



The "Maxfli Mile"
starts here...

and ends in bigger pro shop profits

The only sound sweeter to your ears than a golfer smacking it a "Maxfli Mile" out on the course, is the sound of your cash register ringing as a result of it. And that's just what happens. The start of the "Maxfli Mile" is right at the tee where the finest golf ball ever made — the Super Maxfli — waits for the longest ride a golf ball can take. The end result is the kind of customer satisfaction and loyalty that means bigger sales and profits for you.

Last year's Super Maxfli sales broke an all-time record. And to make sure you stand a better than even chance of repeating this performance we're backing up this year's "Maxfli Mile" campaign with the biggest advertising effort in our history. So make sure you're ready at the winning end of the "Maxfli Mile" with a plentiful stock of Super Maxfli balls... the ball that gives every golfer maximum distance, accuracy and consistency.



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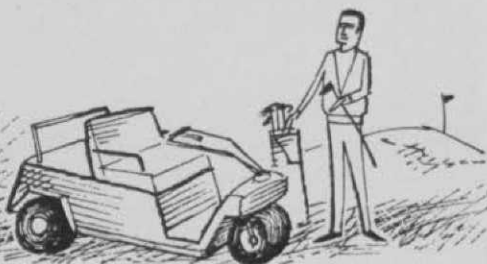
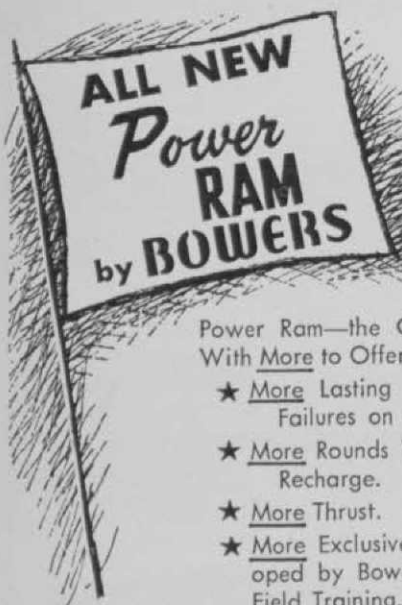
Telephone: Area Code, 312; 787-6034, 6044

Mickey Wright played at Estoril course in Portugal in first filming of woman's competition for Shell's Wonderful World of Golf.

Ian McPhee promoted to general manager at Meadow Hills CC, Denver, Colo. . . . Alan Artach, former pro at Estes Park (Colo.) CC and asst. to John Cochran at Denver CC and Gary Carle at Scottsdale (Ariz.) CC, now pro at Meadow Hills CC. . . . Jim Kane, Dunlop pro salesman in southeast, resigns and moves from Atlanta to Germany where he and his family will live for next two years. . . . Kane has been signed for a number of opera engagements. . . . He was an opera star before getting in golf business.

Paul Cardinal and Fran Mitchell of Sportsways, Inc., Washington, D.C., putting on \$50,000 "Pot of Gold" competition at Glen Flora CC, Waukegan, Ill., Sept. 1-2, with Nicklaus, Palmer and Player as sure-starters and maybe Tony Lema as the fourth. . . . Sportsways' first Pot of Gold event was played in Washington last year.

Dugan Aycock returns to Lexington (N.C.) CC where he was pro for 23 years until two years ago when he took over at New Bern (N.C.) . . . Sonny Riden-



