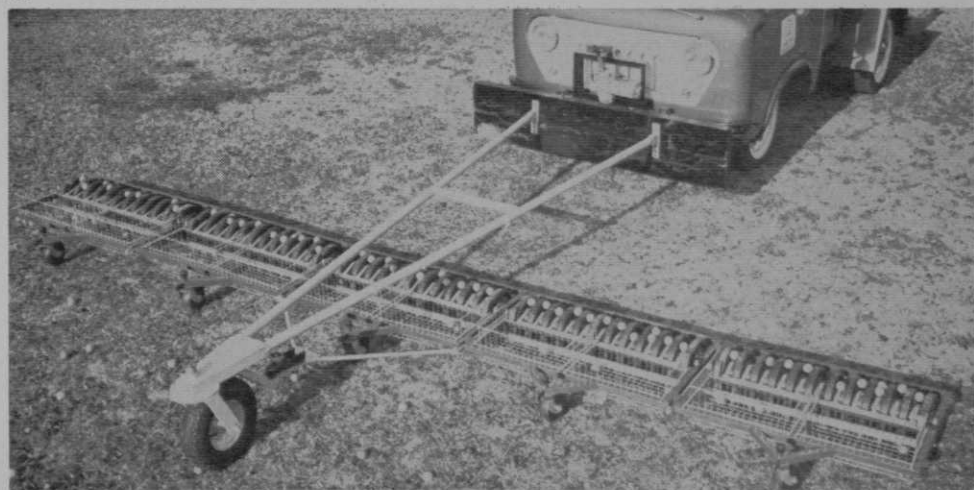




Bring 'em back with a

BAILEY GOLF BALL PICKER



QUICKEST WAY TO GATHER GOLF BALLS

Get the job done fast, thoroughly and economically with the dependable Bailey Golf Ball Picker. It's rugged! It's powerful! It's easy on balls and turf! Whatever the ground condition there is a model to sweep it clean. Roller Model for grassy, level terrain. Wheel Model for rugged, uneven surfaces.

- CHECK THESE FEATURES**
- Interchangeable 44" units
 - Two baskets in each unit hold 600 balls
 - Easy to assemble in two or more units
 - Additional units can be added as needed
 - Senior Picker in regulation size of 3 units covers 11 feet
 - Junior Picker of 2 units covers 7' 4"
 - Complete with pulling hitch
 - For best results we recommend A-frame.



WHEEL MODEL



ROLLER MODEL

SEND FOR LATEST CATALOG

EASTERN GOLF CO.

2537 BOSTON ROAD
BRONX, N. Y. 10467

36th year of service to the golf industry

MAIL THIS COUPON

I'm interested in the following model:

Roller Model Wheel Model

Also send free catalog

Name _____

Club _____

Address _____

City _____ State _____ Zip # _____

Dept. A



TROUBLE FREE! RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan

board . . . Pleasant Valley CC in Worcester, Mass. has signed **Paul Harney** as its new pro.

Ever notice how many men golfers own from five to 15 putters and how few women golfers own more than one? . . . Men are better putters than women . . . Maybe pros have missed a bet in not suggesting another putter to women who have putting slumps even as you and I.

There were 8,613 requests for amateur invitations to the **Bing Crosby** pro-am curtain raiser of Bing's great annual Clambake . . . Only a guy with Crosby's top rating as a gentleman sportsman could stand a strain like that . . . Even the fellows who can't get into the field still brag of Bing as their buddy . . . **Maurie Luxford** who screens invitations with Bing rarely has his judgment questioned.

Eddie Miller of the USGA headquarters staff was given a surprise party on his 25th anniversary of service to the USGA and golf . . . A bound collection of letters from many in the game told Eddie of their appreciation of the innum-

erable things he's done for them and golf in general . . . Eddie is a hard worker who knows the answers . . . In arranging the tribute to Eddie, **Joe Dey** hailed a valuable teammate in the USGA's east 38th st. tabernacle.

Look for an early end of advertising gimmicks that disregard USGA amateur regulations prohibiting acceptance of prizes of retail value exceeding \$200 (except trophies of symbolic value) . . . General reaction of respectable golfers has been that the advertising contests with awards beyond amateur status limits are not in keeping with other, customary and ethical business practices of the reputable advertisers and agencies who have been violating golf's amateur status code . . . This exploitation of golf has involved many well meaning amateurs in embarrassing situations.

