



ALL OVER THE COURSE

... a **Myers** Golf Course Sprayer does the job, on
 "pillows of air!"

Speed work, cut costs with a new, modern Myers Golf Course Sprayer. Designed especially for golf course maintenance programs. Easy-to-operate, economical, dependable, work-proven.

New dual-track design minimizes turf compaction, sprayer rides on "pillows of air." Ideal for use on fairways, tees, near greens. Pulls easily. And a Myers Sprayer can really take it. It's built for long-time service. See your Myers Sprayer Dealer for complete information.



Does away with fairway weeds . . . fast!



Stops mold producing fungus in its tracks!



Guards trees and shrubs against insects and parasites!



Rids turf of ever dangerous, mole attracting grubs.

Myers ... the first name in power sprayers

The F. E. Myers & Bro. Co.

ASHLAND, OHIO

SUBSIDIARY OF THE MCNEIL MACHINE & ENGINEERING CO.

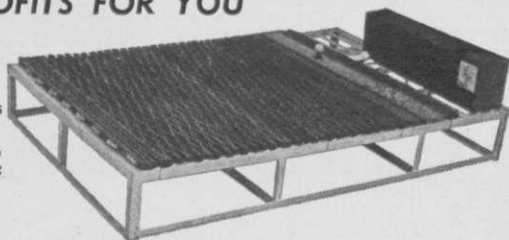
PAR-TEE

For more than 40 years the world's finest automatic golf practice tee . . .

MEANS GREATER PROFITS FOR YOU

Because:

- No capital investment required, PAR-TEES available on lease only.
- Under unique PAR-TEE rental plan you do not pay for all months of your golf season.
- Ready for use on delivery.
- No tee line to build or maintain.
- Increases tee capacity, speeds up play.
- No stooping or bending by players.
- You sell more buckets of balls.
- Powerful advertising medium.
- Reduces ball theft, damage to clubs.
- Always a dry stance for players.
- Quickly adjustable tee height.
- Direction of ball flight adjustable by range owner.
- Minimizes customer ball handling, criticism.



PAR-TEES are 4'x6'x9", are sturdily built of durable brass and steel — some have been in continuous use for 40 years! Complete with driving & standing mats. Designed for maintenance and service free operation.



All enquiries promptly answered with complete information from:

PAR-TEE, Inc.

860 EAST 75TH STREET • CHICAGO 19, ILLINOIS

Big Machines Roll as Seabury Is Built

One of the largest concentrations of earthmoving equipment on other than road construction was seen late last summer in South Mashpee on Cape Cod. It was during the construction of the 36-hole New Seabury GC, referred to as the "Pebble Beach of the East Coast" as seven holes run along the ocean front.

The contract was awarded to Paulini & Vespa Bros., a golf course construction firm located in Hopkinton, Mass. The big job was achieved with a variety of equipment. The Doyle Bros. Construction Co. of Worcester, Mass., had the job of moving earth with four DW21 tractor-scraper combinations, one D8 as a pusher and one D8 in the fill area. This company also had a service truck to maintain its fleet.

Several Subcontractors

On the roster of subcontractors at one time or another were William LaMarche of Sandwich, Mass. with a new Caterpillar D8H tractor; Hugo Rossi of Wellesley, Mass., with a D8 tractor; and the Piatelli Construction Corp. of Braintree, with an

American 1½ yard dragline. Julian Construction Co. of Watertown brought in a 2-yard Lorain dragline.

Tom Lynch of Whitman, Mass., had his Caterpillar D8 with an 8U bulldozer as well as a Caterpillar DC tractor. Leo Bartolini of Fayville, Mass., also had his Caterpillar D8 tractor on the job. The Plymouth Equipment Leasing Co. had three pieces of International Equipment: two TD25 tractors, and one TD14 tractor equipped with bulldozers, and one Caterpillar #80 tractor-drawn scraper which was pulled by one of its two International TD25's.

