

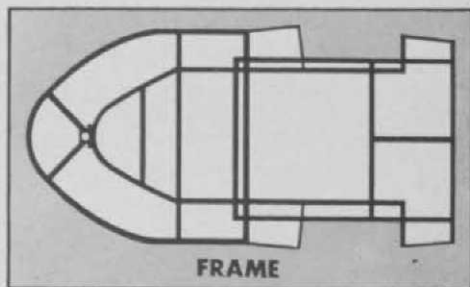
8 REASONS, WHY YOU CAN'T BUY BETTER THAN *TeeBirdie*

(YOU CAN PAY MORE)



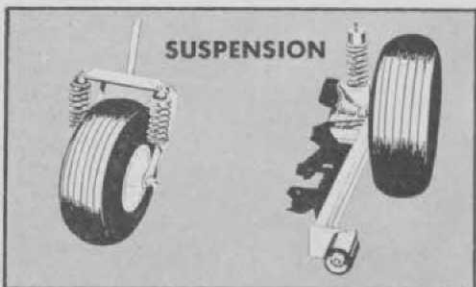
STYLING, BODY, COLOR

1. Continental styling . . . Body, Fiberglass, lightweight and durable . . . A choice of impregnated colors, Jade, Beige, Red and White.



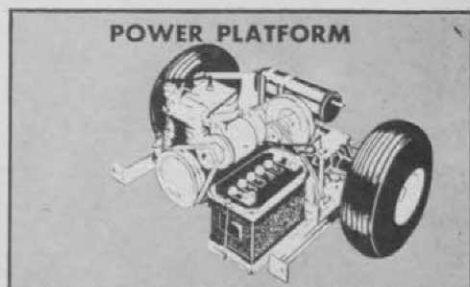
FRAME

2. The frame is made of rugged unitized structural steel. Designed for hard daily use.



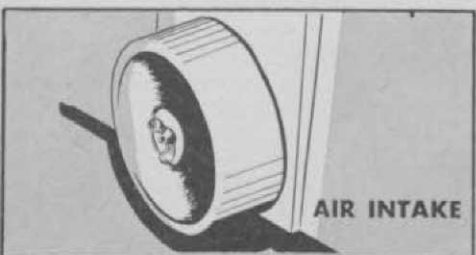
SUSPENSION

3. Four coil springs are used in the suspension system. Two front and two in the rear. Improved rubber power unit mountings also separate the body from the engine and absorb vibration.



POWER PLATFORM

4. The Power Platform has been designed to give easy access to the motor. Should it be necessary to remove, four bolts are loosened and the unit can be lifted out.

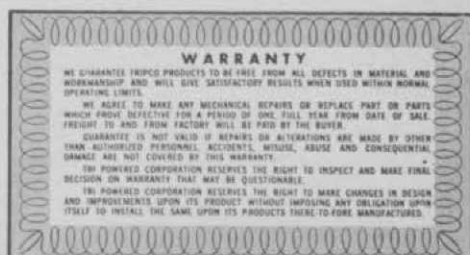


AIR INTAKE

5. Dust free air intake . . . Fram dry filter is mounted in an easy to service location on the front of the engine compartment.

TIRES

7. Optional tire sizes are available to meet your demands. 600x6; 800x6; 950x8 or the Terra Tire.



WARRANTY

WE GUARANTEE TRIPCO PRODUCTS TO BE FREE FROM ALL DEFECTS IN MATERIAL AND WORKMANSHIP AND WILL GIVE SATISFACTORY RESULTS WHEN USED WITHIN NORMAL OPERATING LIMITS.

WE AGREE TO MAKE ANY MECHANICAL REPAIRS OR REPLACE PART OR PARTS WHICH PROVE DEFECTIVE FOR A PERIOD OF ONE FULL YEAR FROM DATE OF SALE, FREIGHT TO AND FROM FACTORY WILL BE PAID BY THE BUYER.

GUARANTEE IS NOT VALID IF REPAIRS OR ALTERATIONS ARE MADE BY OTHER THAN AUTHORIZED PERSONNEL. ACCIDENTS, MISUSE, ABUSE AND CONSEQUENTIAL DAMAGE ARE NOT COVERED BY THIS WARRANTY.

