

# *Pargo* Gives You **LESS!**

**LESS TROUBLE - LESS HEADACHES**

**LESS DOWN TIME - LESS MAINTENANCE COSTS**

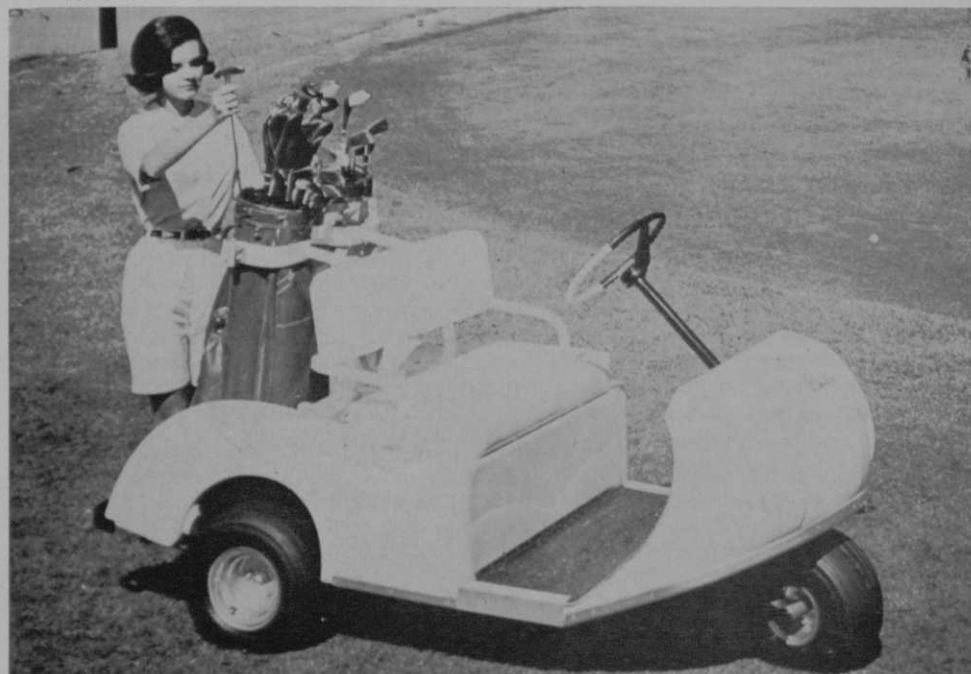
**LESS DAMAGE TO GROUNDS - LESS COMPLAINING**

**NO COUPLINGS - NO GEARS - NO BELTS**

**NO CHAINS - NO CLUTCH - NO AUXILIARY GEAR BOX**

**Look What PARGO Gives You Instead! The First 97% Efficient Direct Drive! The Strongest Fiberglass Body of Any Golf Car! Self-Cleaning Disc Brake! And PARGO Has the Reputation of the Columbia Car Corporation Behind It!**

**TEST IT! PARGO WILL MATCH HOLE-FOR-HOLE ANY PRODUCTION-MADE GOLF CAR . . . AND STILL HAVE RESERVE POWER!**



*Columbia Car Corporation*

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# McLAUGHLIN

## Range, Miniature, Pro Shop Golf Balls

Made of finest materials, carefully supervised. Covers contain the new DUPONT NEOPRENE HC for maximum durability. Finest URETHANE enamel used.

★★★★★

### WANT TO SAVE ON RANGE BALLS?

Have your culls rebuilt the McLAUGHLIN way. Exclusive process gives them same durability as new range balls. Covers and paint the same as our new range balls.

★★★★★

Range and miniature supplies and equipment. Send for catalog. Used balls bought, sold and exchanged.

Free samples of balls  
on request.

★★★★★

YOU CAN PAY MORE —  
BUT YOU CAN'T BUY BETTER!

**HUGH J. McLAUGHLIN & SON, Inc.**

614 N. Indiana Avenue, Crown Point, Indiana

recent National Football League championship, had to turn down the automobile awarded to the winner of the tournament because the USGA said it would put him back in the category of a professional golfer . . . So, Jesse Whittenton, the runnerup took it off his hands . . . Brodie played golf professionally four or five years ago and was reinstated as an amateur in 1964 by the USGA.

