

no is the real estate broker for the outfit . . . **Bill Sherman** is vp and secretary and **Pat Markovick** is secretary-treasurer . . . I don't know Bjorklund or Parris, but Pat Markovick and Bill Sherman I've known so long and so well I know they've got a great deal of golf business savvy for sale . . . Bill was with the National Golf Foundation . . . Pat Markovick I've seen as one of the smartest, solidest businessmen pros and saw him learning a lesson that somebody can use when he went in with **Johnny Dawson** on the Silverado project . . . Having seen many, many real estate-golf course projects flop because of unbalanced, uninformed planings and by the hope of using something as a substitute for money, I believe Bill, Pat and their teammates have a swell chance to make money for their clients . . . And not go hungry themselves.

As an old guy with, thank heaven, 20-20 vision, reminded of the USGA Senior Women's Amateur at Lakewood CC, New Orleans, Oct. 5-7, let me testify from looking over the field at two of the grandmas' golf championships that our old girls are the most beautiful in sports . . . I like the patrician way they look, the graceful way they walk, the royal and relaxed way they compete and how even their wrinkles are pretty souvenirs of lovely laughing . . . Their carriages are beautiful . . . Infinitely better than the stoop-shoulder slumps of men experts . . . And they look rosy and fresh in the faces instead of having leathery skin . . . And to think that years ago I wrote there wasn't any rule prohibiting the use of cold cream by lady golfers and how I was scolded by the girls.

Chattanooga GC was founded in 1895 as one of the golf-real estate promotions people think now are fairly new . . . **T. J. Nicholl**, manager of the Chattanooga Co., a land company with headquarters at Manchester, Eng., got the Chattanooga club going and signed 52 charter members . . . In six years the club grew to the limit of 100 members . . . Members playing the nine-hole sand green course increased to 200 in 1914 when the lid was raised . . . The club was one of the 35 original members of the Southern Golf Association founded in March, 1902. •

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Aero-San
Shoe
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NEW PRODUCTS



The new Black Watch golf ball, made of solid synthetic rubber has been introduced by Shakespear Company, Kalamazoo, Michigan. There are no center, no windings, no cover with Shakespear's new uni-mold construction. Black Watch meets all U.S.G.A. specifications. They are available only through golf professional shops.

Flexlife, available from CAH Industries, Franklin Park, Ill., will waterproof and preserve golf shoes, golf bags, wood covers and golf grips. It is also claimed that it will give a soft natural finish to leather, leatherette, naugahyde, canvas and vinyl, and that you can change the color of these materials by using one of the many Flexlife colors. A four-color brochure on request.

Kessler Products Company, Youngstown, Ohio, announces the availability of Carpeted Vinylstep in new runner widths and mat sizes. Both mats and runners come in red and black tweed, black and white tweed on black Vinylstep and brown and beige tweed on brown Vinylstep. Kessler Vinylstep will not crack, chip or peel, is equally effective indoors or outdoors, the company claims.

A bluegrass which grows in shade, another bluegrass which thrives in areas further south than bluegrass normally grows, a third which takes close mowing and is disease-resistant, highlight new grasses announced by Warren's Turf Nursery, Palos Park, Ill. For some years now, they have been conducting extensive research in order to make better grasses available.



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- PAR 3
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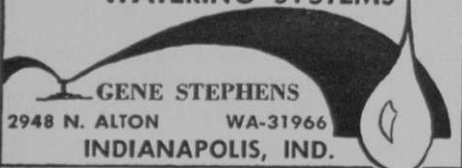
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INDIANAPOLIS, IND.

For more information circle number 111 on card



A new machine designed for the preparation and conveying of fine soil mixes is now available from Royer Foundry & Machine Co., Kingston, Pa. This new machine, the POWERScreen 42, is a combination of a vibrating screen desk and elevating conveyor assembled together and operating from a single power source. Power units are available with gasoline or electric motor.

A new line of portable locker room benches has just been announced by the De Bourgh Manufacturing Company, 9300 James Avenue, South Minneapolis, Minnesota 55431. Available in single bench, double bench, and double bench with clothes rack as shown, these new benches are designed to withstand abuse and yet be easy to move arounds, says the company. Additional information and illustrated catalog sheet on request.