The Paulini & Vespa Co. also used some of its own equipment on the job. It consisted of one Cat D8 tractor, two Caterpillar D6 tractors, one equipped with a Fleco rock rake, one AC TL12 wheel loader, a Winco 115-230 volt generator for pipe threading machine used to thread the pipe for the irrigation system. Paulini & Vespa also had a 1,000-gallon fuel truck for emergency use only.

84 Acres Cleared

Work on this unusual project began on Aug. 21, and in less than three weeks a total of 84 acres of trees was cleared. For the first time in the Mass., area all trees and stumps which were cleared were

look! here comes Charlie . . . his second round today! he's got a new **GOLF CART**



the  **Par-Pony**

Twice as much fun to ride . . . at half the price you pay for other carts! Yep! Here comes Charlie, all right . . . and Jack, and Jim. Bill, too. Everybody's getting the NEW AMF Par Pony. It's the trend. The thing to do. The cart to own. The cart to rent . . . the cart to ride! Hardly anyone walks on the golf course since the birth of this *sensational golf cart* . . . with the *sensible price!*

With AMF Par Pony, you don't buy frills, you buy function! Space to spare for two. You ride in smooth, easy comfort while a peppy Kohler engine powers right up steep grades. Does it so quietly you don't even have to shut it off to putt.

Economy? Well, you could breeze AMF Par Pony around 18 holes for what it cost to drive your car around the block.

\$549⁹⁵

with electric start Model 5740.
Complete with body.
F. O. B. Factory

Check these 1964 Par Pony Features:

- Lightweight, only 295 pounds • Powerful Kohler Golf Cart gas engine • Large Tote Compartment on back of seat • Automatic Salsbury Transmission • New improved extra quiet performance • Special front and rear spring suspension with deluxe foam cushions • Rugged tubular steel construction • New quick-bag clamps • One foot control for Stop and Go • Extra-wide track tires, standard equipment • 12 volt electrical system which includes push button starter, generator, voltage regulator and battery as standard equipment • Many accessories including a 3-gang lawn mower unit.

Say! You better get going . . . and beat Charlie! Get the new AMF Par Pony

AMF WESTERN TOOL, INC.

Golf Cart Division G-2
3811 McDonald Ave.
P.O. Box 357 • Des Moines, Iowa 50302
Write today for full information

AMF Par Pony sounds great! And it's about time somebody built a golf cart everybody can enjoy! Send me your "poop sheet" today.

Name _____

Address _____

City _____ Zone _____ State _____



**America's
Quality
Golf Car!**

**THE
1964**

KRO-KAR

Formerly - WORTHINGTON CHAMP

KRO-KAR . . . a dependable name in golf cars . . . a profit-wise investment in quality-proven rental fleet performance. Get the KRO-KAR facts for 1964 including important improvements.

Also industrial and personnel electric cars and golf car trailers.

Inspect the KRO-KAR at the PGA Merchandising Show — Jan. 28 — Feb. 1 — PGA National Golf Club, Palm Beach Gardens, Fla.

KRO-KAR INC.

55 MARKET S. W. — GRAND RAPIDS 2, MICH.



buried without delay as a time and labor saving measure. In those three weeks 100,000 yards of fill was moved through the marsh portion of the course, four greens and six tees were molded, one mile of clubhouse road was roughed out, and the clubhouse area was cleared.

The specifications on this job read as follows: 175,000 yards of earth were moved with the Cat DW21 tractor-scraper combinations; 75,000 yards of earth were moved with bulldozers; 52,000 yards of loam were stripped and replaced; the moving of 30,000 yards of earth for the molding of the greens and tees was accomplished with Caterpillar D6 tractors. For irrigation installation, the following pipe was supplied: one mile of six-inch transite pipe; three miles of four-inch transite pipe; three miles of three-inch transite pipe, one mile of two-inch and one-inch galvanized pipe. Ten tons of Merion Bluegrass seed and 120,000 square feet of imported green sod were seeded or laid down and 60 tons of fertilizer were applied.