Plans for a possible country club are growing out of the desires of golf and curling enthusiasts in Caribou, Me., who want local facilities . . . **George P. McKeon** has been named manager of Trumbull, Conn.'s Hillandale CC . . . **J. M. (Ken) Haines** is new pro at the Caldwell, Idaho municipal courses . . . Formerly he was at the Springfield (Ore.) CC . . . Newark (N. Y.) CC plans to revamp much of its course in \$100,000 improvement program . . . Hickory Hill CC, Martins Bluff, Miss., is constructing three new buildings . . . The Golden Gate GC, Naples, Fla., was opened recently. It is part of a real estate development.

**Jack Webb** has resigned as pro at the Edgewood municipal course, Fargo, N. Dak., to become pro at the Fargo CC . . . A golf course and \$35,000 clubhouse will be constructed by the Tri-County Golfer's Assn. near Barnesboro, Pa. . . Plans have been drawn for a new pro shop at the Havana (Fla.) CC . . . Construction of a pro shop, snack bar and one-acre of parking space will probably be completed shortly for the Lindale public course in Sacramento, Calif. . . . **Urbandale (Ia.) G & CC** had a January groundbreaking for its two-story, air-conditioned clubhouse. The new course is expected to be ready this fall.

Mesquite, Texas golfers have their 19-hole municipal course completed. Pro is **Charles Ranly**. Albany, New York's Normanside CC clubhouse was opened late last year . . . The Army Proving Ground course, near Havre De Grace, Md., will expand its current nine to 18 holes. Funds will be provided by the U. S. Army Materiel Command Welfare (two-thirds) and the APG Civilian Welfare Fund that is derived from profit making post operations (one-third) . . . **Edmund B. Ault** is architect.

Bobby Nichols gets  
that  
**extra  
distance**  
with  
**POWER-BILT**  
woods

*Bobby Nichols*  
Winner of the PGA  
and World Golf Tournaments

Bobby, a big hitter from the start, picked Power-Bilts when he began his tournament career just five short years ago. Today the present PGA Champion is famous for his tremendous power off the tees.

Your members are looking for this kind of performance—make Power-Bilts your first choice too!

HILLERICH & BRADSBY CO., Louisville, Kentucky

Sold Only by  
Golf Professionals

Master-Matched

**Power-Bilt**  
Golf Clubs



# 5 ways to get a new grip on golf glove sales

Here is how the new **Edmont Super-Grip** golf glove and merchandising support will help you build pro shop traffic and boost your sales and profits:

## 1 The Super-Grip Tee-to-Green Sweepstakes.

One of your customers could be the winner of an exciting, one week paid vacation for two at the Dorado Beach Hotel and Golf Club in Dorado Beach, Puerto Rico. In addition, there are 20 other prizes of complete golfing wardrobes (slacks, shirt and jacket).

You can win, too. If one of your customers wins, you get a complete Edmont Super-Grip counter merchandiser, free. Almost \$100 in merchandise. All you have to do is sign customers' entry blanks when they bring them into your shop.

Entry blanks will be in the full page consumer ads, and attached to a counter card display of the ads. Entry reminders will also be included in every Super-Grip ad.

**All you have to do is sign your name** in this pro shop traffic building promotion.

**Get a new grip on your game**



Get more positive club control for greater accuracy and lower scores... with the Edmont Super-Grip golf glove. Longer-lasting, too! The Super-Grip is tough. All-weather, even in triple-weather, and washable. When the glove gets cold, throw it in the washer (no other golf gloves). Won't chafe, crack or stiffen. Never loses its grip. Always stays soft.

Good for the sensitive touch. The glove material stretches for use on any club. Works even for a hand, strap-on ball carriers... no more fumbling for clubs.

The Super-Grip is cool and comfortable. Normal hand measurements help circulate air through the mesh back and impregnated palm.

Try one. Buy one (only \$1). All major pro shops in men's and women's sizes and assorted colors for right and left hands. Next to professional stores.

