

These Boots Were Made for Walkin'




Does anyone on your grounds crew resemble this woman? Didn't think so. Would you look twice at this ad for the Trapmaster if a Jayne Mansfield lookalike weren't perched in the driver's seat wearing microshorts, a cherry-red sweater and white leather boots reminiscent of Nancy Sinatra's sultry hit song? Of course you would . . . right?

Advertising today is both sophisticated science and dazzling art. If the Super Bowl is more blowout than battle, viewers will stay tuned in to marvel at the funny, creative commercials premiering during the game. As much as advertising has evolved over the years, though, one constant remains: sex sells!

Stanley Clarke Equipment Co. was counting on as much with this 1971 advertisement for its Trapmaster. In fact, not so long ago advertisements like this were commonplace in the turf industry. It doesn't take a genius to figure out why. Greenkeeping was (and still is) a male-dominated profession. What better appeal to the male sensibility

than a beautiful, voluptuous woman? "Home Improvement," one of the most popular sitcoms of the 1990s, played upon the same theme by giving male leads Tim and Al a cute, curvaceous sidekick in a toolbelt.

You no longer see ads of this ilk in *On Course* (or any other turf industry publication, for that matter). Hooters girls just don't exude the proper image for our profession. Yet, take another gander at the Trapmaster ad—in light of what Madison Avenue is seducing us with today, there's something almost innocent and sweet about this particular reminder of the way we were. 

You take care of the course...

...we'll take care of the mosquitoes.

That's what we do. That's all we do. Clarke's integrated pest management approach keeps nuisance mosquitoes off your course, and happy golfers coming back.

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"Serving communities for over 50 years."



Clarke Environmental Mosquito Management, Inc.

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