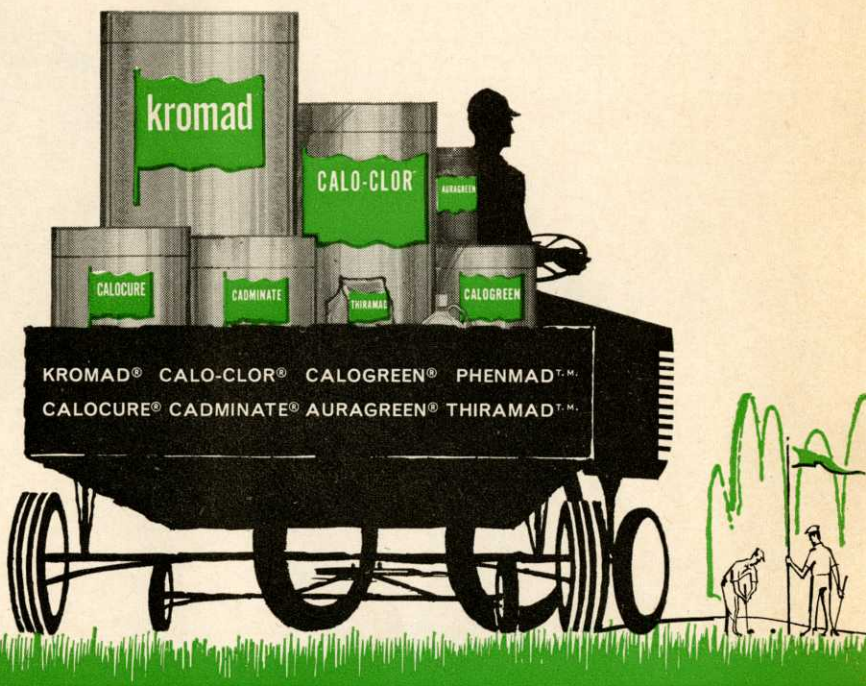


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the most effective
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turf
fungicides
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**BROWN PATCH • COPPER SPOT • DOLLAR SPOT
LEAF BLIGHTS • RED THREAD • SNOW MOLD**

Mallinckrodt research, in close cooperation with leading experiment stations, developed the first turf fungicide for golf course use. Continuing research has steadily added new products to bring more turf diseases under control. You'll be happier, your greens healthier...with the help of the most effective line of turf fungicides, available from over 100 Mallinckrodt distributors.

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• Finest Persimmon protected by special sealing process • Tourney Action Shafts

MT TOURNEY IRONS

Winged Back Design • Flame Ceramic Face • Tourney Action Shaft

DX TOURNEY WOODS

New and top of the line! • New Antique Finish • Solid Persimmon protected by special MacGregor sealing process • Rocker Sole • New Four-Way Roll • New Keysite Insert

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New Wider Hitting Area • Special Back Design • New Built-In Forward Press • Straight Sole Line



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Whoever the player, whatever the price—MacGregor has the right clubs for both. No other club manufacturer offers so much in such complete lines. Look over the exciting new features we've created for your sales and profits for '64. Little wonder these new MacGregor lines are being hailed as "The Heads of Golf for '64!" Order these beauties early and have 'em ready to go...and go the way of the sales winners.

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CEDAR FALLS, IOWA.

... Construction to start this spring on four 29-story and three 18-story apartment buildings costing \$23 million in center of the Washingtonian Motel GC course ... It is located in Gaithersburg, Md.