TRIP POWERED CORPORATION RESERVES THE RIGHT TO INSPECT AND MAKE FINAL DECISION ON WARRANTY THAT MAY BE QUESTIONABLE.

TRIP POWERED CORPORATION RESERVES THE RIGHT TO MAKE CHANGES IN DESIGN AND IMPROVEMENTS UPON ITS PRODUCT WITHOUT IMPOSING ANY OBLIGATION UPON ITSELF TO INSTALL THE SAME UPON ITS PRODUCTS THERE-TO-FORE MANUFACTURED.

6. Warranty on all TeeBirdie Golf Cars. Gasoline and Electric.

BRAKES AND WHEELS

8. The brakes are of the internal automotive type. The wheels are split rim, extra wide base and demountable.

TRI POWERED CORPORATION 210 INDUSTRIAL BLVD. AUSTIN, TEXAS

Write for our 1962 Color Brochure

Only
NASSAU
GOLF CARS



Offer all these advantages:

- **A Proven Quality Product**
- **A Profit Planning Service . . . tailored to your course**
- **Industry's Most Flexible Financing . . . With Fleet Expansion Feature**
- **A Complete Line**
- **Maintenance Programs**
- **5 years Experience**

Write for literature and the name of nearest distributor.

PARRETT
MANUFACTURING CO., INC.

777 Paw Paw Ave. • Benton Harbor, Michigan

Pro Shop Is for Selling

(Continued from page 56)

thing for the pro to consider as he buys. He can see, in GOLFDOM's advertising pages, for instance, the degree of the manufacturer's interest in pro endorsement and retailing effort.

Overall Market Factors

The appearance and operation of the pro shop express the importance of the pro shop in supplying the golfer. There are more than 5,000,000 golfers playing 15 or more times a year. Their per year spending for equipment and apparel must be at least \$50 per person. Sales of golf goods in 1961, at manufacturers' selling prices, including federal excise taxes, was reported at approximately \$99,500,000 and this figure did not include the sales of all manufacturers.

When that much merchandise must be sold there is going to be a lot of competition among retailers for the buyer's money. The pro has to be ever alert to maintain his command of the high class golf goods market. The top quality ball accounts for about half the total ball sales. The highest quality clubs are about a third of all the clubs sold. This top level business now is the pro's. How much longer this condition will continue, or how much longer the golf market will maintain its present emphasis on quality merchandise, depends mainly on the pro himself. This means that the pro shop is the place where he will see a preview of his business future.

His shop gives the pro his means of outselling aggressive store competition which fights for golf business with merchandising devices by the carload, special promotions to tie in with specific products, bold displays in stores and windows, effective use of the manufacturers' advertising, price concession and strong use of its own advertising in newspapers, TV, radio and direct mail.

Search For New Ideas

The resourceful professional must make his shop an advertisement that not only sells but gets talked about. He must be eagerly looking for new ideas.

A pro friend of mine, Joe Zelazny of Briarwood in the Chicago district, was getting ready to open his shop for the 1962 season. He said there was just something missing there, something he couldn't put his finger on. After talking

The club must feel right to play right and all clubs of a set must feel the same . . . this is the long-held premise behind our Master-Matching process of clubmaking. True uniformity or desirable sameness in the feel and balance of Power-Bilts aids concentration and promotes the confidence so essential to a successful game.

Frank Boynton

PERSIMMON HEADS

. . . Known throughout the ages for its rare qualities of hardness, strength, and surpassing beauty, genuine Persimmon—the American Ebony—is the proven wood for the finest of all golf clubs. And nowhere else are the attributes of genuine Persimmon so skillfully enhanced as in Power-Bilt, by craftsmen renowned in their trade.

Gay Brewer

FINE FEATURES MAKE FINE CLUBS...



Bobby Nichols

"Here at the factory you learn the secrets behind the fine features that make Power-Bilts fine clubs. I have seen for myself the painstaking care and craftsmanship with which these clubs are made. No wonder they look right, feel right and play right — they're made right!"

Frank Boynton, Gay Brewer, Jr., and Bobby Nichols, tournament playing professionals, are members of the Power-Bilt advisory staff.