This 32R is a riding rotary manufactured by the Devere-Locke Division of Locke in Racine, Wis. Available with electric starter at extra cost, the Devere-Locke 32R comes equipped with three of its five wheels with pneumatic tires. It weighs 590 lbs.

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We specialize in rebuilding golf balls with all new materials, and a new cured tough cover. Satisfaction guaranteed.

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25c Vends Bucket of Balls
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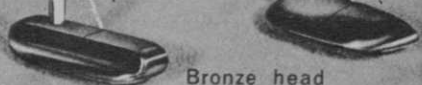
Reading Golf Equip. & Supply Co. Inc. Box 723, Reading, Pa.

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People in the News

Root-Lowell Corporation, division of Root-Lowell Manufacturing Company, Lowell, Michigan, has added Jack Whiteman to its field sales organization.

Whiteman of North Muskegon, Michigan, will cover the territory in the upper Midwest states.



WHITEMAN



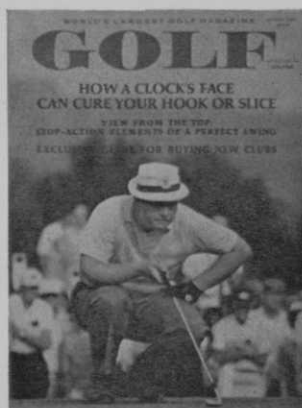
LORD

Stephen A. Stone, general manager of Converse Rubber Company, Malden, Massachusetts, announced the promotion of Wallace R. Lord to the newly created post of director of advertising and sales promotion.

At the same time, the general manager announced the appointment of Henry A. Reeves of Natick, to fill the position of advertising manager.

James Fike has been named market manager of the Pennswim Department of Pennsalt Chemicals Corp., J. Stanley Hall, manager, distributor operations, has announced. Pennswim now becomes part of a new distributor department managed by B. J. Stonoga, former product manager, Pennswim Department. Fike will also act as supervisor of technical services for the distributor department.

We tried harder



Now we're No. 1.

Cheer up, Avis! We've found that trying harder really pays off. Look what it's done for GOLF Magazine.

Once we were only No. 2 among golf magazines, just as Avis is No. 2 among rent-a-cars. So we tried harder. Before we knew it, we were No. 1 in circulation—325,000 readers, more than any other golf magazine ever published anywhere.

And now we're No. 1 in advertising. Trying harder meant a 34% increase in advertising last year. This year looks even better.

But we're still trying harder. That's how you stay No. 1.

GOLF
MAGAZINE

World's Largest Golfing Publication
800 Second Avenue, New York, N. Y. 10017; 212-683-3000

For more information circle number 209 on card

CLASSIFIED

JOBS WANTED

Superintendent: Experienced in maintenance & construction. University Massachusetts Graduate. Married. References. Prefer Northeast. Address: P.O. Box 203, Utica, N.Y.

Greens Superintendent—active retiree in excellent health and physical condition seeks position. Qualified to rehabilitate a run down golf course to train a graduate turf student in practical course maintenance. Address Box 1237, c/o GOLFDOM.

GREENS SUPT., COMPLETE KNOWLEDGE OF FIRST CLASS GOLF COURSE MAINTENANCE. EXPERIENCED CONSTRUCTOR. QUALIFIED IN ALL SOILS AND GRASSES, FUNGICIDAL DISEASES AND EQUIPMENT. MEMBER G.C.S.A.A. Address 1235 c/o GOLFDOM.

Pro and wife—available—December to May—interested in Puerto Rico—Caribbean area—30 years experience—Address Inquiries, Box 1232, c/o GOLFDOM.

Supt.—36 yrs. experience building, rebuilding, maintenance & machinery. Physically fit, 50 yrs. old, married, no children. Prefer Northwest, West or West Central. Address Box 1229, c/o GOLFDOM.

TEACHING OR ASSISTANT'S POSITION, WINTER MONTHS, FLORIDA, CAROLINAS; 10 YEARS EXPERIENCE, PGA MEMBER, 33 YEARS OLD, MARRIED, FAMILY. ADDRESS BOX 1228, c/o GOLFDOM.