One hotel chain that has violated the amateur status rule of golf's effort to protect the game against damage by hustlers of all sorts, ought to cooperate with the USGA or, to be consistent, fire its house

CUSTOM MADE WOODS

#1 THRU #18

CUSTOM MADE PUTTERS

Including Famous "WON-PUTT" & "PRO'S OWN"

Repairs-Any Make Club

Fast Service—Reasonable Prices

Write for Catalogue and Price List.

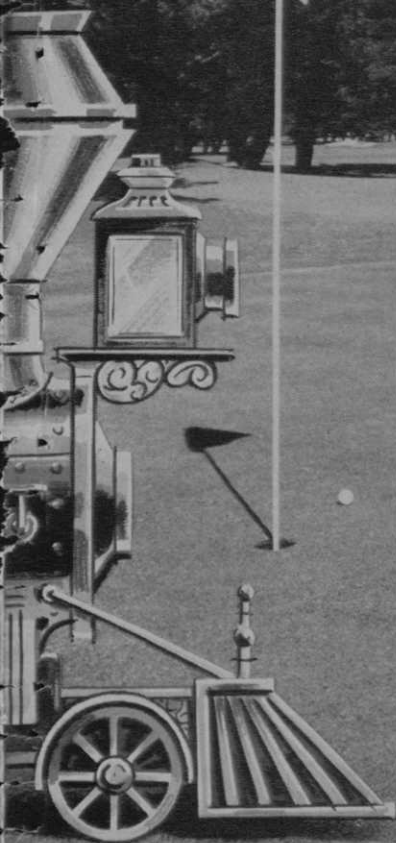


Looking for a job,
club to buy, golf
cars to recondition?
See GOLFDOM'S
Classified Ads, P. 148
They Bring Results

Bert Dargie GOLF CO., INC.

3030 SUMMER AVENUE • MEMPHIS, TENN 38112
PHONE 374-4688 AREA CODE 901

Don't steal that train, JESSE...it takes too much storage space!



Jesse James held up trains, but never stole one ...he didn't have room to store it.

Many superintendents have a storage problem. They keep buildings packed with low-analysis organic fertilizer that's awkward to handle. Nitroform[®], Hercules Powder Company's turf food, can solve storage problems. With 38% nitrogen, it is compact and easy to store. In fact, one of the best places to store Nitroform is in the soil. It doesn't leach away, but goes

to work when plants need nourishment.

Nitroform is available as granular Blue Chip[®] for conventional spreading and Powder Blue* for liquid application. Nitroform costs less for equivalent nitrogen value than the bulky stuff. And it doesn't burn turf when applied as recommended.

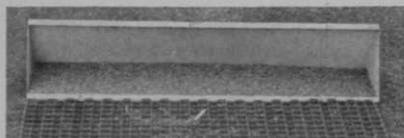
Steal some time for your Hercules representative. He'll give you the full story, but won't hold you up long.



HERCULES
NITROFORM[®]

NEW — LABOR-SAVING

Pebble Catcher



- ★ Eliminates "clean up" with greensmower or sweeper after topdressing.
- ★ Leaves completely smooth putting surface.
- ★ Accomplishes floating out topdressing and does better job of working in material.
- ★ Big labor savings in topdressing operation.
- ★ Allows use of coarse material alleviating compaction.

Attach "Pebble Catcher" to the end of the drag mat to catch all particles which bounce through the mat. All particles too large to be worked in bounce over the sections of the drag mat. By using the "Pebble Catcher" you either drag them off the green or catch them. In many cases, if proper shredding equipment is used, screening of top dressing can be virtually eliminated. Immediately after dragging with the "Pebble Catcher," greens can be mowed without fear of damage to greensmowers.

For more information see your turf supplier, or write:

Golf Course Trailer Co.

P. O. Box 3108 • Augusta Georgia



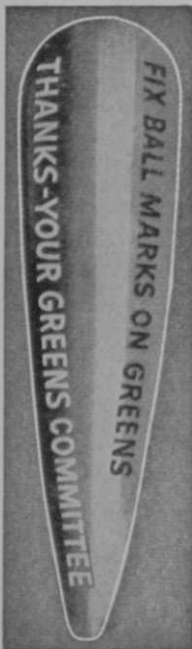
Pro Juan Sereda (r) of Montevideo, Uruguay, accepts a Jeep Tuxedo Park Mark IV for shooting a hole-in-one in the final round of the Canada Cup Matches at the Royal Kaanapali course in Hawaii. Donated by Kaiser Jeep Corp., the vehicle was presented by Edward C. Bringuel (l), KJC Hawaiian distributor. Sereda's hole-in-one was only the second in the 12-year history of the tournament.

dicks . . . Distillers, showing ignorance or contempt of golf's amateur code, dirty their business by preserving the old barrel-house owners' policy: get 'em blind drunk at a dime a shot then charge the chumps a quarter for sleeping in the flop-house upstairs.