Power-Bilts hold great promise for those who will only look for themselves . . .



power-bilt
GOLF CLUBS

Sold only by Golf Professionals

HILLERICH & BRADSBY CO.
Louisville, Kentucky

NEW IDEA

American
Sentinel

ENTRANCE
MAT



Interlocking link construction prevents misalignment and provides dimensional stability. Precision-molded grease resistant vinyl links are woven on a non-rust steel network, which is metal-reinforced on the ends. Non-slip surface. Eliminates hazards of wet floors. Even the tiniest heels cannot catch. Keeps dirt, mud and slush outside. Rolls for easy handling. Individual links come in 15 fade-resistant solid decorator colors, and the first marbled polychrome colors. Design can include name.

Send for catalog sheets and prices.

AMERICAN MAT CORPORATION

1802 Adams Street

Toledo 2, Ohio

"America's Largest Specialists in Floor Matting"

A MAT FOR EVERY PURPOSE

to him for a while, I suggested he set up a corner of his shop specifically for promotional items. This, in a sense, would be the bargain department. In it he could stock closeout merchandise or discount items that he wants to clear out without necessarily waiting for an end-of-season sale.

This section of the shop would soon develop into a regular stop by the members of his club and not affect the sales throughout the rest of the shop. The idea behind a merchandising device such as this is to keep a constant excitement going in the shop. Don't let the member walk through the shop only when he is ready to buy something. Keep the sales pot boiling through the golf season!

Sometimes merchandising and sales promotion walk arm-in-arm with public relations. If the membership of your club warrants this type of activity, why not set up a weekly, bi-weekly or monthly display pertaining to the business of some of your members?

This could be an exhibit of the items produced by your members or it could be a series of photographs illustrating production details. Most members would be not only pleased, but proud, to participate in an exhibit in your pro shop.

Win the Women Shoppers

Constantly review your ladies' wear stock. The trick is not to have too much stock, but to have a selection of smart styles that cannot be purchased at every department store and ladies' wear shop in the area.

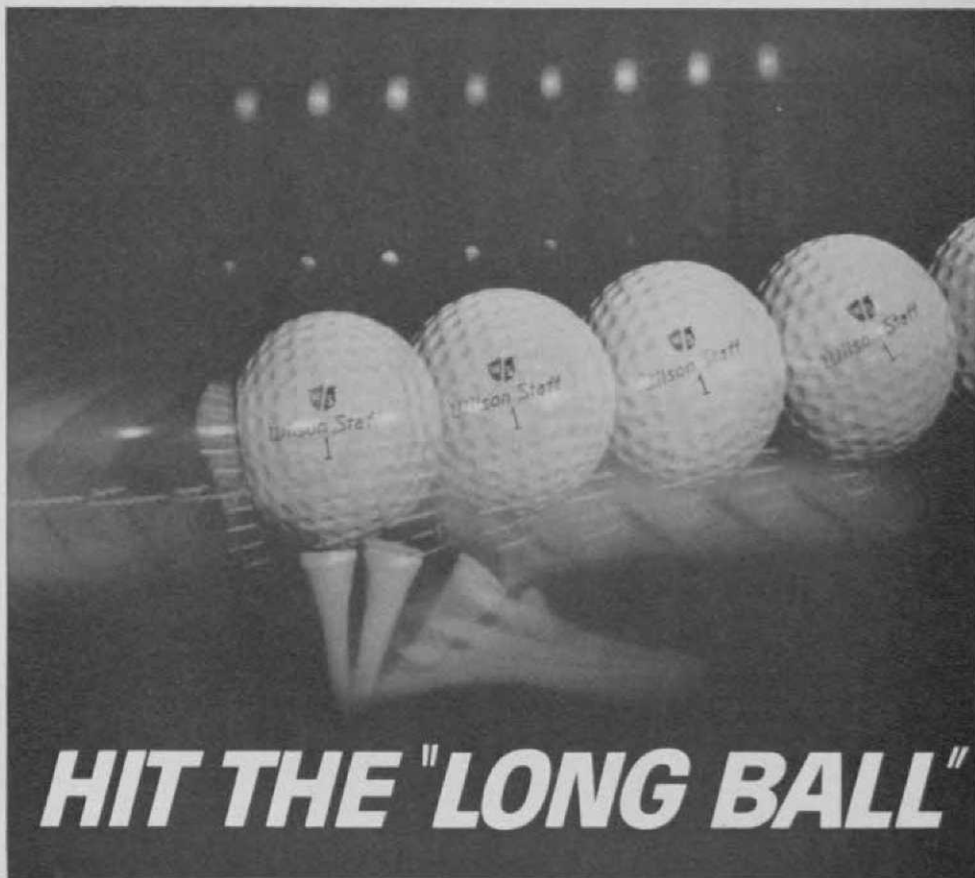
Women are natural-born shoppers and given the right inducement (which in effect is availability, style and price) they will buy — and buy often.