GOLF COURSE SUPERINTENDENT DESIRES EASTERN COURSE. EXCELLENT REFERENCES. MARRIED, FAMILY, TEN YEARS EXPERIENCE COURSE MAINTENANCE AND CONSTRUCTION. ADDRESS BOX 1224, c/o GOLFDOM.

CLUB MANAGER with background of over twenty-five years of successful club management desires position with small seasonal club operating from approximately April thru October. At present and for past several years engaged as general manager of large year round country clubs. Complete knowledge in every phase of club operation including bar, food, office administration, maintenance, entertainment, etc. Location immaterial. Salary also of no great concern. Just far too active to retire and yet old enough to want to take things a little easier. Wife assists if desired. Health excellent. Box 1223, c/o GOLFDOM.

GOLF PROFESSIONAL—AVAILABLE IMMEDIATELY—EXPERIENCED—ATTENDED PGA SCHOOL—AGE 26—MARRIED—NO CHILDREN—WIFE CAN ASSIST—EXCELLENT REFERENCES—WILL LOCATE ANYWHERE. Address Box 1208, c/o GOLFDOM.

CANADIAN ASSISTANT WITH EXPERIENCE IN PRO SHOP AND RELATED WORK DESIRES WINTER EMPLOYMENT. WRITE DAVID THOMSON, MOUNT BRUNO COUNTRY CLUB, ST. BRUNO, P.Q., CANADA.

GREENS SUPERINTENDENT DESIRES FLORIDA LOCATION. 1939 MASS. STATE GRADUATE, SINGLE, 52 YEARS OF AGE. CONSIDER POSITION AS ASSISTANT. JOHN E. VRONA, GEN. DEL., OREGON, ILL., c/o V.A. HOSP., CORAL GABLES, FLORIDA.

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Rates: Minimum insertion \$6.00 for 20 words or less; additional words 30¢ each; in bold-face type 40¢ per word. ALL CLASSIFIED ADS PAYABLE ON PLACEMENT OF ORDER. No classified advertising offering new merchandise or equipment will be accepted.
NO CLASSIFIED ADS ACCEPTED AFTER THE 20th OF MONTH PRECEDING DATE OF ISSUE.
PLEASE MARK ALL ENVELOPES CONTAINING CORRESPONDENCE OR CHECKS FOR CLASSIFIED ADS, ATT: ANITA LADDEN, GOLFDOM CLASSIFIED. UNDER NO CIRCUMSTANCES ARE WE PERMITTED TO DIVULGE THE NAME AND ADDRESS OF THOSE PLACING BLIND ADVERTISEMENTS.
RESPONSE TO ALL BOX NUMBER ADS SHOULD BE ADDRESSED TO THE BOX NUMBER, c/o GOLFDOM, 800 SECOND AVENUE, NEW YORK, N.Y. 10017. REPLIES ARE PROMPTLY FORWARDED TO ADVERTISERS.
WHEN REPLIES TO BLIND ADS REQUIRE MORE THAN 10¢ POSTAGE, THE ADDITIONAL PROPER POSTAGE FOR FORWARDING MUST BE SUPPLIED.

Experienced in all phases of golf course maintenance and management. Available immediately. Will invest if necessary. Walt Short, 8729 E. 47th Place South, Tulsa, Okla.

P.G.A. PROFESSIONAL, "JR. A" DESIRES HEAD PROFESSIONAL POSITION. MARRIED. 34. FOR RESUME, WRITE TOM OLDERSHAW, WOODLAWN C.C., ALEXANDRIA, VIRGINIA.

JOBS OPEN

TERRIFIC OPPORTUNITY FOR PRO SHOP SELLING. Top quality men's and women's apparel. Prime territories available. Good commissions. Start at once. Address Inquiries, Box 1236, c/o GOLFDOM.

WANTED: PRO SALES REP. Leading manufacturer of complete line of Pro golf equipment desires well-established Pro Golf Sales Representative to cover Pennsylvania and New York States. Send complete resume to: **RAM GOLF CORPORATION**, Attn: Mr. Bernie Richmond, 150-33 14th Road, Whitestone, N.Y. 11357

Experienced man in maintenance of grounds and greens. Send resume and salary requirements. North Shore Golf Club, Menominee, Michigan.

