop as the only place to get real, honest value and golfing advice. Which is something no other company has ever done before. Acushnet is a major sponsor of four big televised tournaments: the PGA, the U.S. Open, the British Open and the Tournament of Champions. But beyond that, we're devoting a substantial part of our budget for commercials that sell you and your pro shop exclusively. This will be the first time any company has ever done this. And, naturally, it would be Acushnet that leads the way. After all, we're the only company who strictly follows the "pro only policy." So look for us on TV. You might even spot yourself.

Sold thru golf course pro shops only
Westinghouse electric golf cars earn you bigger profits. They’re built to last.

You can make bigger profits with the Westinghouse 437. They’re built stronger to last. Added strength didn’t just happen. We planned it that way. We knew you wanted a golf car that’s tougher than your toughest customer—that takes to tough terrain, rough handling, and downright abuse. Westinghouse electric golf cars give you this and more.

The Westinghouse 437 is the answer to your challenge. It was born on the rugged torture track we created. The world’s worst golf course. Potholes, partially submerged logs, rocks, even tangled underbrush.

The 437 was driven over obstacles full tilt. It was crashed through matted underbrush. Churned through mud and debris.

Out of this tough, torture-track testing came the car that’s built strong, inside and out. The car that’s tougher than your toughest customer. Yet, it’s quiet, fumeless, smooth to handle.


You can be sure... if it’s Westinghouse
"WHY DON'T THEY MAKE A GOLF GLOVE DESIGNED JUST FOR WOMEN?"

PARKER FINALLY HAS.

Flattering, slim cut fingers; feminine daisy crests; soft pastel colors... all add up to styling girls can't resist. The adjustable Velcro closure assures perfect fit from the first time the glove is worn until the last. And the new counter-top display tree puts these gloves where they can be seen. New exclusive tube storage packaging completes the picture of the finest and most resistable glove we've offered.

Lady Parker gloves are also available in pairs—suitable for driving or casual wear as well as golfing.

PARKER GLOVES
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A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION
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Cover
Illustration by Martin Trossman
We’re turning pro with a collection of knitwear under the Jantzen Open label, crafted to meet the special demands of the golfer and the economic realities of the pro shop. Judy Kimball, one of the LPGA’s most tasteful champions and Dave Marr, the pro’s pro, helped us create this easy-care line of golfwear to the professional’s precise standards.

For a look at the Jantzen Open line, to be sold only through finer golf and country club shops, contact the Jantzen representative nearest you, or write the Active Sports Division of Jantzen, PO Box 3001, Portland, Oregon 97208.

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Reel is designed to dethatch while mowing. Reel is easily converted for complete flail mowing of rough grass. Reel can be raised or lowered from the tractor seat... and hopper can be dumped. Use the versatile Grounds Groomer all seasons for general turf maintenance.

Write for FREE Ryan Turf Equipment Catalog.

RYAN EQUIPMENT COMPANY
2055 White Bear Avenue
St. Paul, Minnesota 55109

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COMING EVENTS

Mid-Atlantic Turf Conference, Holiday Inn, Baltimore, Md., January 11-12.

Annual University of Massachusetts Winter School for Turf Managers, Amherst, Mass., January 11 to March 5.


Golf and Fine Turf Course, Rutgers University, New Brunswick, N.J., January 20-22.


PGA Executive Management Seminar, University of Maryland, College Park, Md., January 31 to February 3.

Golf Course Superintendents Assn. of America Annual Conference, Currigan Hall, Denver, Colo., February 7-12.

University of Massachusetts Annual Fine Turf Conference, Highpoint Motor Inn, Chicopee, Mass., March 3-5.

LETTERS TO THE EDITOR

Mill River Club’s enterprising Mr. Montgomery

I have read the article, “Everyday, A Sale Day,” about Kay Montgomery’s pro shop operation, in the October/November issue. No doubt about it, this is an exciting concept for golf professionals.

I feel that it could work in many private clubs where there is limited membership. One real advantage is that the plan would promote buying in the pro shop without competing with other professionals. Over the past 5 years or so retailing in general has changed drastically. So has club membership. Many private club members do not feel they have an obligation to “support the pro” as before, unless he is competitive.

Certainly, this concept would work in every shop where the professional is as enterprising as Mr. Montgomery and especially because he has turned “supporting the pro” into a “want to” instead of a “have to.”

It would appear also that this concept would not fit every pro shop. There are other aspects of merchandising that must be evaluated before putting it into effect.

- It would solve the problem of loss of business in pro merchandise being bootlegged by downtown stores.
- Club membership would seemingly have more of a voice in purchasing if they are paying monthly pro shop dues.
- Professionals would have to take objective rather than personal point of view on buying items.

Over-all it could very well be the answer to bringing the business into the pro shop. We applaud Mr. Montgomery on his ingenuity.

Allan P. Ihnsberger
Vice President Marketing
Ram Golf Corp.
Melrose Park, Illinois

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How much Cushman

the new Trophy

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Now you can choose from two great Cushman golf cars. Get the car that fits your course and your budget. And still have Cushman engineering and dependability to please your committees and your golfers.

The new Trophy gives you the famous automatic seat brake so the car can’t move ’til the driver sits. Automotive steering. Strong, silent electric power gives plenty of muscle plus power reserve for a full day of golf.

The Trophy has four wheels for stability and safety. Prime-coated terneplate steel construction for rust resistance. Bucket seats. Totally enclosed, dust-free Cushman sliding contact switch for smooth takeoff. And “station wagon” sized storage space behind the seats.

But if all that’s not enough for your course, take a good look at the use-proven Gran Cushman. All those features and more in a golf car that’s almost a sports car. Deluxe styling. Rugged and rust-resistant terneplate steel construction. Yet, suspended to give a pleasant, comfortable ride no matter how up-and-down the course.

The Gran Cushman’s luxurious vinyl bucket seats team up with wall to wall carpeting in the passenger...