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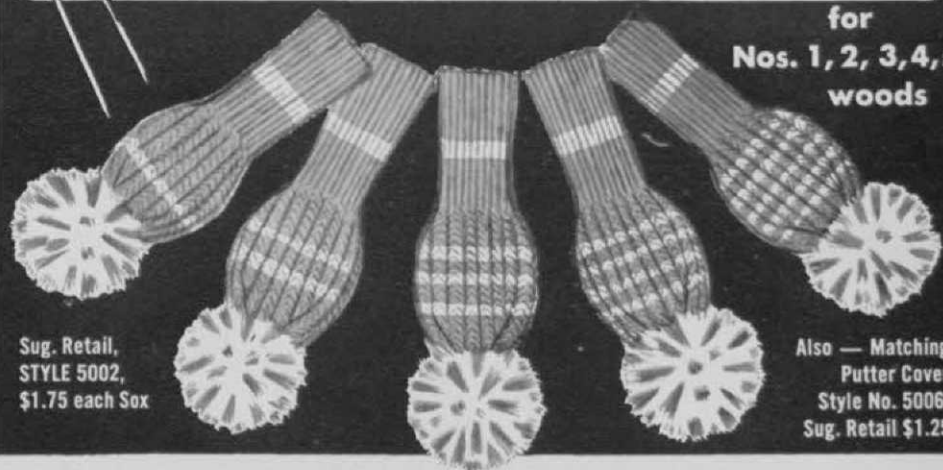
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Please your golfers and **DRIVE IN A STEADY PROFIT** with popular-priced Club Sox — the handiest, handsomest covers ever designed to protect favorite woods. **Style 5004** features a **KNIT ORLON LINING** and has numerals 1, 2, 3, 4, 5. **Style 5002** has 1, 2, 3, 4 or 5 narrow stripes to indicate club number. Both styles are washable high-bulk orlon — won't fade, stretch or shrink. Order Club Sox now in Red, Black, Gold, Green, White, Gray, Beige, Brown, Sapphire Blue, Sky Blue, Red/Black or Black/Red. All with 2-tone peppered Pom. Packed bulk, any assortment or gift-bagged in sets.

Write for full-color, price-listed literature on **CLUB SOX** and other profitable Pro products — Pom-Tam knit sports caps • vinyl Sports Sacks • vinyl Foot-Lights slippers • Stretch Head Bands for fair-lady golfers.

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Send check or money order for \$1.98 to Dept. SS, LIEN CHEMICAL CO., 9229 W. Grand Avenue, Franklin Park, Illinois.

ATTENTION PROS, LOCKER ROOM ATTENDANTS and CLUB MANAGERS...

Sport Shoe Spray is available for resale at your club. EXCEPTIONALLY GOOD PROFIT. Write for special club house case prices. Delivery in U.S.A.

hour, Aycock's successor at Lexington, moves to Highland CC, Fayetteville, N.C. as pro . . . There have been 23 robberies of golf clubs, pro shops and golf warehouses so far this year in Chicago and suburbs . . . Dunlop warehouse and Cog Hill CC \$7,000 safe-breaking jobs yielded most for the burglars . . . Number of this year's golf robbery cases solved in Chicago and suburbs: None.

Mike Joyce, Jr., now pro at Shawangunk CC, Ellenville, N.Y. . . . Frank Witt is pro at new Cress Creek CC, Naperville, Ill. (Chicago dist.) . . . Paul Jensen now supt. of Slocum GC in Pewaukee, Wis. . . . Peter Hugel is pro at Royal Palm Yacht & CC, Boca Raton, Fla. . . . John Derby now pro at Payson (Ariz.) CC.

Seventh annual U.S. National Senior Open will be played at Sun City (Ariz.) CC and Wigwam CC, Litchfield Park, Ariz., Nov. 20-24, announces Joe Mozel, president of the organization . . . Dutch Harrison won the Senior Open titles in 1962 and 1961, Charley Congdon in 1960 and Willie Goggin in 1959 and 1958 . . . Fred Wood, Vancouver, won the initial tournament in 1957 after a playoff with Gene Sarazan . . . All championships have been played in the Palm Springs area . . . The organization has 600 members.

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Hole-In-One Trophy

We will attach your winning Golf Ball on the top. Golf Pros! Honor every Hole-in-One with this inexpensive trophy.

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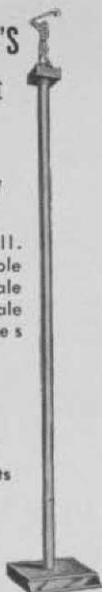
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"Turf Clippings," containing the 1963 proceedings of the Stockbridge Turf Management club of the University of Massachusetts, brightly reflects the value of the Stockbridge school course in turf management . . . B. Hanlon and J. Reidy were co-editors and Prof. Joseph Troll, advisor . . . Golf club officials rarely have an idea of the intensely practical character of this course at the Stockbridge School of Agriculture . . . Graduates of the school qualify for a premium salary . . . They supplement academic training with summer work on courses.

When you see what this course means you realize how important the PGA Business School work has been in training professionals and how Emil Beck, who managed to get this program going for the pros, accomplished one of the most important jobs ever done for the golf business. . . . Next step in golf business education will be to combine course management, pro department instruction, merchandising and promotion, and clubhouse operation for development of men who can make a profitable career out of a combination job at a country club that isn't large enough to be able to attract and reward three good men as department heads.