Sales Representatives interested in handling Venzke Vendor, Earn \$5,000 more this year. Reading Golf Inc., 300 Spruce St., Reading, Pa.

Pro-Greenskeeper for established semi-private 18 hole course in Southeast. Year round play. Must be energetic and know turf maintenance. Pay arrangements flexible. This is a real opportunity for a person willing to hustle. We will guarantee a good salary to a competent man. All replies will be considered confidential. Please give background data and pay requirements in reply. Interview will be arranged. Address Box 1238, c/o GOLFDOM.

Wanted—Manufacturer's representatives for golf umbrellas. Write—CAPPEL UMBRELLAS, 230 S. LUDLOW ST., DAYTON, OHIO.

REPS. OR DISTRIBUTORS WANTED FOR TOP PRO LINE PUTTERS. GOLF TECH, INC., 15421-L CARMENITA RD., SANTA FE SPRINGS, CALIF.

Desire golf course superintendent for nine-hole course now under construction. Additional nine hole later. Located in southcentral Pennsylvania. Send resume and salary expected to R. E. Riggs, McConnellsburg, Pennsylvania.

WANTED SALESMEN calling on Golf Pros to sell Nylon Jackets, Shirts, Hose, Hats, Emblem Caps and Accessories. Address Box 1220, c/o GOLFDOM.

GOLF SHOP SELLING AGENTS FOR COMPLETE LINE OF NATIONALLY ADVERTISED MEN'S AND LADIES' SPORTSWEAR AND ACCESSORIES. LIBERAL COMMISSION. TERRITORIES AVAILABLE: 1. NEW ENGLAND 2. NEW YORK, NORTHERN NEW JERSEY 3. WISCONSIN, MINNESOTA 4. TEXAS, OKLAHOMA, ARKANSAS, NEW MEXICO 5. ROCKY MOUNTAIN STATES 6. NORTHERN CALIFORNIA, OREGON, WASHINGTON. ADVISE LINES PRESENTLY CARRIED, TERRITORY DESIRED, AND FULL PERSONAL DETAILS TO AD BOX 1225, c/o GOLFDOM.

Golf Course Superintendent for New 18-Hole Golf Course under construction, St. Louis Area. State salary, qualifications and references. Address Box 1227, c/o GOLFDOM.

BEAUTIFUL SPOT, small New England country club needs steward and wife to operate club house with liquor license year-round or May thru September. Good references. Box 1230, c/o GOLFDOM.

WORKING ASSISTANT WANTED 1967 SEASON. WILLING TO LEARN. MILITARY STATUS COMPLETED. EIGHT MONTHS SEASON, NORTHERN ILLINOIS. Address Box 1231, c/o GOLFDOM.

GREENS SUPERINTENDENT—Michigan Area. Present 18 hole course now expanding to 54 holes of National Tournament caliber under the direction of one of nation's outstanding golf architects. Excellent opportunity for qualified man. Address Box 1233, c/o GOLFDOM.

ASSISTANT PROFESSIONAL—Wanted by exclusive club in Southeast. Prefer young man with experience in teaching and shop work. Send resume to Box 1234, c/o GOLFDOM.

MISCELLANEOUS

Want additional Golf items for the State of Ohio. Agent or jobber basis. Address Box 1226, c/o GOLF-DOM.

Would like to have direct distributorship from manufacturers for golf shirts, windbreakers, sweaters and slacks for 5 southeastern states, Box 1222, c/o GOLF-DOM.

Wanted: Used Golf balls. Write for price quotation. Northern Golf Ball Co., 2350 W. Roscoe St., Chicago, Ill. 60618.

For Sale: A very attractive and challenging 9-hole Golf Course, par 32-3,300 yd. Also, Pro Shop, Driving Range, Miniature Golf Course with Building. Located in Belchertown, Mass. Make offer. Peter Demetropoulos, Jr., Mill Valley Road, Belchertown, Mass.