Supervision of the construction of New Seabury was handled by Sil Paulini of the Paulini & Vespa Bros. firm. He was

assisted by Leo Bartolini, who handled the earthmoving operations, and Tony D'Innocenzo who was in charge of irrigation, greens, tees and traps. Henry Mitchell of the William F. Mitchell, Inc., Manchester, New Hampshire, golf course designer, assisted in all phases.

Emil Hanslin Associates, Inc. is the developer of Seabury. It not only includes the 36-hole course but many adjacent homes. An uninhabited area, impassable to humans or vehicles a year ago, Seabury has emerged as one of the beauty spots on Cape Cod.

California GA Officers

Leonard T. Mendelsohn of Los Angeles is the new president of the California GA. He succeeds William V. Power of San Francisco. George Gnaou and Charles H. Laws are vps and Lynn Smith, secretary.

USGA Rules Book

Copies of the "1964 Rules of Golf" can be obtained from the U.S.G.A., 40 E. 38th st., New York 17, at a cost of 25 cents per copy.

At last! A fully automatic GOLF CAR BATTERY CHARGER

Now you can keep all your golf cars "ready at the tee" with American Monarch's fully automatic battery charger.

No need for a skilled operator—just plug it in and turn it on . . . it's that easy to operate.

A self-regulating transformer has replaced all moving parts—automatically solving such problems as line voltage variables, overcharging, overheating and vibration.

And, proper use of this charger actually lengthens golf car battery life. This 36-volt battery charger is the same type designed for use in military jet aircraft, communications systems, and the computer industry.

Until now, no comparable device has been available to provide fully automatic, uniform battery charging for golf cars.

FEATURES

SIMPLE—The magnetic circuit in the design of this battery-charging unit eliminates all moving parts, requires no manual adjustments, and ensures maintenance-free operation.

SURE—Current-limiting power transformer provides self-corrections for constant system accuracy.

SAFE—Circuit breaker protects DC charging circuit from overloading.

STRONG—Ruggedly built for long, outdoor life, the charger's silicone power rectifiers are hermetically sealed to resist temperature and humidity extremes.

AND MOBILE—Charger units can be wall-mounted where golf cars are parked, or set on legs for portable use on the course.



Available only O.E.M. to
Golf Car Manufacturers.

American Monarch Corporation

2801-37th Avenue Northeast, Minneapolis 21, Minnesota Phone: 612-781-3391, TWX: MP197-U

Look what Edmont is breaking in Sports Illustrated

To help you sell today's only new golf glove

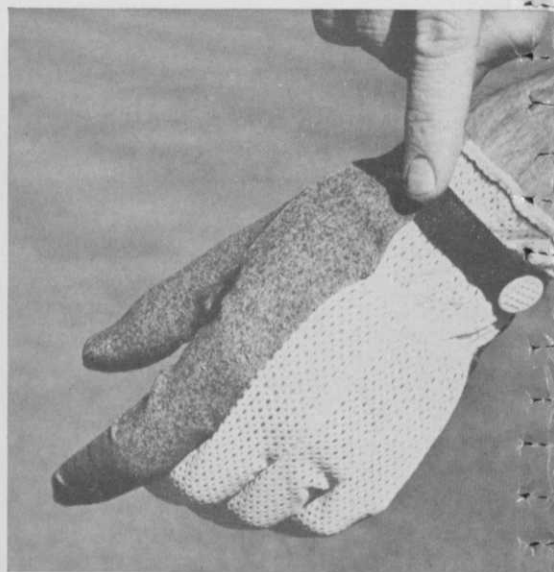
This is the new Edmont Super Grip Golf Glove. Sold only through Pro Shops. Retail for about \$3. Gives you as much as 50% profit.

BUT HERE'S THE REALLY BIG NEWS:

This year, before every major tournament and throughout the height of the golf-playing season, Edmont advertisements will pre-sell Super Grips to more than 7 million enthusiastic readers of Sports Illustrated.