Golf professionals can get expert advice from the manufacturers and their representatives who are eager to help, not only in suggesting a display but also in calling attention to the newest styles which are available.

And don't be afraid to ask for reactions from the women at the club. But don't let them stampede you.

Golf and PGA Professional

"Golf and the PGA Professional," a booklet first issued by the PGA in 1960 and telling of the PGA's services to the pro, the amateur and the game in general, recently has gone into its third edition. This informative book may be secured free from the PGA, Dunedin, Fla.



HIT THE "LONG BALL"

Photo made with each micro-flash at one-millionth (1/1,000,000) sec. by Edgerton, Germeshausen & Grier, Inc., Boston.

Wilson Staff ball "leaps" off the club face for extra yardage

New polyurethane finish stays white for life

Wilson concentrates inside the famous Staff ball all the energy needed to leap off the club face 40% faster than the speed of the club head at impact. This tremendous initial velocity gives golfers the extra distance they demand for today's modern power game.

The Wilson Staff ball features a balata cover that is thin for distance, tough for lasting durability. And a remarkably white, new polyurethane finish bonds perfectly with the cover. Can't chip, can't turn yellow.

Play the "long ball." The new Wilson Staff. Sold only through golf professional shops.



PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

THIS STRONGER "HESTER HEART"

assures

HIGHER GOLF CAR PROFITS

The "heart" of your golf car is the battery. When it fails, rental profits vanish. This Hester Golfmaster assures longer, dependable, day-in, day-out service, charge after charge—BECAUSE . . . it is built with larger, heavier, power-packed plates—BECAUSE . . . it is the highest-quality golf car battery made. Yet it costs no more.

LET US PROVE IT!

Let us show you why so many leading golf clubs have standardized on HESTERS. The facts can mean extra dollars to you!

Write HESTER BATTERY MFG. CO.
HESTER PARK
NASHVILLE 10, TENNESSEE



Dauphin Island Course

(Continued from page 48)

planting areas. Rubber-tired earthmoving machinery required the help of two to three crawlers each to negotiate high points on the dunes.

Tees, greens and fairways were planted vegetatively with 328 Bermuda, selected because it successfully withstands covering with sand and is best adjusted to the conditions found on the island.

All swampy areas on the site had to be built up and fairways crowned for drainage. Fill for this purpose was drawn from the lakes excavated on the course. An overflow drainage line, on pilings had to be extended out into the Gulf to keep water in the lakes down to a workable level while fill was being removed. A row of piling had to be placed on either side of this tile overflow line and the line was lashed to the piling with cable to keep it in place against wave action from the Gulf.

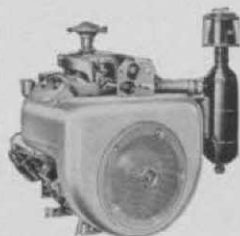
Sand Wetted Down

Maddox says blowing sand from the beach remains a serious problem. However, he reasons that wet sand does not blow and wetting seemed to be the only

way to stop the sand from shifting while waiting for vegetative growth to take hold, so a 4-inch pipeline was installed to water the area when the wind blows.

The planting and seeding of vegetation carried out along the dunes consisted chiefly of the use of aggressive native beach grass which is being carefully nurtured by fertilization and irrigation. Maddox also planted and seeded the vetches — Japanese clover, lespedezas, Coastal and K37 Bermudas — all high-growing species, to help control blowing sand.