Used golf balls striped for shag or range balls—no cuts, \$2.10 per doz. P.O. Box 125, Washington, Mich.

GOLF CARS FOR SALE—\$195.00 and up. Gas or Elect. Power. Most all makes. Like new demonstrators, reconditioned or as is. Single units or matched fleets. Dealers welcome. Send for price list. **NICKEY GOLF CAR CENTER**, 4300 N. Elston Ave., Chicago, Illinois 60641. Area Code 312-478-5336.

We buy used balls and clubs, closeouts, distress merchandise for cash. Norm Meyer, Golfer's World, 55 South Federal, Boca Raton, Florida.

For Sale—Minnesota Golf Course, Twin City area. 2 nines, 3100 yds. and 1850 yds. Address inquiries to: Box 225, Wayzata, Minn.

Used Golf Balls Repainted, Air Brush Method, Custom Work Only, No Sales. Write: "Brownie's" Golf Ball Shop, 318 Middle St., Cape Girardeau, Missouri.

For Sale—Nine hole golf course and driving range on 75 acres of land. This is the only course in county. C-1 and C-19 bent grass greens, watered tees and greens, clubhouse and good out buildings standing. Located just 2 miles from largest lake in Illinois—lake to be opened Spring of '67. Terms can be arranged. Box 1240, c/o GOLFDOM.

New from MacGregor/Brunswick —bullet proof woods!

It's not very likely you'll be seeing the headline, "Bullet Proof Golf Clubs," on any of the MacGregor/Brunswick Division advertising for 1966, but you can't blame the folks in Cincinnati for thinking about it.

Early last December an automobile in a New York town was cruising the streets when suddenly a shot rang out. A .38 caliber gun was fired, the bullet shattering the display window of a local sporting goods dealer. When Police arrived on the scene, they found the slug had gone through the window, hit the MacGregor #1 wood, continued through the packing carton and then flattened itself against the floor.

The shot ruined the window, destroyed the packing carton, scarred the floor, but barely damaged the persimmon wood golf club. If that's not a bullet-proof golf club, there aren't any! Police aren't sure who fired the shot or why. Speculation has it the gun bearer gave up the game in a huff last summer!

Coming Events

CMAA Building and Property Management workshop, Cosmos Club, Washington, D.C., August 8-10.

Penn State Turfgrass Field Day, August 17-18.

Rhode Island Agricultural Experiment Station Turfgrass Field Day, U. of Rhode Island, August 17-18.

Second Annual Turfgrass Management Conference for the State of Hawaii, U. of Hawaii, August 25 and 26.

Turfgrass Sprinkler Irrigation Conference, U. of California Conference Center, Lake Arrowhead, Calif., Aug. 26-28.

CMAA Financial Management workshop, Michigan State U., East Lansing, Mich., September 7-9.

CMAA Financial Management workshop, New York U., September 12-14.

Northern Michigan Turfgrass Conference, Traverse City Country Club, Traverse City, Michigan, September 13.

CMAA Northeast Turf Conference, Concord Hotel, N.Y., September 19-21.

CMAA Food and Beverage Management workshop, Michigan State U., September 19-21.

CMAA Personnel Management workshop, Michigan State U., September 21-23.

CMAA Financial Management workshop, Georgia Hotel, Vancouver, B.C., September 26-28.

CMAA Personnel Management workshop, Georgia Hotel, Vancouver, B.C., September 29-Oct. 1.

CMAA Building and Property Management workshop, Hotel Del Coronado, San Diego, Calif., October 3-5.

CMAA Food and Beverage Management workshop, Hotel Del Coronado, San Diego, Calif., Oct. 6-8.

Pan American Hotel & Restaurant Exposition, Miami Beach Auditorium and Convention Hall, Miami Beach, Florida, October 29-November 5.

TEN YEARS AGO

Dr. Cary Middlecoff won second Open at Oak Hill, Jack Burke, Jr., the Masters and PGA.

