

Other
 Alkalagrass;
 Fults, Northrup King, A
 Rough Bluegrass;
 Sabre, Int. Seed, C

Overseeding Blends/Mixtures
 CBS, Turf Seed,
 Dixie Green, Int. Seed, B
 Futura Plus, Pickseed, B
 Galaxy, Turf Seed, C
 Marvelgreen, Lofts, C
 Medalist, Northrup King, C
 Oregreen, Turf Seed, C
 Par 3, Lofts, C
 PhD, Int. Seed, C
 Showboat, Int. Seed, C

Creeping Bentgrass
 Emerald, Int. Seed, C
 Highland Colonial, Northrup
 King, B
 Penncross, Tee-2-Green, C
 Penneagle, Tee-2-Green, C
 Seaside, Northrup King, B

**John C. Fech, Asst. Horticulturist
 Turfgrass Ext., University of IL**

Foundation Announces National Family Golf Week Sweepstakes

NORTH PALM BEACH, Fla. — The week of July 4-11 will be designated "National Family Golf Week" as part of a major sweepstakes contest and an integrated media campaign to promote family golf, it was announced by NGF President and CEO David B. Hueber.

"We want golf to be America's game," Hueber continued, "and it's fitting that we choose this traditional national holiday period for the focal point of this promotional campaign. We will be encouraging parent-child events, and family golfing throughout 1986."

The Family Golf promotion is an integrated media campaign that will include network television and national print ads, culminating with a sweepstakes contest offering the following prizes:

- Grand Prize: A Pontiac 6000 STE
- First Prize: A week's vacation at Walt Disney World Golf Resort
- Second Prize: A set of golf clubs for each member of the family
- Third Prize: A golf bag for each member of the family
- Fourth Prize: Golf shoes for each member of the family
- Fifth Prize: 100 dozen golf balls, with a dozen balls going to 100 family winners.

To enter, golfers need only to fill out an entry form indicating their name, age and address, as well as the names and ages of those in their household who play golf or would like to play. Entry forms will be made available to golf shops across the country and other locations to be determined, and through advertisements placed in major golf publications. Golf Digest/Tennis Sports Marketing will be orchestrating the sweepstakes contest for the Foundation.

The "Family Golf" television campaign features the Jack Nicklaus family in two advertisements. These public service announcements, promoting golf as a family game, were created and directed by Jack Nicklaus Productions, Inc., and produced by PGA Tour Productions. The PGA Tour is contributing the television time during golf telecasts throughout the golf season.

"Family Golf will become a long-term promotional program for the Foundation," stated Hueber. "Our research indicates that three out of four golfers playing today were introduced to golf by family members or friends."

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