What we have said about FHA loans for converting some farm land into golf courses being a good deal all around but badly handicapped by a bubbleheaded publicity operation is being too often confirmed by newspaper editorials and letters to newspaper editors . . . One in the Des Moines Register from Bert C. Hanson, Pocahontas, Ia., mentioned that because of a FHA loan to convert an 80-acre farm into a 9-hole golf course, Sec. of Agriculture Freeman said, "The government won't have to battle some 128,000 bushels of corn as a surplus." . . . Hanson added: "Having been born and raised in this area I never have known this 80 acres to be plowed . . . What I want to know is how in hell we are going to save 128,000 bushels of surplus corn by putting a golf course on a bluegrass pasture?" . . . When Golfdom says a word against any government backing of a loan for golf course building you may be sure that the Washington publicity job really has been poor.

Tom Ream, retired club manager and his wife Helen, once owner of a famed

STOP BALL MARKS ON GREENS



ACTUAL SIZE

with this DIVOT FIXER

Let's see what punishment the greens must take. 20,000 rounds of golf means 20,000 shot to each green.

If 10% hit the greens it would mean 2,000 holes per green each year.

Repairing these holes an hour later or next day is useless. The damaged turf must be repaired at once to avoid a hole and brown spot.

Make your own test. Just try to repair an old ball mark. Then a new one.

Our little Divot-fixer tool can help you solve this problem.

Prices: for plain or imprinted as shown—
F.O.B. Des Moines, Ia.:
1000—\$65 500—\$35
250—\$20

Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each.

Ten dollars extra for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

**WOODSIDE GOLF
& PARK SUPPLY CO.**
Des Moines 13, Iowa



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
MANUFACTURERS OF AGRICULTURAL
& HORTICULTURAL MACHINERY

**RANSOMES HAVE MANUFACTURED FINE QUALITY LAWN MOWERS SINCE 1832
RANSOMES MOWERS WERE CHOSEN FOR
THE OLYMPIC GAMES AT TOKYO, ROME AND HELSINKI**



Ransomes CERTES

Ransomes 16" CERTES mows greens at The Royal and Ancient Golf Club at St. Andrews in Scotland where only the finest mower is good enough for such precious turf. Certes produces exceptionally close work and leaves a velvet-like finish.

Look at these leading features—

- ★ 10-knife cutting cylinder gives 100 cuts per yard.
- ★ Very thin bottom blade for very close cutting.
- ★ Accurately machined front-roll and land-roll to avoid damage to finest turf.
- ★ Precision cut steel gears and pinions for smooth, effortless working.
- ★ Rigid frame and adjustable handles.

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2312 Douglas St., Victoria, B. C.
HENDERSON POWER EQUIPMENT LTD.
560 Pembina Highway, Winnipeg
DUKE LAWN EQUIPMENT LTD.
1184 Plains Road East, Burlington, Ontario

UNITED STATES DISTRIBUTORS

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HIRAM F. GODWIN & SON,
22366 Grand River Ave., Detroit 19, Michigan
WARREN'S TURF NURSERY, 8400 West 111th St.,
Palos Park, Chicago, Illinois
WILLIAMS EQUIPMENT COMPANY
1813-15 Market Street, Chattanooga, Tennessee

RANSOMES SIMS & JEFFERIES LTD. IPSWICH, ENGLAND

Let us show you how course revenue

In addition to your profit



**A proven profit plan—backed by the
only quality golf car at a popular price!**



The AMF Par Pony is quality designed and engineered to take the punishing treatment of rental use — over 250 rounds for each Par Pony at one course in 1964. Yet it costs less than ½ the price of comparable makes! Economical to operate, too. There's no match for the proven performance and dependability of Par Pony. Used with the Par Pony Profit Plan, it can boost your revenue and give you greater profit from your overall investment.

to increase your total by at least 33 $\frac{1}{3}$ % from your present Golf Car Operation

More revenue from week-day green fees!
More revenue from your pro shop!
More revenue from food and beverages!