Now, the Edmont Super-Grip is the new way for you to win grip on your game. I look for this glove, and will be the Super-Grip to wear.



**Win a Caribbean Golfing Vacation**  
in the Edmont Tee-to-Green Sweepstakes!!! Nothing to buy.

20 additional prizes, too. You can win a complete golfing wardrobe (slacks, shirt and jacket). Four more. All entries must be postmarked by midnight, Aug. 31, 1983. Employees of Edmont, their agencies and families are not eligible.

Just fill in the entry blank and have it signed by your pro shop. Send blank to a week's all-expense paid golfing vacation for two at the Dorado Beach Hotel and Golf Club in Dorado Beach, Puerto Rico. There's just one hitch, and there is no Dorado Beach. We can't afford to give you that kind of vacation. You'll have to win it. Send your entry blank to the nearest Edmont Super-Grip pro shop for your pro shop and merchandise.

**Edmont Sweepstakes**

For more information, see the entry blank with a full page consumer ad in the August 1983 issue of SPORTS ILLUSTRATED.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
E-mail \_\_\_\_\_

This full page ad will tell the golfing public about the Tee-to-Green Sweepstakes. It will appear in the May 3 issue of SPORTS ILLUSTRATED, and the May issue of GOLF DIGEST.



## 2 A Counter Merchandiser

that stops traffic and helps make sales. Displays 2½ dozen Super-Grip gloves in self-selling packages.

## 3 The Best Profit Margin.

The Edmont Super-Grip retails for \$3.00. Gives you a better profit margin than any other glove. You also get one glove *free* with every merchandiser you buy.

## 4 National Advertising Support

with 4 ads in SPORTS ILLUSTRATED, and 3 ads appearing in GOLF DIGEST. And these ads pre-sell the Edmont golf glove *only*, not as part of a larger golf equipment line.

Sports Illustrated

GOLF DIGEST

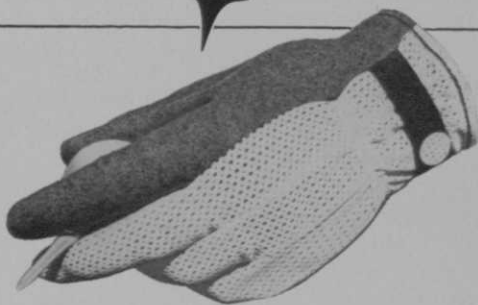
## 5 The Edmont Super-Grip Golf Glove.

The only new golf glove on the market today.

The patented fabric palm never loses its grip...wet or dry. Stays soft, always.

And, the Super-Grip glove is cool . . . long-wearing . . . washable.

In men's and women's sizes for



right or left hands. Choice of colors. Displayed in self-selling packages, and pre-priced at \$3.

Boost your sales and profits with the Super-Grip Tee-to-Green Sweepstakes. Contact your wholesaler for details. Or, write Edmont Inc.

you only need  $\frac{1}{3}$  THE INVENTORY

WITH **TINGLEY** GOLF RUBBERS

RUBBER CORPORATION

FOR MEN & WOMEN

SOUTH PLAINFIELD 26, N.J. EST. 1896



**MEN'S GOLF RUBBERS**

4 sizes fit perfectly over all men's shoes  
sizes 6½ to 13 suggested list price in  
brown or black, \$3.95



**WOMEN'S GOLF RUBBERS**

5 sizes fit all women's shoe sizes and widths  
suggested list price \$3.50 NOW AVAILABLE  
IN BRIGHT RED, brown and black.

DISTRIBUTED BY A. G. SPALDING & BROS., INC.

June 1st is the scheduled completion date for the new watering system at the Hocking Hills CC in Logan, Ohio . . . The system is being installed by the Automatic Lawn Sprinkler Co. of Indianapolis, Ind. . . . Fairways have been cleared for work on the 9-hole course and construction on the clubhouses has been completed at the Quitman (Miss.) CC . . . Mickey Durham is now pro at Ramsgate CC, Greenville, S. C. area, Durham was formerly assistant at Greenville CC under pro Mike Lucas.

