The manicurist is the one on the right.

That's the Jacobsen Greens King. The fellow on the left is Chet Sawtelle, He's with Sawtelle Brothers, Inc. of Danvers, Massachusetts.

Like all of us Jacobsen Distributors, he knows the Greens King is the finest riding greensmower in the business. And that's why he sells it. (He can invest in just about any brand he wants to because he's an independent businessman. So you might say his money is where his mouth is.)

And, like other Jacobsen Distributors, his reasons for selling the Greens King are all good reasons for you to buy it.

Here are some of them. One man and a Greens King can do the job of 3 or 4 men with hand mowers. And he can cut 18 greens in about four hours. He can also select reels that mow, or reels that vertically mow, or use the special blades for spiking.

The seat isn't a torture device, either. It's designed for comfort so the operator can concentrate on mowing instead of his back. And while seated he can raise, lower, engage or disengage the reels with a foot pedal. Plus, the new exclusive Selector Valve lets him dial any one of four settings to shut off reels he doesn't need so he can stagger his clean-up mowing patterns.

There are many more reasons, of course. But they all add up to how you can get handsomely manicured greens with less manpower, and in the shortest possible time.

The Greens King. They wouldn't call it a king unless it could really cut it.

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Before we sell it, we buy it.

For the name of the distributor near you write: Jacobsen Turf Directory, 1721 Packard Avenue, Racine, Wisconsin 53403
That’s right, Bag Boy is America’s favorite golf cart. By far!
That’s why they’re so easy to sell.
People who already have them recommend them to their friends (usually for golf), because they are the sturdiest, smoothest-riding, longest-lasting carts made.
And our comprehensive national advertising reinforces that friendly advice.
That’s why it’s so easy to sell Bag Boys at a good, honest profit.
Renting America’s Favorite Caddy is another way Bag Boys and money go together.
Bag Boy Rentals are so durable they carry a two-year guarantee.
And like all Bag Boys, they have an easy-to-maintain frame that bolts together. If a part comes loose or breaks, a couple of minutes with a wrench makes it like new again. (A cart isn’t making you richer when it’s in the shop for repairs.)
Rent your customers a Bag Boy today and sell them one tomorrow.
Custom spikeproof carpet for my club? Why not?

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Please send free spikeproof carpet sample and brochure listing clubs using it.

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High-fashion elegance isn’t the main reason Harley-Davidson golf cars are the most popular in the world. But it doesn’t hurt.

There are other reasons. Engineering excellence. Special features. And quiet.

Engineering? Our four-wheel cars have independent front wheel suspension, mounted on trailing arms. Plus coil spring shocks. For the rear wheels—coil springs, hydraulic dampers and a torsional stabilizer.

And both our four-wheel and three-wheel models deliver sharp, effortless steering. And all Harley-Davidson golf cars are protected by rugged, chrome-plated bumpers, front and rear. Plus side moldings to guard against nicks and scrapes.

And now... quiet on the tee! And the fairway. And beside the green. Our gasoline golf cars are quieter than a voice in normal conversation.

And our electrics run much farther. Because they go longer between charges. (Thanks to less power requirement at low speeds.)

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New, important improvements truly make the Greensaire II the world's most efficient aerator.

The Greensaire II is completely redesigned. Sturdier, to withstand the constant punishment of aerating. Simplified, but mechanically improved construction lessens or eliminates many of the wear and part replacement characteristics of its predecessor. Performs better, longer, and with less maintenance.

The Greensaire II removes 36 clean cores from every square foot of turf. One pass relieves soil compaction, reduces thatch and an optional attachment windrows cores for easy collection. Straight in and out penetrations. Holes are 3" deep and uniformly spaced on two inch centers. Different size tines for various ground conditions. With the Greensaire II you always get dependable, precision aerating.

NEW!
- Functional axle location
- Better lubrication
- Control positioning
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- Coring improvements
- Simplified chassis

Write today for detailed information.
NEW INTERESTS IN THE GOLF MARKET

Golf business is a two-way, international highway of which American makers of golf playing equipment and golf course maintenance equipment were reminded by the presence of many studious Japanese at the Professional Golfers’ Assn. Merchandise Show and the Golf Course Superintendents Assn. of America equipment and supply show in Boston.

At Boston, the Japanese visitors were busy photographing machinery from all angles. At Palm Beach Gardens, where PGA officials had banned picture taking, the Japanese were buying golf clubs and balls from leading makers, bags from a few and thoughtfully inspecting their other items. Golf cars received close attention and descriptive literature was collected. We did not learn of sales of golf cars to Japanese buyers. Japanese courses generally are too hilly for most cars. And the Japanese girl and women caddies are cheap, swift, vigilant, sturdy and satisfactory. The revenue they earn to some degree compensates for taking the golf course area out of the much needed agricultural and livestock productivity.

Naturally, American golf car makers wonder if the Japanese delegation wasn’t interested in making golf cars to compete in the American market.