Wishful thinking? Not at all! That one third increase in total revenue is based on *proven* results, not guesswork. And you can get results like these with the remarkable PAR PONY PROFIT PLAN. It's much more than just another golf car rental program. The PAR PONY PROFIT PLAN is designed to increase your traffic when you really need it—on weekdays,

Monday through Friday. But the plan does even more than increase revenue from green fees. It will increase revenue from your pro shop, food and beverages, too. A metropolitan area golf course using the Par Pony program proved it successful by enjoying a substantial increase in total annual revenue.

**To see how your profits can grow,
fill in the space below! It takes just 30 seconds!**

1964

1. Your average green fee price
2. Total number of green fees last year
3. Number (1) times (2) equals
TOTAL \$

1965

1. Your average green fee price
2. Total number of green fees last
year plus $\frac{1}{3}$ increase*
YOUR TOTAL REVENUE FOR 1965

Compare 1965 to 1964 and you'll see the increase at a glance . . . Then add $\frac{1}{3}$ increase in pro shop revenue and in food and bar and you're really making money!

*Based on actual results of Par Pony Profit Plan.

**GET ALL THE FACTS
—MAIL COUPON NOW!**



AMF WESTERN TOOL, INC.
Subsidiary of American Machine & Foundry Co.
3811 McDonald Ave., Des Moines, Iowa 50302

AMF WESTERN TOOL, INC., Golf Car Division GO-2
P.O. Box 357, Des Moines, Iowa 50302

Yes — I want more revenue in 1965! Send me complete information on the Par Pony Profit Plan and Par Pony Golf Car.

Name _____

Golf Course _____

Address _____

City _____ State _____

KEN Shop Supplies

Help You Give Better Service



All
Ellington Tools
Grip Conditioner
Stains, lacquers,
adhesives
Grips
Listing
Whipping
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cleaning
supplies
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All other shop needs

Write for handy SHOP SUPPLY LIST

Kenneth Smith GOLF CLUBS

Hand-made to fit You

World's Largest Custom Club Maker

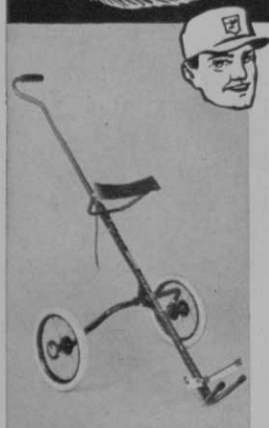
Box 41-GM, Kansas City Mo., U.S.A.



\$600 GAIN

in cart rentals in
just two years with

STOWAWAY RENTAL CARTS



Pro says... "Club members appreciate a lighter, easier-to-handle cart. My rentals rose from \$800 in 1961, with a different cart, to \$1300 in 1962 and \$1400 in 1963, with STOWAWAY Carts."

You can increase your rental profits with this popular, sturdy, feather-weight cart built to withstand the rugged wear necessary in rental use. Designed for the golfer's pleasure and your profit. Write today for descriptive literature and prices.

SPORTS INTERNATIONAL

1225 SECOND AVENUE • OAKLAND, CALIFORNIA

*Professional's name upon request

Sales Representatives: Desirable territories available.



The University of New Mexico has awarded its first women's sports scholarship (the Sandy Krug golf scholarship) to Mary Jo Campbell (left). She is shown receiving it from Mrs. John Piper, of the school's physical education department.

restaurant, recently completed a world cruise which included a study of 25 hotels in different countries . . . Ream carried with him a letter from a former associate in club management, **Henri C. Tubach**, now manager, Irvine Coast CC, Newport Beach, Calif., to hotel and club managers advising that Ream would like to observe kitchen operations . . . Ream says that Japan hotel kitchens, generally, are of top U.S. standard . . . The Ritz hotel in Madrid certainly is one of the finest and surpasses most other hotels in food and service, he adds.

NBC used 11 cameras in shooting the last three holes of the Crosby Pro-Am . . . Bing has raised over \$1 million for charities with his Clambake and it's cost him a gigantic amount of cash and headaches the IRS won't deduct . . . This year with the Palm Springs merry-go-round being named for **Bob Hope**, two of the really great big guys in golf now have tournaments named after themselves.