The Women's Western Golf Assn. has announced its Open Championship will be played June 10-13 at Beverly CC, Chicago, Ill.; Amateur Championship, July 19-24, Wayzata (Minn.) CC; Junior Invitation Open Championship, August 2-6, Onwentsia Club, Lake Forest, Ill. . . . Leased land of the Parker Ranch on Big Island of Hawaii, 150 miles from Honolulu, will see the construction of a hotel and 18-hole course with a course opening schedule for February . . . Developer is Lawrence S. Rockefeller; course architect is Robert Trent Jones, women's pro is

Jackie Pung; and Leslie H. Moore, Jr. is manager . . . Bob Baldock and Son, Fresno, Calif., course architects, have a new twin engine Cessna 310 six passenger plane.

Eddie Susalla, pro-manager of La Costa (Calif.) CC in this planned community in north San Diego County, will have its 18-hole course open May 1st. Architect is Dick Wilson . . . The Northeastern GCSA has announced that its members are now 100 per cent national affiliate members . . . The CMAA is urging its members to write their representatives in Congress advocating reduction of taxes from 20 to 10 per cent on club dues, fees and assessments . . . At the December meeting of the Southern Calif. GCSA, held at Port Hueneme (Calif.) GC, President Dave Mastroleo fined several members for not confirming to rules and regulations . . . One man was fined \$3.00 for not wearing a coat and tie and two men were fined \$1.00 each for not wearing ties.

There will be a new Bob Baldock public course in West Sacramento, Calif. . . . course is to be 5400 yards with par of 70 . . . Richard Spears, 17-year-old

# PROFIT WITH THE PRODUCTS GOLFERS WANT

## Knitted Club Sox

for Nos. 1, 2, 3, 4, 5 Woods and Putter

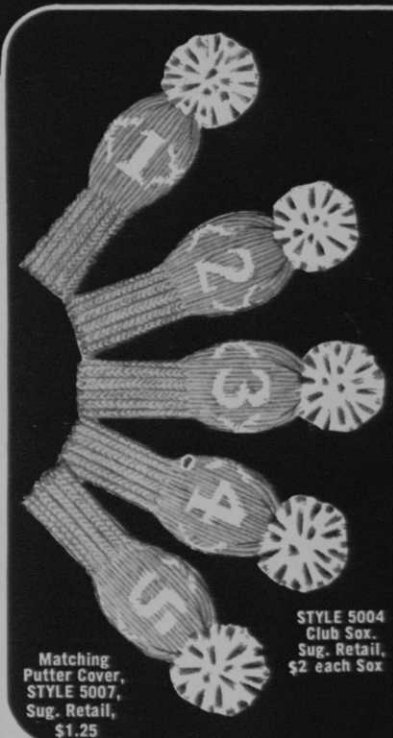
Men say knit Club Sox are the handiest head covers! Women say they're the handsomest! You'll find they're both right . . . for Club Sox slip on and off clubs easily, tuck into pocket during play . . . and, they're dapper in design, with jaunty trimming. Why not order fast-selling Club Sox now for YOUR golfers . . . 12 favorite colors, all fully washable. In 100% Creslan® acrylic. Delivery any time you specify — packed bulk any assortment, bagged in sets . . . or gift-boxed.

STYLE 5002 Club Sox features narrow stripes to indicate club number. (Sug. Retail, \$1.75 each.) STYLE 5004 is knit-lined; has actual numerals. (Sug. Retail, \$2 each.)



Matching Putter Cover, STYLE 5006, Sug. Retail, \$1.25

STYLE 5002 Club Sox, Sug. Retail, \$1.75 each Sox



STYLE 5004 Club Sox, Sug. Retail, \$2 each Sox

Matching Putter Cover, STYLE 5007, Sug. Retail, \$1.25



### Sports-Mate Tote Bags

Ladies love this smart, compact "hold-all" that's just 4" W. x 7½" H. Zipper closing. Leather-looking vinyl in fashion colors. About \$2.



### Pom Tam Knit Sports Caps

Flatter every hair-do, fit every head. Orlon acrylic or wool. Individually bagged. Bright or light colors. Sug. Ret. \$2 ea.