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NEW DOT (TWO PATENTS PENDING, ONE GRANTED) THE ONLY BALL IN ALL GOLF THAT IS ELECTRONICALLY TESTED TO DELIVER MAXIMUM

DISTANCE



The new DOT is tested on a Spalding-developed electronic machine (Pat. Pend.) to assure the utmost in raw distance. In simple truth, distance is the DOT's purpose in life. Every single part of it is dedicated to distance...
NEW ONE-PIECE COVER (Pat. Pend.)—the first and only one ever put on a high-compression ball. Hit it. Hear its clean, satisfying click. Sounds like distance. See its flat trajectory—aerodynamically pure. The exclusive new Polyunidyne™ one-piece cover surrounds...
NEW VIBRANT WINDINGS—isoprene thread, stretched 9.52 times its original length. This builds a reservoir of energy. It is distance, waiting to be freed. To complete the DOT's vital interior...

A RESILIENT NEW CORE (Pat. No. 2,998,977) of cis-4 polybutadiene. This is the heart of the new DOT. It is one important reason for the DOT's lively feel. It is a reason no DOT ever feels "stony." In short, everything is new and...
EVERYTHING IS TESTED. Beyond the test for maximum distance, Spalding subjects every DOT to further electronic tests for compression, concentricity, weight, size. No dud can ever reach your shop. Finally, no other ball is so stubbornly white; none can take more punishment. Sell the all new DOT: give your golfers the advantage of the only assurance of maximum distance in all golf. The new DOT is designed for—and sold only through—golf professional shops.

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**HOT NEW
"IMPULSE"
SELLER
FOR GOLF
PRO SHOPS**

Already a "must" for outdoor sports, GOLF PAL styles a spray insect repellent to tickle the buying impulses of the golfer. The clever plastic golf ball cap does it! Handy 4-oz. size, convenient to carry. Longest-lasting protection against most every insect except the "golf bug." List—\$1.25 per can. Cost to pro — 75c per can. Comes 6 in handsome display carton, two cartons and 12 cans to a box @ only \$9.00. Expands pro's market for home use. And the 6-pack is the newest gift for the golfer. To be sold exclusively through pro shops. Orders to us will be filled from your nearest distributor. Send check for \$9.00 to cash in on the "buggy" days ahead.

Sales-tested display carton holds six cans, starts coining "pro" profits the day you put it on your counter.



THE VERKAMP CORPORATION
Cincinnati 37, Ohio • Since 1914

All eleven major U.S. airlines now are offering special shipping rates on golf equipment . . . Fees range from \$2 to \$4 on the continent and are \$9 between Honolulu and West Coast cities . . . Oakmoore CC, Stockton, Calif., won first Gold Cup matches played in Las Vegas and took home the cup it cost \$26,000 to fashion . . . It will be in the custody of Oakmoore for one year . . . Its 10-man amateur team scored an even 1000 for the 72-hole event, finishing below 13 other clubs . . . John W. Allyn of Artnell Corp., Chicago, a holding company that has an interest in the Chicago White Sox, has been elected vp of Tucson National CC.

Nadia Steiner, wife of Doug, pro at Arawak GC on Paradise Island in the Bahamas, occasionally does some teaching at the club . . . She is the first woman ever admitted to the British PGA . . . Gary Player is Arawak's traveling pro . . . According to an article in the June issue of the USGA Golf Journal, clubs in many states run the risk of losing liquor licenses if Calcutta pools and other forms of organized gambling are conducted on their property . . . Bob Wilke won the fifth World Entertainment championship at Long Beach (Calif.) recreation park in June with a 146, beating James Garner by three strokes.

Since we started covering U.S. National Open championships in 1922 we don't recall one that got better handling than Boston's veteran golf writers, Joe Looney of the Herald, Tom Fitzgerald of the Globe, and Nick Del Ninno of the Traveler, gave the Open at Brookline . . . They got the stories that happened inside the players' heads . . . TV comment that added something to what everybody could see made big (and smart) grabs from reporting of Fitzgerald, Del Ninno and Looney . . . Eddie Ervin of the USGA and Doc Griffin and Jim and Lois Gaquin of the PGA did great things in the press room with work somewhat equalizing the edge TV gets from the USGA for what it is paid for television rights.

