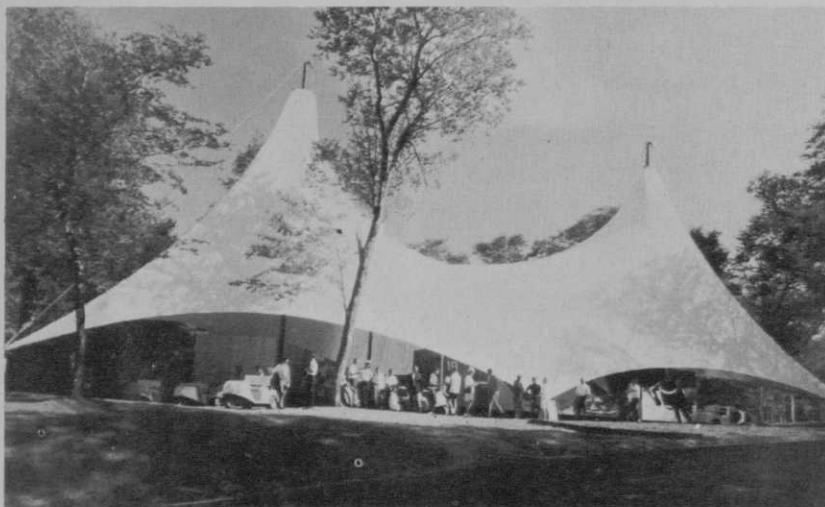




NEWS OF THE INDUSTRY



The big, curved tent is the temporary clubhouse at the Grandfather G&CC in North Carolina's Linville River Valley below 6,000-foot Grandfather Mountain. Inside are three trailers which house the club office, pro shop, locker rooms and snack bar. The design, an Award of Honor winner from the American Institute of Architects, cost \$12,000. And it will all come down when the new clubhouse is built in 1970.

Professional Golf nets \$738,000

Professional Golf Company announced that its consolidated net earnings after taxes amounted to more than \$738,000, or 40 cents a share, on sales in excess of \$11.5 million for the first nine months of fiscal 1969. Net income for the third quarter was about \$263,000, or 14 cents a share, on sales of more than \$4.9 million. Comparable figures for the same periods last year are not included because accounting periods for the company and all subsidiaries were changed in 1968 to conform to the seasonal nature of the company's business. The fiscal year was changed last year to a September 30th closing.

Harley-Davidson California sales and leasing expands

Since acquiring the Harley-

Davidson golf car franchise on March 1st, the new Harley-Davidson Golf Cars (Div. H. Coster Enterprises), Mountain View, Calif., has added branch operations in Sacramento, Walnut Creek and Incline Village, Nev. Associated with Harley Coster, president of the new company, is Walter C. Davidson, who recently retired as vice president sales, Harley-Davidson Motor Company, Milwaukee, Wis. Currently, 80 per cent of the sales, service and leasing company's business is in leasing. The company also has a car rebuilding department and maintains a 140-car special event or tournament fleet.

Harley Coster, experienced in conducting golf car maintenance and merchandising sessions, will handle golf car programs at the Professional Golfers' Assn. National Business Schools in Fres-

no, January 18 to 23 and in Los Angeles, February 22 to 27.

MacGregor 1970

At a two-day national sales meeting held recently, MacGregor, Div. of Brunswick Corp., previewed its 1970 club line.

A new look for the M/T Split Level irons was shown as well as a Tee-Sole wood which is said to reduce turf drag. In addition, new ladies' and Left Hand M/T models were shown.

For the company's pro-only line two new medium-priced clubs were unveiled—the men's Tourney-Master and the restyled Louise Suggs First Lady, which features an aluminum shaft.

New convenience features will characterize the bags for 1970. The new styles and colors are aimed at the volume market in the pro shops and are in the popular price range.

The Tourney golf ball line is now being offered as Tourney I, Tourney II and Tourney III. The golf balls and packaging will be color coordinated to make selection easier. And more compression ranges have been related to shaft flexes to make proper ball selection easier.

