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ROOT-LOWELL CORPORATION

Div. of Root-Lowell Mfg. Co.

Lowell, Michigan Dept. GD 616/TW 7-9212

For more information circle number 179 on card

GOLFWEAR

Continued from page 18

Tony Lema sportswear for Jockey displays a combination of a winner's cup and champagne glass, both significant of Tony, for an abstract interpretation that can be either a glass or trophy.

Munsingwear made a survey as to what could identify their mesh knit shirts as being cool—presto! the penguin. They made an agreement with the cigarette people who use the same emblem: if they didn't sell shirts, Munsingwear wouldn't sell cigarettes.

Joe DiFinì of DiFinì Knitwear was having a good round of golf when he drove into the rough. He was ready to take a penalty when the caddie spotted the ball next to a four-leaf clover. DiFinì blasted out two feet from the pin for par. From then on, the four-leaf clover was the symbol for his shirts.

Golcraft opens Eastern plant in Pennsylvania

Golcraft Inc., recently opened its Eastern factory at 616 Nolan St., Morrisville, Pa. The new plant has 30,000 square feet of floor space and is adequately supplied with latest equipment, especially that for bag manufacture.

Ted Woolley, Golcraft's president, recently bought the Trenton Sports Bag Company. Its owner and president, L. H. (Buck) Legoff came along with the deal as vice president of the Coronado Manufacturing Co., a Golcraft division, and will share direction of the new Eastern operations with James Coyne, formerly of Golcraft's Chicago staff.



INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster—no mildew
- Provides a neat appearance
- Faster, easier storage
- Easy to install and add more as needed

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THE A. G. STAFFORD CO.

For more information circle number 182 on card

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BEST OF GOLFDOM

Continued from page 69

tain that the P. G. A. member in good standing has not only evidence of his superiority to the average group of small businessmen, but shows plainly, speedier progress in business methods than any similar class of men you can call to mind.

Golf Business in Its Infancy

You have only to think back a few years when the first tidal wave of the golf deluge swept over the country. The pros were imported from England and Scotland where their income in their profession had been so small that when they got to this country with their families many of the pioneers were compelled to have the golf goods manufacturers finance them. I am confident that the history of these cases will show that these early professionals were prompt to establish a high reputation for business integrity, and one that has exercised a strong influence over the majority of pros ever since.

The professional golfers' associations, in promoting the progress of their members as businessmen, are confronted by situations that would deeply discourage most other organizations less confident of the high character of their membership. Golf's great growth has created such a demand for professionals that many who are unfit are given jobs. Some of the able professionals are worthy men who have been denied not only the benefits of a business education, but of a goodly part of any schooling whatever. The associa-

Continued on page 104

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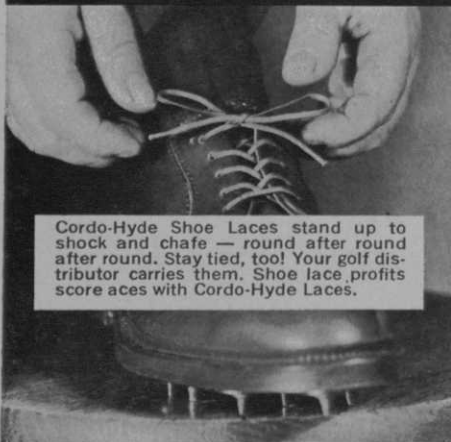
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BEST OF GOLFDOM

Continued from page 103

tions' job is to see that only the qualified are admitted to their ranks, and to help all their members learn the details of good business operation. It would surprise many to learn the extent to which the associations are going in these respects. The work is such that it is certain to earn the endorsement and co-operation of golf club officials and manufacturers.

One should not forget that the progress made by the professional golfers' associations is the result of work engineered by officials who have plenty of work to do in handling and properly servicing their primary responsibilities, their own club positions. The association work is done by elected and unpaid officers sacrificing their own time and energy from their busy schedules.

Pro Bodies Co-operate

The national and sectional professional golfers associations are making rapid

Continued on page 106

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This unretouched photograph shows a Power-Bilt iron head delicately balanced on the sharpened edge of a cutting knife. It's balanced at the point of contact, where the club must meet the ball for a perfect shot.

Balanced Design!

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BEST OF GOLFDOM

Continued from page 104

progress in their respective fields and it requires no great flight of the imagination to foresee the day when they will be recognized as a businessman's organization, second to none. They are in harmonious relations with the United States Golf Association, the Western Golf Association and all other territorial associations with whom they, as golfing organizations, come into contact. Much of this confidence has been established because they have gone quietly about attending to the things that concern them and doing their level best to put their houses in order. The substantial golf professional (and there are many of them) is weary of being unceasingly preached at by those who are most profuse with criticism and advice that unfortunately is lacking in constructive elements. He (or they) will go on however, in the future, as in the past, and the game of golf shall not lose anything by their steadfast adherence to the basic principles of their calling. •

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LeFiell Titan golf clubs help put your drives straighter down the fairway, your iron shots closer to the pin.

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And, if you think the added distance and greater accuracy are just luck, consider this: LeFiell has a background of 35 years in the design and development of tubular aluminum components for missiles and aircraft. We know aluminum like you know your home course.

Remember the name. LeFiell. We play for keeps.

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NEW PRODUCTS



A specially designed golf course sprayer, the John Bean Turfkeeper, is available in 5, 10 or 20 GPM pump sizes with tank up to 200 gallons. Equipped with 9.00 x 8 Terra-tires and tubes, the Turfkeeper permits turf care while eliminating the problems of tearing, gouging or rutting the turf, says the company. It is also available in bomber tire combination for tank sizes up to 500 gallons, with PTO or engine drive, and with a 411 PVC boom and control. For more information, write the John Bean Division, FMC Corp., Lansing, Mich.

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For more information circle number 108 on card

NEW PRODUCTS



Allis-Chalmers has added a new gasoline engine-powered model to its 1966 golf cars. Built along automotive lines as is its counterpart, the electric model, the new car is powered by an eight hp, air-cooled engine, with a heavy duty tractor-type transmission. The player can leave the car in gear between shots—the car will not move until the foot pedal is depressed. The new gasoline golf car will be sold by the 150-plus Allis-Chalmers golf car dealers throughout the country. Further information is available from the headquarters of Sports Products Sales, Allis-Chalmers, P.O. Box 471, Harvey, Ill. 60426.

Toro's 50-inch Whirlwind rotary mower needn't be stored away for the winter, reports R. W. Gibson, vice president of marketing for Toro Manufacturing Corporation, Minneapolis, Minn. A new 54-inch snow plow blade, manufactured by Meyer Products, Inc., 18513 Euclid Ave., Cleveland, Ohio, gives the 50-inch Whirlwind three-season versatility, Gibson said. The new blade (model B-ST54) retails at \$90. Designed for all-day every-day, heavy duty work, Toro's big-capacity Trojan with 50-inch Whirlwind rotary mower combination is reportedly capable of cutting up to 12 acres of limited-care or semi-formal turf areas per day.

Although basically a walk-type mower, an optional sulky attachment quickly converts the Trojan to a riding unit. Other optional equipment: an electric starter with generator, leaf mulcher, and no-lift cutting blades.