Shell's Wonderful World of Golf, opening its 11 hour-long Sunday afternoon television shows Jan. 17 on ABC, again demonstrated itself to be the best TV program in and for golf by so much of a margin it doesn't much matter which golf TV thing is second . . . Shell's golf show has class and interest in every flick of the pictures . . . Even the commercials are better entertainment than about half of the TV sports shows . . . **Gene Sarazen** again is the mouth of Shell golf and puts

THE LATEST IN 'LAUNCHING PADS' . . . FOR GOLF DRIVING RANGES

"DRIVEMASTER" TEE MATS

— at home on any range —

- ★ No wires to break
- ★ Non-curling
- ★ Bevelled edges
- ★ Cord-reinforced
- ★ Corners-lay flat
- ★ Easy to store

**MOLDED RUBBER
SOLID ONE-PIECE
CONSTRUCTION
EXCLUSIVE
PURE WHITE RUBBER**



TO MAKE PRACTICE PERFECT
Successful Driving Range operators know that for maximum player pleasure: it's the matting that matters!

**RIBBED SURFACE
FOR NON-SLIP TRACTION
SOLID FOOTING**

- Means extra yardage
- Added player satisfaction

Ideal for both
wood and iron
practice shots

Standard Size:
4' x 5' x 5/8"

Specify Single or
Double White Inlay

★ Professionally
Approved

ORDER YOUR 'DRIVEMASTER' MATS FROM

Wittek Golf Range Supply Co., 5122 W. North Ave., Chicago 39, Illinois
Western Golf Sales Inc., 1831 Colorado Ave., Santa Monica, California
Gunderson Golf Ball Co., 1910 8th Ave., North, Lake Worth, Florida
York Golf Ball Co., 334 Ashford Ave., Dobbs Ferry, N. Y.

or For Further Information write: —

NATIONAL RUBBER COMPANY, 394 Symington Avenue, Toronto 9, Ontario, Canada

THAT KASUAL LOOK

The soft comfort of Kunik Kasuals . . . for him . . . for her. Impeccably tailored from finest fabrics. Tommy Bolt sport coats. Slacks and bermudas. Ladies' kordinales, bermudas, kulottes and knits. At leading pro shops, coast to coast.

Catalog for Pro's only Dept. G

KUNIK KASUALS

6818 Ventnor Ave., Ventnor, N. J.



Best of 36 teams (three amateurs and a pro) at the second Jamaica Jamboree, played in January, was this quartet from Rockville Links Club, Rockville Center, N.Y. Team is composed of (l to r) Gus Popp, pro, Ed Kozlowsky, Jordan Dukes and Emil Janowski. Rockville shaded Saucon Valley, Bethlehem, Pa., by a stroke. John Derr ran the Jamboree for the Jamaica golf association, and hotel groups.

on the top golf television lip act . . . Even when he's wrong in forecasting how a guy will play a shot (and Gene sometimes is) he is wrong in your kind of a way so you laugh and go along with him.

Newspapers have started to look into television as a threat to sports . . . Damage of TV to baseball and the danger to pro and collegiate football and other sports, including golf are being described in detail . . . Jack Griffin's series on television's threatened domination and ruination of major pro sports, which appeared first in the Chicago Sun-Times and was syndicated nationwide in other newspapers, indicates that newspapers are fed up with advertisers and agencies putting big money in TV tournaments and expecting the newspaper coverage of the tournament to headline the name of the sponsor . . . That's identification the TV "commercial" apparently hasn't been able to get across.

Chicago District GA asks member clubs not to adopt local rule easing out of bounds penalty (stroke and distance; Rule 29-1) under USGA Local Rules Appendix (Page 57 Rules of Golf) until after consultation with CDGA rules committee on "unduly severe" evaluation of the situation . . . Lennox G. Haldeman, CDGA rules committee chairman, says: "It is recognized unhappily that there has been a great deal of public clamor in

Plan for Bigger, Better Club Championships in '65

HOW TO CONDUCT GOLF CLUB CHAMPIONSHIPS

By CAROL McCUE, Executive Secretary,
Chicago District Golf Association

16-page planning manual for golf chairmen . . . Defines duties of committee, manager, supt., pro, caddiemaster, etc. . . Has sections on qualifying, notices, rules, publicity, pairings, scores sheets etc.

Order copies for your staff and the men's and women's golf chairmen. \$2.50 per copy

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