Also to help you sell, Edmont will supply free a "customer-reminder" counter display of the first full page Sports Illustrated ad. This, plus a new eye-catching merchandiser and attractive new see-thru packaging assure you profitable "buy-on-sight" sales.

So, don't miss out. See your Super Grip distributor or send for full details today. There's no obligation. Just opportunity.



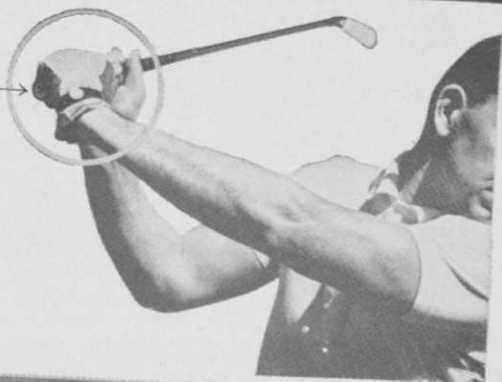
NEW EDMONT SUPER GRIP. Fits snug. Stretches for easy on and off. Even wet, the grip won't slip. Hundreds of tiny stretch-open pores keep palm cool. No stiffening from perspiration dry-out. Stays soft and comfortable always. Adjustable lifetime Velcro® wrist strap fastens securely. Can't jam, stretch or snap loose. There's even a handy ball marker that snaps on the wrist strap. Super Grip is washable, too. Assorted colors, all with nylon mesh back. Men's and women's sizes.



SPECIAL DISPLAY MERCHANDISER OFFER

Two dozen Super Grip golf gloves cost only \$36. For \$1.50 more you get this self-service merchandiser. (And you get an extra glove free, which more than pays for the merchandiser.)

The new **Super Grip** glove that will improve your game!



(READING TIME: 88 SECONDS)



1. NEW CONFIDENCE when you address the ball. Now, you can relax. The club can't slip in your hand when you're wearing Edmont's new Super Grip Golf Glove. Its special vinyl-treated palm grips tight to give you that "long ball" feeling.



2. BETTER CONTROL. Hitting that narrow fairway or punching an iron dead on the pin, Super Grip helps you keep the firmness you want, helps you keep your shot on target. Won't slip. Can't slip... even when wet... even in a downpour.



3. ADDED COMFORT. No more sticky, sweaty palms. Normal hand movements pump cooling air through hundreds of tiny stretch-open pores. No perspiration dry-out as with leather. Your Super Grip stays soft and comfortable.



4. SNUG FITTING. Super Grip's nylon mesh back and special knit liner stretch for easy on and off, yet assure snug fit while you're playing. Unique lifetime Velcro® wrist strap is adjustable, fits perfectly. Can't jam, stretch or snap loose.



5. LONG WEARING. Vinyl-treated palm lasts and lasts. Resists perspiration and club-handle friction. Stress areas triple stitched for added life. And your new Edmont Super Grip is machine washable, too. Won't shrink, fade or lose its grip.



6. HANDY BALL MARKER snaps on wrist strap. Convenient, always ready to use, saves digging in pockets. Look for the new Edmont Super Grip Golf Glove at your pro shop. Choice of colors. Sizes for men and women. About \$3.



Hundreds of tiny stretch-open pores keep palm cool.

Super Grip Golf Glove by **Edmont**

AT YOUR PRO SHOP. ABOUT \$3 • Made by the makers of Green Thumb garden gloves

Edmont inc. COSHOCTON, OHIO

I want to make more money this year. Send me all the facts on your new Super Grip Golf Gloves. No obligation, of course.

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Club Name _____

Address _____

City _____ Zone _____ State _____

**LIVING
LIVELY
LIFE
FOR
Better
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Dr. Allen's True Organic, a superior plant food and soil builder, nourishes and improves your soil, promotes . . sturdy turf and long lasting results. True Organic is a scientifically digested combination of chicken manure and activated sludge, containing billions of Living, Active bacteria. True Organic, rich in trace elements, primary and secondary plant nutrients.