Japanese golf balls in the American market have been almost altogether cheaper, molded range balls. The Japanese haven’t been able to capture the American “feel” into the clubs they make for domestic and export sales. For years the Bull’s Eye putter has had a considerable annual sale in Japan. Patient efforts have been made by the Japanese to produce an exact copy of the Bull’s Eye, but the genuine and imitation are readily discernible to the professional or amateur golfer acquainted with top-grade clubs.

With American or British steel shafts, American or British composition grips and heads either imported or closely copied from imported heads, the Japanese clubs simply can’t attain the fine balance and authoritative feel of the American jobs. Why? Who knows? Maybe the Americans can’t make a parasol that feels just like the authentic Japanese production.

Duty and shipping account for a good quality United States club costing in Japan about twice the equivalent of its home price.

The Japanese took much of the baseball glove business away from the Americans. The threat of a Japanese drive for the American golf market is one that has American manufacturers alert.

Last year the Japanese put up the biggest purse of the tournament year. Trent Jones is designing more courses for Japan; so are architects associated with Arnold Palmer and Jack Nicklaus. Art Hill and Bob von Hagge are on Japanese jobs. Japan’s leading businessmen have bales of money and are intensely enthusiastic about golf. There even have been reports that Japanese capital is getting into American golf resorts.

Don Rossi, executive director of the National Golf Foundation, the highly effective bureau of golf as a game and a business, is continually worrying about the slow pace of golf. It’s costing millions in needed facilities for those who haven’t been discouraged by getting frozen behind slow players.

Rossi, an official of a metropolitan district club of prestige and pleasant members, was playing one day behind a buddy of his; also a club officer. The slowness was in-
How a little green and white box can cure some of a club pro's biggest headaches.

The weekend has arrived. And, once again, there aren't enough caddies.
Six cars are on re-charge and another just died after nine holes.
Everything is slowing down and stacking up. And, since you're the club pro, everybody's on your back.

The cure?
Take Exide's or Willard's EV-106 electric vehicle batteries. Put a set in each of your golf cars for dawn to dusk performance, or 106 minutes of continuous running power.

The EV-106 delivers 41%* more power than standard golf car batteries because it's sealed in polypropylene, leaving more room inside for acid and plates.

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Ask your golf car dealer, or Exide or Willard battery distributor for complete information.

And feel better. Fast.
Write ESB Brands, Inc., P. O. Box 6949, Cleveland, Ohio 44101 for a free battery maintenance manual.

The dawn to dusk battery.

*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.
Preferred stock.

Last year, more new E-Z-Go fleets were put on more courses than ever before.

Surprising? Not when you consider the reputation of excellence they’ve earned in ride, performance and profits.

For example: our four wheel model X-444 has a lower center of gravity, higher ground clearance and shorter turning radius than any other golf car. Resale value? Traditionally the highest in the industry.

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For further information write:
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For more information circle number 139 on card
sufferable. After several holes Rossi called to his pal ahead, "Fore! Have you gone to sleep?"

When Rossi eventually caught up, his friend asked, "Why did you yell at me? I had $25 going on that putt."

Rossie replied, "If you had $25 riding on the golf you play, golf's no game for you. Try a crap game."

That could be the right answer to a lot of slow play. Poor players playing for too much money. Maybe that's partially the reason for slow play on the tournament circuit. Bill Langford, noted veteran golf architect, used to say, "When the bet becomes more important than the golf, then the man isn't playing golf."

Bill has been around a lot. He is the one fellow who played in inter-collegiate championships as a member of two teams: Yale and Princeton.

Maybe you shouldn't damn the slow player ahead of you. He may need the money badly.

Perhaps some scholarly collector of golf books can answer a question that has interested me for years. But chances are remote. Golf book collectors often are just that: fellows who catalog and index their collections to be useful in research.

What I'd like to learn is the date of the first angry reference to bad greens. Really, even critical reference to unsatisfactory putting conditions was rare in golf magazine and book stories prior to the 1920s. Greens were accepted as they were. If you didn't like them, you stayed away. Freddie McLeod explained the prevailing attitude of experienced players years ago in the telling of a young pro who was complaining about the greens at a National Open championship.

"What did you get?" asked a listening bartender. "79," the youth answered surlily. "And what did you make?" the bartender asked a veteran contestant alongside the lad.

"I got 71," replied the old hand. "Were you playing different courses?" the bartender queried. The kid got the message and quit bellyaching about the greens.

At the PGA Merchandise Show again this year I noted the conventionality of golf bag designs.

Millions of rounds are played yearly with bags carried on golf cars, yet bag designs are virtually the same as when all bags were carried by caddies.

Now, how often it seems that whatever you want is on the side of the bag, inconvenient to reach when it's on a golf car. Sweater, rain jacket, glove, bandages, hats, bug spray, tees, balls, pencil, rulebook, green repair tool, ball marker, sunburn protection and all the other paraphernalia usually are on the other side of the bag.

When a caddie is carrying the bag, the answer is easy. All bags are made entirely for being carried by caddies.

I mentioned to the sales manager of a leading golf car maker the possibility of a genius some day producing a dual-service golf bag, convenient for caddie and car use.

He laughed and said, "I know what you mean. Whatever I want always is unhandy." Then he paused and remarked, "Maybe a swivel or a rotating carrier on the car would do the job."

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