Golf is one of the toughest sports to cover . . . Play is scattered around many acres and most golfers reading the stories regard themselves as experts . . . Some of them are . . . Golf news is selling papers to people who have money to buy . . . Golf goods advertising is many times combined total of all other sports goods advertising, even of fishing tackle, in newspapers.

KROMAD® PLUS CALO-CLOR®

ONE, TWO PUNCH KO's BROWN PATCH

Kingston, R.I.—University of Rhode Island plant pathologists, in reporting results of 1962 comparative tests, said "This product (a combination of 2 oz. KROMAD and ½ oz. CALO-CLOR per 1000 sq. ft.) applied weekly, resulted in 100% control of brown patch." Mallinckrodt researchers—conducting detailed, replicated tests and comparisons on golf course putting green turf in the St. Louis area during 1962—reported, "KROMAD plus CALO-CLOR was outstanding in brown patch control and in improving turf density and color (as compared with 18 competing fungicides and combinations)." Similar reports have recently come in from other experiment stations across the country. Superintendents and turf managers are greatly impressed by these data. Here are some of the striking advantages they're reporting from this famous combination:

- Superior broad-spectrum disease control, including brown patch control even under severe conditions.
- Discretion in including mercury. Under ordinary conditions KROMAD alone adequately controls disease. Only during severe conditions need CALO-CLOR be added.
- Greater mercury content than is present in ordinary premixed thiram-mercury fungicides.

- Broader spectrum control than with any ordinary thiram-mercury mixtures.
 - Urea content of KROMAD helps grass grow while recovering from disease.
 - Ferrous sulfate in KROMAD provides iron to give grass stamina and help overcome minor iron deficiencies.
 - Micropulverized CALO-CLOR, with its excellent suspension agent, stays in suspension better than ordinary mercurous chloride-containing compounds . . . the expensive mercury reaches the turf, doesn't settle to the bottom of the spray tank to be washed down the drain.
 - Malachite Green in KROMAD is not only an excellent fungicide, but also a green dye! It gives "coverage insurance," actually shows when coverage is complete and uniform—no expensive "misses."
 - Cadmium in KROMAD provides sure control of dollar spot, copper spot and red thread.
 - Very modest cost . . . only about \$1.90 to keep a full 1000 sq. ft. of turf free from most major diseases for an entire month!
- Your golf course represents the highest quality turf in your area. It deserves quality maintenance—including *sure* disease control with the top fungicide combination—KROMAD plus CALO-CLOR.

TURF PROTECTED BY INVISIBLE SHIELD

CALO-CLOR gives you Vapor Shield that works . . . and works . . . and works! That's how golf course superintendents praise Vapor Shield, the anti-fungal "climate" that CALO-CLOR sets up when it is applied to turf at recommended dosages.

Vapor Shield is generated by the slow, continuous breakdown of the relatively insoluble mercurial components of CALO-CLOR by weathering, bacterial action and other factors.

CALO-CLOR's Vapor Shield kills fungi even at some distance from the treated area—reaching across empty space to provide disease control. This has been proved over and over again at experiment stations. It can be demonstrated readily in the laboratory: Living fungi are killed *without* being in actual contact with the CALO-CLOR solution!

To golf course superintendents this means complete disease control with CALO-CLOR. Turf fungi simply cannot live in the Vapor Shield environment . . . and Vapor Shield replenishes itself as wind or rain carries some vapor away. No wonder the most successful

THE WEARIN' OF THE GREEN

—KROMAD GREEN, THAT IS. We're frequently asked, "Why is KROMAD green?" Well, it's not just so the turf ends up a pretty color . . . although there are advantages to that.

KROMAD contains Malachite Green, an excellent fungicide . . . deadly against brown patch and other turf pathogens. Malachite Green is thus an important component of KROMAD.

But—in addition to its excellent fungicidal qualities, Malachite Green is also an organic dye that imparts a beautiful hue to putting green turf. Golfers and club members like the color—often insist upon it as standard on their putting greens.

And, this green color offers further advantages to spray men who make the applications and to superintendents who manage the program:

- Shows if any important areas were missed.
- Shows whether spraying has been uniform.
- Touches up off-color turf.