Mother nature's help was enlisted to solve another serious problem. Because the beach on the Gulf side of the course is relatively low, Maddox had to devise a way to prevent heavy wave action from sweeping in onto the course. To do this, a new sand dune is being created to act as a 'levee'. Maddox crews built a row of brush, logs and pine boughs along the waterside to catch windblown sand. As the sand collects and piles up to the top of the brush-log barrier, bulldozers with brush-digger attachments are used to lift the material above the piled sand, to catch and retain still more wind-blown sand. This process will be repeated until



WISCONSIN MODEL VH4D
4-cy., 4-cyl.

TURF COMMANDER speeds mowing of medium-size turf areas. Made by Jacobsen Mfg. Co., Racine, Wis., it features hydraulic controls for its articulated mowers.



30-hp **WISCONSIN** powers NEW self-propelled tractor-mower

Unit cuts up to 11-foot swath per pass

You cut costs with each pass of the Turf Commander. It mounts up to 5 gangs for 11-foot swaths. There are no tracks or streaks to re-cut because mowers hug turf contour ahead of the wheels. And you can trim closer to buildings and shrubs.

The 30-hp VH4D provides the drive and muscle, with power to spare. It's precision-built for smooth sun-up to sun-down mowing. Built-in high torque prevents stalling under shock loads. Air-cooling assures dependable mowing power at

100°F.-plus temperatures — and slashes servicing and upkeep.

The Wisconsin has a forged-steel crankshaft and rods. Its tapered roller main bearings safely absorb all thrusts. And Stellite-faced exhaust valves and inserts plus rotators outlast ordinary valves up to 500%. The result: trouble-free, low-cost mowing of large areas.

Specify Wisconsin for powering your heavy-duty turf equipment. Sizes 3 to 60 hp now. Send for Engine Bulletin S-283. Write Dept. P-32.



WISCONSIN MOTOR CORPORATION
MILWAUKEE 46, WISCONSIN

World's Largest Builders of Heavy-Duty Air-Cooled Engines



**A MECCA
FOR GOLFERS**
the Famous Scottish Resort

TURNBERRY HOTEL

Ayrshire

with its championship Ailsa and Arran Golf Courses, venue of the 1963 Walker Cup Match, overlooking the sea and in the heart of the Burns Country, near Culzean Castle. Also a miniature golf course, tennis courts, indoor swimming pool and a private cinema. Dancing.

OPEN ALL THE YEAR

Turnberry Hotel is adjacent to the international airport at Prestwick.

Full details may be obtained from the Resident Manager, Turnberry Hotel, Ayrshire, Scotland, or from British & Irish Railways Inc.;

New York: 630 Fifth Avenue. Los Angeles: 510 West Sixth Street, Chicago: 39 South La Salle Street, Toronto: 4 King Street (West). Vancouver: 409 Granville Street.



Get that
Country
Club Look

WITH

Kunik
KASUALS

MEN'S BLAZERS: - from \$34.95

MEN'S BERMUDAS: - \$10.95

MEN'S SLACKS: - (pleats or plain front) \$17.95

LADIES' COORDINATES: - from \$11.95

LADIES' BLOUSES: - \$5.95

LADIES' BERMUDAS: - from \$6.95

Men's and Women's Bermudas are beltless.

Fabrics by Galey & Lord, Dan River and Avondale.

Sold in leading pro shops from coast to coast

KUNIK KASUALS - Sales Offices

6818 Ventnor Ave., Ventnor. N. J.

the new dune reaches the necessary height to insure against damage from unusually high wave action in the future.

Salt in the sand is being leached out with water from the new lakes on the course which, fortunately, are fresh water with no appreciable salt content, according to Maddox.

Maddox says the biggest asset found on the site was the presence of several small fresh water lakes which his crews enlarged to obtain fill and to make them more effective reservoirs for future irrigation of the course. He is convinced they are spring-fed since, during construction, approximately 1,000 gallons per minute continuously flowed through the overflow line to the Gulf without any appreciable lowering of the lake levels. Fresh water from the lakes was used continuously during construction to leach out the salt in the sand near the Gulf side.

When officially opened for play later this year, Isle Dauphine GC will be among the most beautiful and challenging golf layouts in the southern U. S. And it will be an outstanding example of what can be accomplished with modern equipment, construction techniques and ingenuity to build a golf course where it seemed no golf course could be built!