New entertainment for members: NFL films

National Football League Films offers a series of color "NFL Game of the Week" films. Each runs a half hour, is 16mm with sound and highlights the best game played in the NFL each Sunday. A well-known sportscaster narrates the program and it is available for showing by Wednesday of each week, starting with the first game played on September 21st. The films have been withheld from national TV for this year. Write: NFL Films, Inc., 410 Park Ave., New York, N.Y.

PGA promotes Christmas golf shopping

The golf professional who in the past has been left to his own ingenuity and devices to promote Christmas gift buying in his pro shop, will get an assistance this year.

The **Professional Golfers' Assn.** has launched a program to remind the nation's golfers of the convenience and reliability of Christmas shopping in the pro shop. A series of ads (see sample) built around the theme,



"This Christmas give a golfer a *golf* gift," has been distributed to all golf publications reaching the consumer audience, with the request that they be used in the pre-Christmas period. The publishers have pledged cooperation, and PGA expects its message to reach more than two million golfers during the peak shopping season.

"Christmas sales represent important end-of-year revenue for the golf professional," Leo Fraser, PGA president points out, "and the PGA intends to help him in every way it can. The advertising program is the first step in this direction, but we have several other plans under consideration for the future that will enable the golf professional to broaden his Christmas sales opportunities."

The current advertising program has been created by John M. Ross of Golf Promotions, Inc., consultant to the PGA.

DDT disposal bulletin offered

Michigan State University's Cooperative Extension Service has available a bulletin with guidelines covering the disposal of DDT. The bulletin covers homeowners and commercial users. Ask for "How to Dispose of DDT," bulletin E-664. Write: Bulletin Office, Agriculture Hall, Michigan State University, East Lansing, Mich. 48823.

Christmas promotions catalog offered

Dismar Products, Inc., a producer of point of purchase and promotional materials for retailers, offers a 48-page catalog of materials available for Christ-

mas. New items include signs that can be seen from highways and a line of Christmas trims. Write: Dismar Products, Inc., A and Clearfield Streets, Philadelphia, Pa.

Weather-matic expands sales

Weather-matic (Telesco Industries) plans to sell its lawn sprinkler equipment in the Gulf states by establishing a regional sales office in Houston, Tex., effective November 1st. Regional sales manager for the new territory is Bill J. Warren.

Golf course notes . . .

A \$50,000 turfgrass adaptive research program, financed by member clubs of the **Northern California Golf Assn.** has completed its first year and has been judged "highly informative." Of the 70,000 acres of California land devoted to golf, 5,000 are irrigated and mowed at an annual cost of \$50 million, as part of the program . . . **Jim Tasby** moves to Riverside CC, Clinton, Okla., as pro-manager . . . **Grier Jones** has been signed as touring pro for King's Inn and GC, Freeport, Grand Bahama Island . . . **Venango Trail**, located north of Pittsburgh, plans to change its status from semi-public to country club . . . **Sewickley Heights GC**, scene of the 1966 United States Golf Assn. Women's National Amateur, will soon enlarge its clubhouse and lengthen its tough 14th hole . . . Helpful hints from **George H. Bird**, pro at Castle Harbour GC, Bermuda, include: a pro must be imaginative and stock new styles and bright colors and hand printed blouses; and newest thing for men is lightweight wool which can be worn year-round and holds its press . . . **Thomas Scannell**, one of the inventors of the Cyclomatic automatic irrigation system and superintendent, Albany CC, Voorheesville, N.Y., reports that his system is being installed at Monmouth County Municipal Course, Red Bank, N.J. The company is called Cyclomatic Systems, Inc., and is located at 235 Bay Rd., Glen Falls, N.Y.

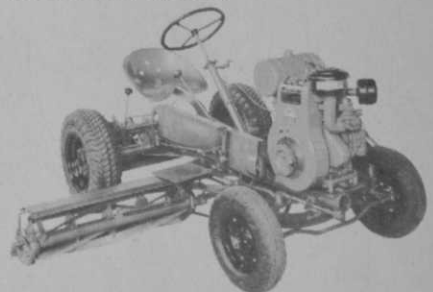
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