

# -they wear LUCKY F**#**RE shirts by DIFINI

Odds are, you'll win sales trophies with these great action fitted DIFINI LUCKY FORE shirts. Customers want more comfort, more style, more wear and these DI FINI winners have more! Stock more now, sell more all season long. Luck is what you make it and DI FINI helps you make it big with LUCKY FORE.

#### **DORADO LUCKY FORE Shirt**

Lightweight doubleknit in 100% Dacron® polyester with full fashion tipped collar. DIFINI's famous four-leaf clover on the open hem, notched sleeve. *Colors:* Brick/White, Powder/Blue, Dior Blue/Gold, Powder Blue/Navy, Gold/Navy, Green/White, White/Black, Black/Red. *Sizes:* S, M, L, XL. Retails for about \$12.00.

#### NASSAU LUCKY FORE Shirt

Lady Luck's handsome partner in 50% Dacron® Polyester, 50% cotton with open hem, long shirt tail styling. And, of course, the fairway's favorite four-leaf clover.

Colors: Navy, Yellow, Yam, White, Beige, Black, Azure Blue, Catkin Green, Platinum. Sizes: S, M, L, XL. Retails for about \$7.50.

All machine washable. All color coordinated to mix and match with DI FINI's sales swinging slacks.

LUCKY FORE Shirts, some Pro Shops have all the luck—and sales—when they stock DI FINI !

At leading Pro Shops Everywhere

NEW YORK, N.Y. 10454

You don't have to play golf to wear DIFINI, but it will help your game to look DIFINI

# LETTERS TO THE EDITOR

### Aping our elders

Owning two golf courses and being very grateful for what golf has done for me and for the country, especially for the younger generation, I would like to make a comment about golf TV programs.

I notice that nobody replaces divots. I see the great pros taking a cut at the ball and I see turf flying, but I don't see the turf being replaced (but we know it is).

My young players, perhaps 100 a day, are great imitators. I see the turf flying further than the ball and if I mention to them that they should replace it, they say the pros don't replace the turf.

Some of these young players think that the name of the game is really to see how far they can drive the turf.

> Robert Herndon, president Dearborn Hills GC Rush Lake GC, Mich.

### **Right direction**

Dick Stranahan and I read your article, "Co-Pros: Partners in Profit," appearing in the October/November, 1969, issue of GOLFDOM. We would like to commend you for the way it was presented. Gerry Finn, who wrote the article, is familiar with our feelings regarding co-professionalism. Although it was not our intention to be controversial, we do hope that our concept raises a few eyebrows. We are both interested in upgrading our profession and feel that the article is at least a step in the right direction.

Tony Clecak and Dick Stranahan Co-professionals Longmeadow CC Longmeadow, Mass.

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