Want to make *sure* your greens are sprayed properly and effectively for thorough disease control? *Standardize on KROMAD!*

— WANTED —

More Golf Course Superintendents to adopt comprehensive preventive control programs with KROMAD, CALO-CLOR and CADMINATE. See for yourself how *real* effectiveness in turf disease control can be yours with real economy! Hop on the bandwagon . . . have your Mallinckrodt distributor serve you with the *quality* turf fungicide line.



ARE YOU A WEATHERBIRD?

Most really successful superintendents know from experience that a *preventive* turf disease control program beats a "curative" program any day. So, they follow a rigid, preventive fungicide application schedule.

But they're weather birds, too, knowing that abnormal combinations of temperature and humidity can activate turf disease organisms that are usually held well in check by normal

preventive treatments.

So, they watch the weather maps of their area—*every* day—for these ominous warnings. They *anticipate* trouble and prevent it by increasing fungicide dosages or scheduling additional treatments to cope with the problem.

Does weather-birding pay off? You bet it does! Ask any of the superintendents whose golf courses you consider to be the very best.

HOW TO SAVE MONEY WITHOUT REALLY TRYING

Use Mallinckrodt turf fungicides. We mean it . . . and we'll prove it.

First of all let's agree that a fungicide must be *effective*, must live up to claims *fully*. If it does, then do you compare it with other fungicides simply by comparing prices per pound? Wrong! What you really should compare is your cost of treating 1000 sq. ft. of turf for one month!

One golf course superintendent we call on (he might be at that course near yours) hadn't used Mallinckrodt turf fungicides. Instead he bought another fungicide—a real bargain for \$3/lb., he said. He applied it every week at the recommended rate of 4 oz./1000 sq. ft. So, his treatment cost him over \$3 per 1000 sq. ft. per

month. He was nice about it, but told us CADMINATE® at \$9/lb. was "too rich" for his blood.

What he hadn't realized was, that CADMINATE is applied *only once a month at the rate of ½ oz./1000 sq. ft.* Cost of treatment: 28¢ per 1000 sq. ft. per month! Thus his "bargain" fungicide was costing him over ten times as much (not to mention the extra labor involved) as CADMINATE would. He's now using Mallinckrodt turf fungicides, of course. He's stopped comparing *price* tags and started *saving* money!

Continued from pg. 1 col. 3
turf managers insist on time-proven CALO-CLOR! They know it works . . . and works . . . and works!

Stan's Corner



What's New at the Various Mallinckrodt Test Plots?

It's early morning . . . a beautiful morning as long shadows interrupt the sparkle of the dew. The moving shadow is that of a young man, loading his station wagon with all sorts of equipment. His destination? One of the Mallinckrodt test plot areas.

Today's trip will cover selected areas of several golf courses in the St. Louis area. Here various types of grasses under good maintenance are being studied under actual playing conditions. On these plots Mallinckrodt turf fungicides (experimental as well as standard) are compared with other products. All tests are replicated at least three times and with adequate check plots.

At each site, metal pins are inserted at the corners to hold twine for outlining each plot. Our man carefully checks each plot—the health of the grass . . . general appearance . . . texture and color . . . any evidence of disease activity. He takes notes, probes for sub-surface activity and soil conditions. He goes from plot to

plot—searching . . . studying . . . comparing. He takes two-inch plugs from suspicious-looking areas for special study back in the lab—probably under the microscope.

Then he dons rubber gloves and overshoes, breaks out the spray equipment and carefully measures dosages of each of the fungicides he's brought. Each plot then gets this week's prescribed treatment.

After dismantling the equipment, cleaning up and removing plot markings, he pushes on to the next site where he repeats the same detailed studies. By now it's late in the day—time to head home . . . with the results of today's studies as a basis for new studies and tests during the weeks ahead. So it goes, week after week, month after month—until the season's end. And once again there's solid confirmation that Mallinckrodt turf fungicides rate absolute "tops" in grass root tests on actual playing greens.

Comparisons like these have been made at experiment stations across the country—under various conditions. Results? They're the same everywhere. For complete turf disease control, it's Mallinckrodt turf fungicides!

Other kinds of tests are being run also. Some will continue throughout next winter, with the promise that next spring will disclose a new Mallinckrodt product—more effective, or less expensive, or in some way more advantageous to the superintendent than previous products—perhaps even to control turf diseases which had defied control until now.

What's new at the Mallinckrodt test plots? Plenty! And you'll be among the first to know the results of the painstaking efforts of this young man—and the others at Mallinckrodt—dedicated to building a better turf future . . . for you.