**REDUCES COMPACTION
PRODUCES DEEPER ROOTS
GIVES STEADY INCREASED FEEDING**

PAUL E. ALLEN CO. Route 584, Palm Harbor, Florida Telephone 733-2141

\$\$\$ After Dark

(Continued from page 74)

a profit. Privately-owned courses have the problem of paying taxes, making a profit and still remaining competitive with the many courses.

Having Their Troubles

Miami, my home territory, is a prime golf location with a 12-month season. Of the seven privately-owned regulation courses built between 1960 and 1962, two have been refinanced, four are barely making expenses, and the other one, ideally situated near the beach hotels, does well only in the winter season.

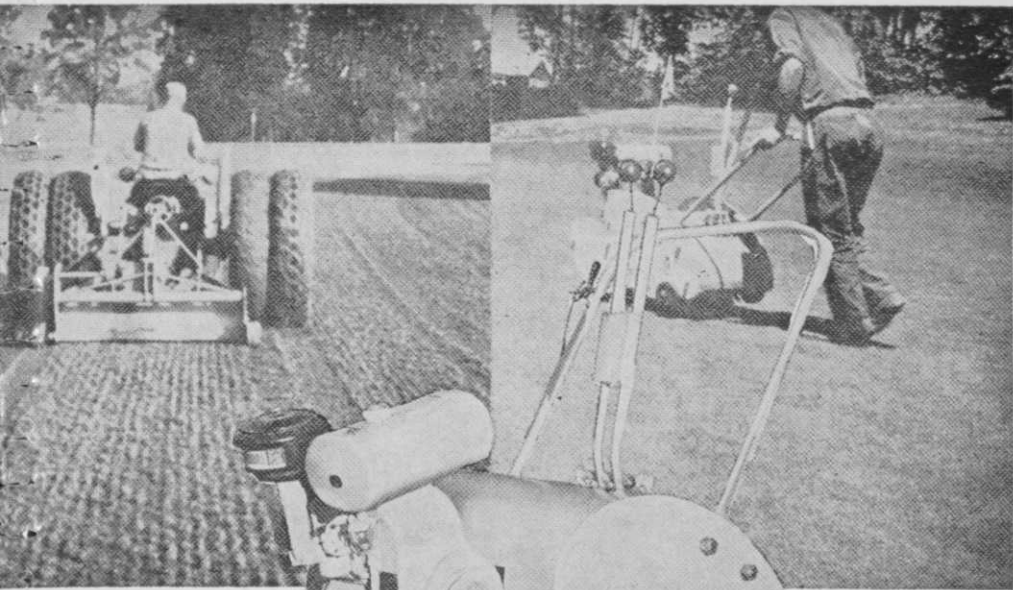
With revenue erosion caused by real estate taxes, the higher cost of land and rising labor, material and other expenses, it is evident that a golf enterprise needs all possible financial assistance to be successful. I believe that the two most effective and productive means of providing such economic aid are to offer good lighting and to include allied facilities. The dramatic revenue increases I have seen at such compact illuminated centers after lighting and other facilities were added are proof that such investments are sound.

Interplay Promoted

Well lighted practice ranges, miniature courses and allied features are business boosters because they promote interplay between facilities. This combination appeals to all family members including the non-golfers because they can enjoy them together. During certain periods, combined revenues of the driving range and miniature course may exceed total golf course fees!

Of the two major aids, good lighting is the most important. Under proper conditions, it has extended golf facility use as much as 40 per cent without increasing maintenance costs! Because golf is a service enterprise, receipts above overhead are largely profit. The additional revenue derived from extra play at night can make the difference between a successful or failing operation. The lighted centers I studied are netting from 15 to 25 per cent on the initial investment. Capital spent for lighting, usually less than 10 per cent of the course value, is most productive and good "insurance" for the center.