The 1965 USGA Public Links tournament will be played at North Park CC, Pittsburgh, July 12-17 ... Jack Maloney has resigned as head pro at Spring Brook CC, Morristown, N.J., after 13 years ... He is going into another line of work but will serve as associate pro through 1964 ... Old York Road CC, Springhouse, Pa., has been re-located after 53 years ... It is now in Lower Gwynedd twp., about eight miles from the old site, on a 128-acre development ... The new 6650-yard course was designed by William F. and David W. Gordon of Doylestown, Pa. ... John B. Lynam, Jr., continues as pro and Alex Strachan as supt. ... An old mansion on the new site is serving as the clubhouse

George Aulbach, who retired last fall as pro at Lufkin (Tex.) CC, has been hired as the first executive secretary of the Texas PGA, according to Earl Stewart, pres. ... The association's business matters have become so complex that working pros don't have time to handle them ... Bill Bell of Pasadena was the designer of Green Tree CC, Victorville, Calif., recently completed as part of a 640-acre recreation community that is being built by the Tatum Construction Corp. ... Santa Ana (Calif.) CC recently requested its members to report any damage or suspected damage resulting from sprayed shots ... All clubs and, for that matter, members, too, would be better protected from a legal standpoint if these things were reported.

C. R. (Chet) Keeley, course supt. at Notre Dame U., South Bend, Ind., was again host to Michiana GCSA members on Nov. 11 for their annual meeting and turkey dinner in Morris Inn ... CBS recently signed a four-year contract to telecast the \$200,000 Carling World golf championships ... The first of these will be played in August at Oakland Hills CC in Birmingham, Mich. ... A group of Wilmington, Dela. businessmen have leased a 160-acre portion of the Henry F. duPont estate to build an 18-hole course ... Between \$500,000 and \$600,000 will be invested in course, clubhouse and caddiehouse ... John C. Hickey of Spring Brook CC, Morristown, is 1964 president of the New Jersey State GA ...

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**BETTER
TURF**

**ARE RIGHT
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18

METHAR

PM2,4-D

SUPER
METHAR

CADDY

THIMER

ALL-WET

PMAS

SPOTRETE

AMA2-4D

PMAS The proven herbicide-fungicide for both disease and Crabgrass.

SPOTRETE 75% Dry Thiram Fungicide

CADDY The liquid Cadmium Turf fungicide specific for Dollar Spot, Copper Spot, Snow Mold and Fusarium Patch.

THIMER A broad spectrum fungicide combining Thiram and Organic Mercury in a wettable powder form.

METHAR DSMA-Disodium Methylarsonate for Crabgrass and Dallisgrass in both liquid and powder.

ALL-WET Makes water "wetter" for better penetration in all turf areas.

AMA2-4D Amine Methylarsonate plus 2,4-D liquid for Dallisgrass, Crabgrass and weed control.

PM2,4-D Phenyl mercury plus 2,4-D dichlorophenoxyacetate for selective weed control.

SUPER METHAR Amine Methylarsonate, liquid, for Crabgrass and Dallisgrass control.

STOMA SEAL

Checks dry wilt, wet wilt and cloudy days wilt by preventing transpiration of moisture in bent grasses, poa annua, fescue and Kentucky blue grass.

25% GRANULAR CHLORDANE

A Pre-emergence control agent for Silver Crabgrass. Also effective against grubs and other turf insects.

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He succeeds George E. Davidson.

Sponsors of last summer's American Classic, played at Firestone CC in Akron, report that profits from the tourney exceeded \$20,000 . . . Total income was \$134,000 . . . Three-fourths of the profits go to charitable projects; one-fourth is retained for the Classic's "Rainy Day" reserve fund . . . Total Classic prize money amounts to about \$55,000 . . . Jim Bowers, who was Skeeter Lewis' assistant at Twin Oaks CC, Springfield, Mo., for seven years, now is supt. at Cherokee Village in Hardy, Ark. . . . This is a retirement resort . . . Full 18, holes of which are copies of the best in the U.S., will be ready this spring. . . . Jean Mulkeen, Ladies PGA teaching member, now head professional at Fourissant Valley CC, near St. Louis. . . . She moved from Norlakes GC.

L. V. Dukes, pro at Clarksdale (Miss.) CC, uses a golf car to snare unwary frogs . . . Dick Farley, for the second year, is golf director on the SS France which cruises the Caribbean . . . He and Harry Obitz return to Montauk, Long Island, in April for their third year at this fast growing resort . . . Bud Trumbull, pro at Farmingham (Mass.) CC, reports that 14 aces were made at his club in 1963 . . . Seagrams picked Doug Ford to interview the leaders in the 1963 Canadian Open for their 15th color film of the event . . . So what did Doug do? . . . He won it . . . So, how does a guy interview himself?