STILL 38-25-35?

When did you last measure each of your greens carefully? More than a few years ago? Then it's time to measure them *again!* As you know, the movement of putting green grasses outward, or the inward encroachment of fairway grasses, plus other factors, can change green areas significantly in just a few years. To insure proper usage of equipment and proper dosage with Mallinckrodt turf fungicides, bring your measurements up-to-date. Your Mallinckrodt Turf Fungicide Application Chart gives you a convenient, easy method of measuring. If it somehow hasn't reached you, write today for your 1963 chart.

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Look for these products
on your distributor's shelves—
THE complete line for control of
major turf diseases.



Plus

The Mallinckrodt Turf Disease Handbook—
a handy guide for disease identification
and your year-round control. →



Plus

The 1963 Mallinckrodt Turf Fungicide
Application Chart to help you plan your control
program for the entire year. →



Now . . . have your Mallinckrodt Turf Fungicide Distributor
introduce you to **One-Stop** shopping for a complete
line of products and services.

See Your Nearby Mallinckrodt Turf Fungicide Distributor!



MALLINCKRODT CHEMICAL WORKS

St. Louis • New York • Montreal

It must be admitted that some questions asked in the press room interviews at the Open, Masters and PGA don't show brilliance in interviewing . . . The stroke-by-stroke press room reports of the hot scorers only are of value to the extent that they supply detail for the box score summary started and conducted by Charley Bartlett, veteran golf writer of Chicago Tribune and secretary of the Golf Writers' Assn. of America . . . Those summaries tell the story of the scoring to anybody who knows golf.

The women scorers and the club women who drive cars at the National Opens are immensely valuable and never adequately recognized or thanked . . . Without them the Open would be set back many years . . . They are the reason the Open has it over the Masters . . . I never have seen or heard of one of them being incompetent or disagreeable . . . The Country Club presented a bunch of stars as scorers . . . They are good and careful golfers and the USGA could have them put the Bartlett box score data on their reportage . . . It would help a lot in such cases as that of Bob Gajda, pro at Forest Lake CC, Bloomfield Hills, Mich., who led the first round at Brookline with 69 . . . Bob and his companions, Don Collett of Coronado (Calif.) CC and Gene Thompson of Bluefield (W. Va.) CC, had a gallery of their caddies . . . It was grand to see a swell guy like Bob lead, if only for a round . . . He is a fine teacher and thoroughly able club pro who thinks more about the games of his members than he does about his own.

A man who owns golf courses says that the National Open victory of Julius Boros who walks up to a golf shot and makes it without fooling around and wasting time is going to mean more in one year in added play and revenue at fee and private courses than highly publicized slow players will make out of the game in their lifetimes.

Julius Boros is the perfect example of a good golfer who knows what he is going to do and does it . . . When the Moose won the Flint Open the way he putted and hit shots without diddling around scored with TV golfer viewers . . . He added to that fame by his efficient manner of performing without tedious delay on Open TV . . . Boros knows how to play shots with a wedge out of short rough near

(Continued on page 76)



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Your Inventory
with the NEW*

McLAUGHLIN **Driving Range Balls**

With the following features:

- ★ Three compressions — each one tailored for maximum durability.
- ★ The finest vulcanized cover.
- ★ The best lifetime white urethane paint, chemically bonded to form an integral part of the cover.
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- ★ Exceptional driving qualities.
- ★ Many of our customers report increased patronage after putting these balls into play.
- ★ Available also in solid yellow cover.

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but you can't buy better**

Write for full information, trade for cuts, or rebuilding your cuts.

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GOES
UP



SO
DO
YOUR
PROFITS
ON
THESE



Profit-minded operators know that "Nineteenth Hole" profits often make the difference between a marginal operation and money in the bank.

Meals, sandwiches, soft drinks, vending machines, beer and bar business, juke boxes—all of these are real money-makers for the golf course that attracts golfers (and their families) with time and money to spend.

And that's what you attract when you light your course for night play with Wide-Lite* floodlights! When your course is available for *night play*, you attract players who can't get away from their jobs in the daytime . . . and you get them in the evening when they are hungry, thirsty, and ready to spend an extra hour or so in your restaurant or bar.

Operators of one Par-3 course figure their *increased* dining room and bar profits *alone* will pay for their course lighting system in just two years!

For more golf profit-making facts, just send the no-obligation coupon!

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