A compact illuminated center is the most profitable golf investment for sev-



AERO-THATCH

*the wonder machine that displaces soil
and does 4 turf care jobs at one time*

Only Aero-Thatch, the original turf care machine, does these five important jobs so well:

It starts with soil displacement . . . we don't slice the turf, we actually displace it . . . then,

- Aero-Thatch relieves thatch . . .
- Aero-Thatch reduces compaction
- Aero-Thatch aerates
- Aero-Thatch cultivates

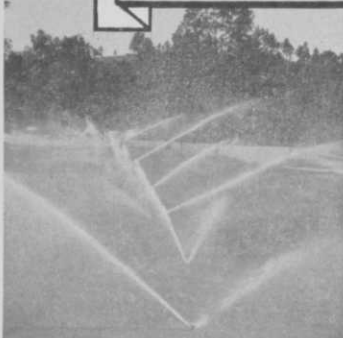
Don't be fooled into thinking that other machines can do the same job Aero-Thatch, the original machine, has been tried and tested on golf courses from coast to coast.

Call your dealer for Aero-Thatch now!

AERO-THATCH, INC.

RAHWAY, NEW JERSEY

For any club... **RAIN BIRD**
AUTOMATIC SPRINKLING SYSTEM
MAKES A BIG DIFFERENCE



Completely automatic Rain Bird system at new Belvedere Country Club, Hot Springs, Arkansas.

sprinkling, at just the right time...all the time.

Which is exactly what you get with Rain Bird's completely automatic system. With the Rain Bird Rain-Clox controller you can sprinkle as briefly as a minute...or as long as an hour. And you can choose the cycle that's best for your turf and climatic conditions.

Combined with Rain Bird's Rotor Pop-Up Impulse Sprinklers, this completely automatic system provides the most scientifically exact, *trouble-free* sprinkling any club could want. Find out for yourself what a *big difference* Rain Bird can make!



Rain Bird Rain-Clox remote sprinkling controller. Completely automatic. Just set it and forget it.

Rotor Pop-up in open position. Green vinyl covered top. Numerous models.



For engineering information about Rain Bird automatic sprinkling systems, contact your local Rain Bird dealer or write direct (in the East and Midwest) Rainy Sprinkler Sales, Div. L. R. Nelson Mfg. Inc., 609 West Lake St., Peoria 5, Ill.; (in the West) Rain Bird Sprinkler Mfg. Corp., P.O. Box 37, Glendora, Calif.

RAIN BIRD
 SUREST AID TO IRRIGATION

eral reasons. It requires only a third of the land required for a full-sized course, permitting it to be located closer to densely populated areas. Maintenance requires a labor and material cost only half as large as a regulation course. Furthermore, it is the ideal layout for efficient, effective and economical illumination.

The importance of good lighting cannot be overemphasized. There is only one way to light a golf course — properly. I know of several courses that spent large sums for lights but ended up discontinuing night play because lighting was poorly designed and installed. Such failures make it difficult to promote night golf, but these design and installation difficulties have been overcome with quality equipment and technical knowhow.

Ratings for Casual Players

(Continued from page 55)

"We have an inducement plan for professionals," Brown states. "Our selling methods are aimed at providing a cash bonus for the shop personnel. At one northern California course, we have aimed our commission program at the assistant professionals. So far, this has gained the approval of leading head profes-

sionals who are interested in seeing their assistants get a break."

For Bill Brown, USGH is a fulfillment of a life's dream that has centered on golf activities, sales, and promotions. A one-time furniture and appliance salesman, Brown a few years ago became associated with Sprawkins Downtown Golf Shop in San Francisco, the largest merchandiser of golf goods in northern California. That made him a permanent convert to golf, if nothing else did. He has been working in the business end of the game ever since.

Poor Man's Crosby

Brown has gained added recognition as a promoter through his creation of a golf safari called "The Poor Man's Crosby." This soiree was styled after the famous clambake, only the appeal was directed to Bay Area country club players who were lured into the Monterey peninsula for a sophisticated summertime golf tournament.

Bill Brown's ultimate aim is to put a handicap into every golf bag. He wants to make golf a game for the handicapped and by the handicapped. To Brown and the many people who only occasionally play the game, the only handicap in golf is no handicap at all.