Heading the list of the 1964 events at Myrtle Beach (S.C.) and the 50-Mile Grand Strand is the Golf Writers' annual tournament . . . It will be played Apr. 6 at the Dunes G & Beach club . . . Sun Fun Men's and Women's Amateurs are scheduled for June 10 . . . The Carolinas Open is on the ticket for Sept. 15-18 and the third annual Surf Invitational will be an Oct. 2-4 event . . . Joseph S. Finger, Houston architect, says that 18-hole Las Colinas CC, Dallas, which he designed, will be open this spring . . . Finger is rebuilding Westwood in Houston . . . About \$500,000 is said to have been invested in the Golden Horseshoe course opened last fall in Williamsburg, Va. . . . Robert Trent Jones designed the 6,800-yard layout.

Fred Corcoran, tournament director of the International Golf Assn., came home from the IGA and Canada Cup two-man team and individual competitions, at Golf de Saint-Nom-La-Breteche in suburban

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MENTHOLIZED
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Retail \$1.25 per can, pro's cost 75c. Comes six in sales-tested display carton, two cartons to a box, pro's cost \$9.00 for the dozen cans. Sold exclusively thru PRO shops.

New cure for an old problem. For the thousands of golfers who wait to shower until they get home, who simply change from spikes to street shoes after golfing. GOLF PAL Mentholized FOOT SPRAY gives shoe-sore, weary feet an instant lift, an electrifying tingle. A highly effective deodorant that keeps them socially acceptable for hours. Simply spray through socks, or directly on feet if desired. Also effective against athlete's foot. Sell a can each for the golf bag, locker, and auto glove compartment. Again, styled with the clever golf ball cap to tickle the golfer's buying impulse. And the six-pack makes an ideal gift, business or personal.

INSECT REPELLENT

Introduced last year, already a proven "best-seller" in PRO shops. Longest-lasting protection against insects. Expands pro's market for home use, too. Also comes six in self-selling carton, same price as Foot Spray. Sold exclusively through PRO shops.



ON DISPLAY AT PGA MERCHANDISING SHOW

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Paris, with high praise for the French as golf business people . . . IGA tournaments have been sponsored by leading business men in the U.S., Canada, England, Australia, Japan, Argentina and Ireland as well as France . . . Corcoran said nobody ever did better than the French in organizing and conducting the tourney that brought together two-men pro teams from 33 nations . . . Palmer and Nicklaus won the Canada Cup and Nicklaus the International trophy, and they got 95 per cent of the gallery . . . Total gallery for the event was approximately 9,000 in a country that probably doesn't have 12,000 golfers at its 66 courses, most of them 9-hole resort courses of the meadow type.

The tournament organization chart and assignment sheet were displayed in tournament headquarters and meticulously heeded . . . The club officials and tournament committeemen and the Federation Francaise de Golf overlooked no detail in making a business as well as sporting success of the IGA championships . . . The program was fat with advertising . . . Advertising space was sold on tee markers, scoreboards, scorecards, daily news bulletins, pairing sheets and even on the caddies' shirt numbers identifying the players.

Association Sportive du Golf de Saint-Nom-La-Bretheche is headed by Prince Michel de Bourbon-Parme, World War II combat veteran who got some of his training at U.S. camps in Georgia . . . He was captured in Vietnam and was badly battered around by the Japanese and Vietnamese . . . The clubhouse is a very attractive remodeling of what originally was a farmhouse and cow barn on an estate of Louis XIV, king of France (1643-1715) . . . Landscaping around the clubhouse is more colorful than usual at fine clubhouses in the U.S. . . . gardens were kept under plastic covers to have flowers in brilliant bloom for the tournament.