**MASTERS
CHAMPION
3
TIMES**



"Greatest Ball I Ever Played"

—Jimmy Demaret

JUST THIRTY-FOUR YEARS AGO . . .

Jimmy Demaret played his first round of golf with a set of clubs that had steel shafts. After the round, he predicted the steel shaft would eliminate the hickory shaft in a few years. You know the story.

Four years ago Jimmy Demaret played his first round of golf with the Patented First Flight Steel Power Center Golf Ball. He immediately predicted the First Flight Steel Power Center Ball would eliminate the old

type golf ball just as the steel shaft eliminated the hickory. It is now evident that Jimmy Demaret's predictions are being fulfilled in the Patented Steel Power Center Ball.

'61 MASTERS

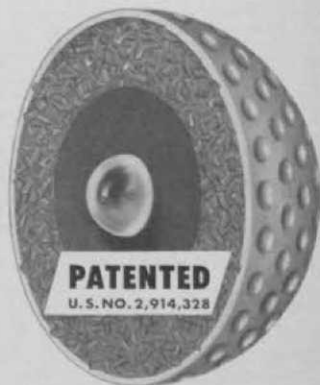
'62 MASTERS

Not only did the Patented Steel Power Center Golf Ball set a record in winning the Masters in 1961, but it also set a record in ending the 1961 season as the leading money winner. The Patented Steel Power Center Golf Ball won the Masters again in 1962, Gary Player finished second, Gene Littler fourth and Jimmy Demaret tied for fifth . . .

all playing the Patented Steel Power Center Golf Ball.

'62 TEXAS OPEN

Even more impressive . . . in the Texas Open the Patented Steel Power Center Golf Ball won again, and Gene Littler, Doug Sanders and Joe Campbell tied for second. This is a monopoly that has never been accomplished with any golf ball before and definitely proves that



Jimmy Demaret's prediction is right and the Steel Power Center Ball, without a doubt, will eventually eliminate the old type center. The ball is so great that many companies are trying to copy it in an inferior way. Be sure and insist on Patent No. 2,914,328 . . . the original Steel Power Center Golf Ball . . . introduced by First Flight.

Ask Your Pro About These Balls

62-22

PROFESSIONAL GOLF CO., INC.
CHATTANOOGA 5, TENNESSEE

**THEY ARE
SOLD ONLY
IN PRO SHOPS**

**NEW FOR '62
COLORED TOPS**



LADIES — 70% Wool, 30% Nylon
Stretch Peds #2850T Retail\$1.25
MENS — Same as above (solid white
only) #2855 Retail\$1.25

Service
— to the
GOLF PROFESSIONAL

**HORNUNG'S PRO GOLF
SALES, INC.**
Fond du Lac, Wisc.

gyro
TRADE MARK
putter
ask your
PRO



REDUCES GREEN JITTERS

CHICOPEE • MASSACHUSETTS

Great Britain Patent No. 879553
Patent Pending USA and Canada

Golf Events

A 48-page booklet describing all kinds of tournaments, one day events, etc. Every golf chairman should have a copy to add novelty to club programs. Only 50 cents

National Golf Foundation

804 Merchandise Mart

Chicago, Ill.

**Salerno Exploits Display
Space in His Shop**

Gus Salerno, pro at Hampshire CC, Mamaroneck, N. Y., has a small shop but with displays that possibly sell as much per square foot as any pro shop in the U.S. Gus has some members who are among the country's leading retail merchants. They make money themselves and they want the pro who fits their class of club to make money. These experts advised Salerno to put price tags on all merchandise displayed. "Price tags on top quality goods not only help sell the highest price merchandise, but makes everything in the lower-price brackets look like a great bargain," one of the members has told the Hampshire pro.

Walled With Bags

It works out that way. Gus has one side of his shop almost walled with golf bags. Bags with price tags of \$150 and \$130 are prominently displayed. The display sells well. Hampshire men and women golfers never go around with the ragpicker bags too often seen on golf courses.

Another wall of the Hampshire shop has shirt and shoe shelves running the length of the wall. The top shelf has shoes out of the boxes. It makes a colorful display that reaches out and pulls in buyers.

Golfing photographs of Hampshire members border the shop above the merchandise displays. "I show the members' pictures instead of those famous pros because the members are the most important golfers I know," says Gus.