### Stretch Bands

Knit circlets are the fashion, and the fastest way to make a sales hit. 1 size fits all. Gay or pastel colors. Individually bagged.



### Foot-Lights

For after the game relaxing. Leather-looking vinyl, durable sueded outsoles. Ladies' sizes S., M., L. Fashion colors. Sug. Retail, \$2 pair.

**RELIABLE**  
Knitting Works  
Milwaukee, Wis. 53205

WRITE FOR COLORFUL, DETAILED LITERATURE

# STORAGE RACKS



## GOLF BAG TAGS

**IRV SCHLOSS**  
PGA GOLF PROFESSIONAL

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GOLDEN TRIANGLE C. C.  
CLEARWATER, FLORIDA

PLASTIC OR FIBRE  
ROUND OR RECTANGULAR

SPECIAL CLUB EMBLEMS  
ON BACK TO ORDER

**NEW!** PLASTIC TAGS  
HEAT STAMPED

**\$15.00**  
per 100

200 or more

Orders under 200 add \$2.00

FOR SPECIAL EMBLEMS ADD \$5.00 TO  
FIRST ORDER FOR ART WORK AND CUT

FIBRE TAGS — RED, WHITE, GREY  
(Marking Ink and Pen \$1.00)

100 . . . \$10.50	400 . . . \$33.70
200 . . . 19.25	500 . . . 39.75
300 . . . 26.50	1000 . . . 71.00

Prices Include Heavy, Plated "S" Hooks. Round Tags 2 1/4" Dia. — Rectangular Tags 3 x 1 3/4". Without PGA Emblem to Non-PGA Pros — Please Specify.

**MILLER GOLF PRINTING  
& SUPPLY, INC.**

2053 HARVARD AVE. DUNEDIN, FLA.

NYC metropolitan Junior champion, captured the first annual Junior Orange Bowl Golf Tournament held at the Biltmore GC in Coral Gables, Fla. His home is Port Jervis, N. Y. . . . **Oscar Miles**, Quincy (Ill.) CC, named supt. at Olympia Fields (Ill.) CC as of Feb. 1.

Rumors persist that the land leased by the American Brass Employees Assn. for the 9-hole American Brass CC, Nagatuck, Conn., may be sold to a developer, thus closing the course . . . Amsterdam (N.Y.) municipal course set new records for 1964 with 38,694 players using the course . . . A surplus of \$5,583 was realized . . . The Niagara Falls (N. Y.) Gazette has suggested that in order to establish a county community college in Hyde Park (Niagara county), part of the Hyde Park CC could be donated for the site . . . Permits for construction of a Rossmoor, "Leisure World" adult community in Montgomery county, Md., have been granted . . . A course is planned as part of the development.

Diamond Bar municipal course opened its 18 for play in Los Angeles on Dec. 21st . . . Cockaigne, a recreational development near Jamestown, N. Y., has obtained a \$400,000 Small Business Administration loan and will sell \$200,000 in common stock to raise building funds . . . Eventual plans call for development of a golf course . . . **Ellis Maples** of Whispering Pines, N. C. has been employed to design the 9-hole course that will be part of a recreational complex being built by a non-profit group with the aid of \$120,000 FHA loan in the Johnsonville-Hemingway area in South Carolina . . . **Nate Feiman** is pro-manager of the Santo Domingo CC in the Dominican Republic . . . Spring play should be possible on the 18 of the new Melton Hill CC, Clinton, Tenn. . . . Pro is **Les Cater** and club manager is **Arnold Tiller**.

Bay City (Tex.) CC recently opened its doors for the first time since its clubhouse was completely destroyed by fire in Jan. of 1964 . . . Echo Valley CC in Colonial Heights, Tenn. has been renamed Colonial Heights G & CC under the new





# Club Car

MAY COST A LITTLE MORE BUT IT'S  
**WORTH SO MUCH MORE!**

You may find the price tag on Club Car a bit higher than on some other golf cars . . . but in the long run, Club Car will prove to be your most economical investment. These handsome cars stay on the course earning profits for you from dawn to dark on a single charge. Players like it because Club Car has the looks . . . the comfort . . . the engineering . . . and the smooth, safe performance of the finest car available, regardless of price. Your choice of beautiful new pastel colors. Optional equipment includes stylish "bucket" seats and surrey tops. If you are looking for quality, it's time you moved up to Club Car.