The French can teach us something about having parties outside on beautiful terraces of clubhouses under moonlight and starlight . . . There were portable large capacity heating units, unobtrusively placed, that kept member and guest gatherings of hundreds comfortable on a brisk autumn evening during a combination cocktail party and buffet supper . . . There's distinction in such affairs . . . Few U.S. clubs in architecture or operation make good use of outside areas bordering the clubhouse.

(Continued on page 82)



Freshman Touring Professional
Frank Beard

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Master-Matched
POWER-BILTS

Sold Only by
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"Master-Matching
paid off for me."

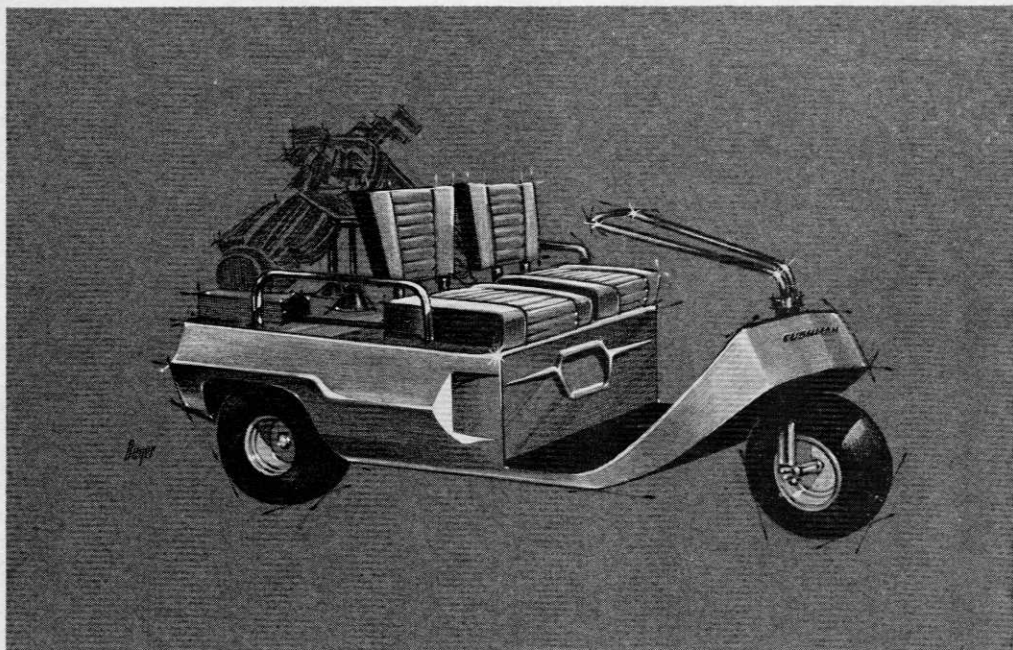
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Power-Bilt Master-Matching will pay off for you too, by promoting a smooth swing free of distractions. Each club in the set swings exactly the same from wood to wedge. This precise craftsmanship is also reflected in their elegant good looks which inspire on sight. Clubs that look right, feel right and play right also SELL RIGHT!

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1964 CUSHMAN *Champion* ELECTRIC GOLFSTER.

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Get up from the driver's seat of this new 1964 Cushman Champion Electric Golfster, and the golf car quickly slows to a stop. A mechanical parking brake goes into action automatically. The golf car cannot roll even on steep hills. Then when you sit down again, the parking brake automatically releases. The car moves the moment you put your foot on the accelerator. Such wonderful conveniences as this exclusive new third brake are standard equipment on the new Cushman electrics!

Entirely redesigned for 1964, the Cushman Champion once again sets the trend in styling and engineering.

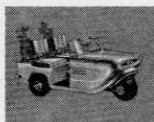
With a new fiberglass body that tilts up for easy inspection and maintenance, and with entirely new direct drive, this Golfster is the most dependable car on the course. It is the widest, lightest and longest-ranging electric golf car Cushman has ever made. New criss-cross bag racks make clubs more easily accessible than ever. New rider comfort with swivel back bucket seats, new leg room, new conveniences of all kinds distinguish this new car. See this one today. Call your Cushman Dealer for a free demonstration.

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