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 (Reg. L.P.-gas operated
 Edging machines
 Fertilizers Solid Liquid
 Flags (greens) Flag poles
 Fungicides
 Golf Cars: Elec. Gas
 Golf course furniture
 Haul carts (hyd. lift)
 Herbicides
 Hole cutters
 Humus Peat moss
 Insecticides
 Irrigation consultants
 Lapping-in Machine
 Lighting equip.: Miniature
 Par-3 Regulation Course
 Practice green Parking
 Matting—seedbed protection.
 Miniature Course Const'n
 Min. Course Obstacles
 Min. putting surface
 Mowers: putting green
 rotary tee
 fairway rough
 Mower Grinders
 Pipe
 Rakes (trap)
 Refreshment stands
 Fixed Portable
 Rollers: Power Tractor
 Sand: Traps for compost,
 and soil conditioning
 Seed: fairway green
 Signs: yardage direction
 Sod cutter
 Soil conditioner

Soil screeners Soil shredders
 Soil pasteurizers
 Spikers: greens fairway
 Sprayers: power hand
 Spreaders: greens fairway
 Sprinklers: f'way green
 Stolon — Bent Bermuda
 Stone picker (mechanical)
 Sweepers: greens f'way
 Sweepers-mulchers (turf)
 Tee Markers
 Tee Shelters
 Thatch cutting machine
 Thatch cutter & vacuum removal
 Tire Probe
 Tractors
 Trailers (utility)
 Trees Shrubs
 Tree care service
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 Golf Practice Devices
 Golf shoes: men's women's
 Golf Shoe Brush & Scraper
 Grip cleaning machine
 Grip slip preventative
 Handicap computer service
 Handicap racks cards
 Insect repellent
 Lighting equip. — range
 Mech. Range Ball Retriever
 Practice driving nets
 Rubber-spiked Overshoes
 Score Cards Charge checks
 Shoe rack (for locker doors)
 Sportswear: Shirts Socks
 Sport jackets Rain jackets
 Windbreakers Slacks
 Shorts: Ladies Men's
 Tee bag racks
 Tee mats: Range Net
 Trophies
 Teeing device (automatic)

PRO SHOP

Bags: Comp. Leather
 Bag & club container (storage-
 travel)
 Bag storage racks
 Bag carts electric
 Bag Tags Guest Tags
 Balls: Regular Range
 Ball dispenser (coin operated)
 Ball Striper (range)
 Ball Washers: Tee Range
 Ball washer, counter & dispenser
 Batteries (golf cars)
 Battery chargers
 Caps and hats
 Charge books; pro shop
 green fee
 Cleaner for iron clubs
 Clubs: Woods Irons
 Putters Range
 Club cleaner-polisher
 Club head covers
 Club repair supplies
 Display fixtures
 Floor covering (spike resistant)
 Gasoline motors (golf car)
 Golf Cars: Elec. Gas

CLUBHOUSE

Bath mats
 Bath slippers—disposable
 Carpeting
 Dining Room:
 Linens Silverware
 China Glassware
 Disinfectants
 Duplicating machines
 Floor covering—spike resistant
 Folding Table (Banquet)
 Game Tables
 Greeter pins
 Health baths
 Locker Name Plates
 Lockers
 Locker room toiletry products
 Locks (combination) for lockers
 Massage Equip.
 Modernization (interior)
 Printing
 Runners for aisles—spike resistant
 Carpeting Composition
 Shoe equip. & supplies
 for locker attendant
 Towels (golf, disposable)

Send information (please fill as completely as possible)

To: Name _____ Your Title at Club _____
 Club _____ Address _____
 Town _____ ZIP Code _____ State _____ Check if new club

SEE REVERSE SIDE

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

ESTABLISHED 1927

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Club or Course Name _____ No. of Holes _____

Mail Address _____ Number of Members _____

City _____ State _____ Zip Code _____

TYPE OF COURSE

Please check below

- Pitch & Putt Established Course New Course Driving range
Private Semi-Pvt. (Fee) Municipal (city, county or state owned)
Resort Course Public
Par 3 Military School Company owned Range
Restaurant Bar Pool Tennis Court Hotel Accommodations

President _____ Street _____

City _____ State _____ Zip _____

Manager _____ Street _____

City _____ State _____ Zip _____

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City _____ State _____ Zip _____

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