**This Is The Only Car With A 2-Year Warranty On The Drive Unit  
 GUARANTEE:**

Stevens Club Car Is Guaranteed To Out Perform  
 Any Golf Car On Any Golf Course Anywhere.

**STEVENS**  
**Club Car**

GOES MORE THAN 100 HOLES  
 WITHOUT A RECHARGE!

CLUB CAR DIVISION,  
 STEVENS APPLIANCE TRUCK CO.  
 Box 897, Augusta, Georgia

- Send complete information on Club Car  
 We'd like a Club Car demonstration

NAME \_\_\_\_\_

CLUB OR FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_



**NEW!**

**OPEN-HOUSE** for Golf Course Use

Ideal for Tournament Registration Booth . . . 19th Hole Refreshment Center . . . Snack Bar . . . Caddie House . . . Expandable Storage Shelter for Golf Carts, Mowers, Tractors, Tools. **OPEN-HOUSE** is a strongly built, durably finished, steel structure that can be quickly assembled. It can be closed and locked safely at night. If required, it can be easily moved on a special **OPEN-HOUSE** trailer. **OPEN-HOUSE** is seven feet square and measures eighty inches under awning closures. Twenty-one feet of counter space keeps traffic moving.

Several units can be combined to make a larger structure with choice of wall panels, The low price will surprise you. Write for literature. **DISTRIBUTORS WANTED. GOOD TERRITORIES STILL AVAILABLE.**

**INTERNATIONAL EQUIPMENT DIVISION**

Morrison International Corp., 2487 Walden Avenue  
Buffalo, N.Y. 14225 A subsidiary of Conax Corp.

contract management of the Paul Holm Co., club developers and managers . . . A new par 72, 18-hole course is being constructed . . . Vol. No. 1 of the Newsletter of the Carolinas GCSA was recently published . . . Members of the Atlanta (Ga.) Athletic Club will consider selling the No. 2 course at East Lake CC to a developer . . . New Waynesborough CC, Paoli, Pa., will have a course designed by **George Fazio** . . . Planners of the first Philadelphia "Main Line" club to be started in more than 50 years hope for a June opening.

New officers of the Florida West Coast GCSA for 1965 are **Ruben Hines, Jr.**, president; **C. R. "Bud" Pearson** vp; **Hugh Bebout**, secretary-treasurer . . . The March-through-June Ladies' PGA Tour schedule includes 14 official events with \$128,500 in official prize money and \$2,500 in unofficial money, an increase of \$8,000 in official money over last year . . . It is anticipated that total prize purse for 1965 will exceed \$360,000 . . . Four new tournaments have been added to the schedule for 1965 . . . They are the Allstate Ladies'

Invitational in Jackson, Miss., March 26-28; the Pensacola (Fla.) Ladies' Invitational, April 23-25; the Shreveport Kiwanis Invitational in Benton, La., May 7-9; and the Bluegrass Ladies' Invitational in Louisville, Ky., June 4-6. Each of these events has a prize purse of \$8500.

Spring Opening of a new course at Moccasin Hills CC near Gate City, Va. planned . . . Club facilities are being developed by the Scott County (Va.) Recreational Corp., which has secured loans through the FHA and a local bank . . . Panofama GC (Conroe, Tex.) will complete its course this spring, according to manager **Jack Miller** . . . New manager at Black Knight CC, Beckley, W. Va., is **Joseph F. Harvath** who was formerly at Canton CC . . . Harvath succeeds **Robert B. Baker** who has become manager at the Edgewood CC in Charleston . . . The Carmel Club (Charlotte, N. C. area) planning to build a new clubhouse and swimming pool . . . A new 9-hole course adjacent to the present 18-hole course will also be built, giving Carmel the only 27-hole layout in the area.