



White square neck alpaca sweater by Parker of Vienna (\$55), Hathaway Club tapered shirt (\$8), Arnel triacetate Arnold Palmer slacks by Sunstate (\$14.95), Foot-Joy shoes (\$42.50), Ben Hogan glove. Hip-rider A-line skirt (\$18), jacket (\$35), candy stripe shirt (\$15) and matching socks (\$3.50), complete outfit 100% wool by Geist & Geist, shoes by Lazy-Bones (about \$17).

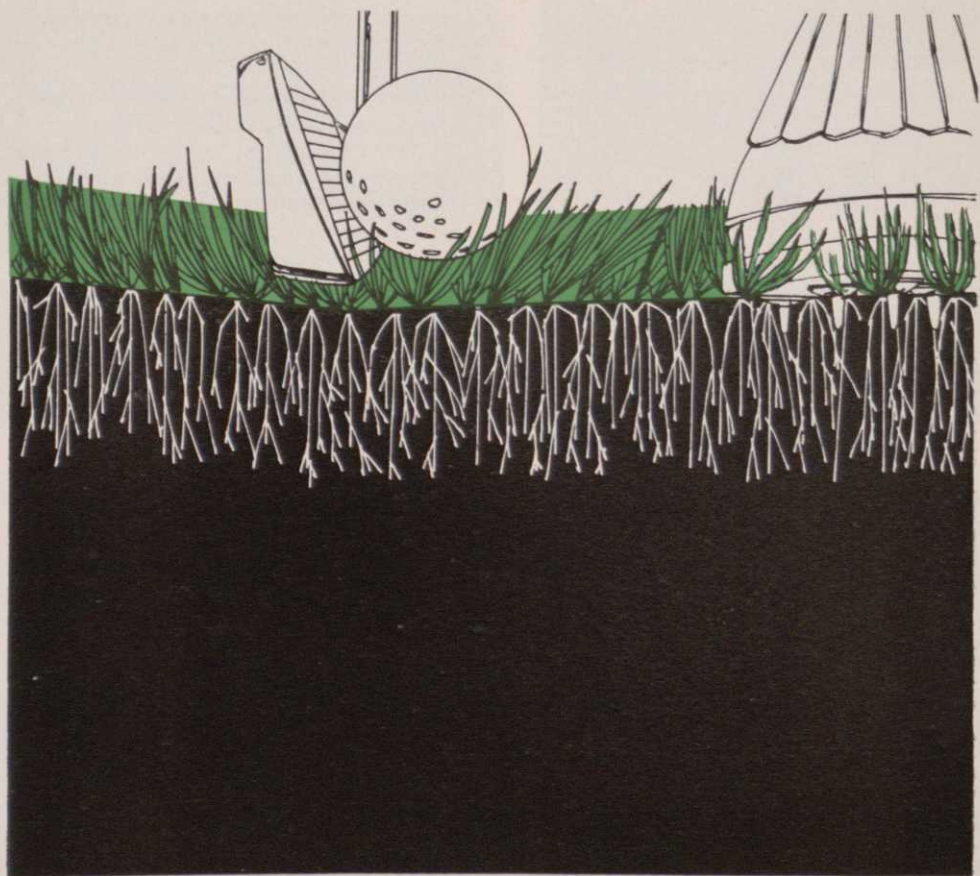
fashion course

Continued

Right, Lemmer-Mayer alpaca cardigan; terry shirt, Etonic by Damon (\$7.95), "plus-twos" of Dacron and linen by Newman (\$22.50), Arnold Palmer hose by Kayser-Roth, Pro-Shu shoes. Right, navy knit by Gant (\$7.50), "plus-twos" of Fortrel and cotton, Trousers by Newman (about \$18.95). Etonic shoes (\$39.95).



Left, cardigan of mohair and wool, Gary Player Sportswear by Puritan (\$22), Arnold Palmer mock turtleneck shirt by Robert Bruce, 100% Supima cotton durenne, short sleeve, open cuff (\$5), DiFini slacks.



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VERTAGREEN greens grass from the roots up

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Buyers Guide to golf cars

*There is such a variety
of models to choose
from in this year's lines
that even the most
exacting buyer should
be well satisfied.*

It's estimated that 9,000,000 golfers will play almost 9,000 courses in 1966 . . . and golf car industry forecasts indicate they will ride in a record number of vehicles.

The American Golf Car Manufacturers Association estimates there are well over 100,000 cars now in use on the nation's fairways—remarkable growth when you consider only 1,000 existed a decade ago.

Golf car companies are expected to share in the wealth generated by the repeal of the Excise Tax (see GOLFDOM's 1966 Planning Survey).

For many clubs, the question is not "Shall we have cars or not?" but "What type of ownership best suits us?"

Originally, members bought cars on an individual basis. However, too often this led to a situation where the club was servicing as many as 40 different brands.

Fleets owned and operated by the clubs are still very popular—and with good reason. They almost always make a profit. But the club immediately assumes a heavy financial burden and must pay for maintenance and insurance.

Another plan—equipment leasing—does have the advantage that the club does not need to find a large lump sum in a hurry—the cars' cost is paid back to the manufacturer or dealer in monthly installments. But the club is still saddled with maintenance and insurance.

Renting through a concessionaire is becoming very popular. Again, there's no heavy initial outlay, and the club's only obligations are to provide adequate housing for the cars and minor maintenance. On the concessionaire falls such responsibilities as regular maintenance and repair, major overhauls and insurance. His compensation comes from a split of the fleet's gross income with the club.

A newer plan—flat rental—also makes the dealer or concessionaire responsible for maintenance. The club has only to pay a weekly rental per car, regardless of number of rounds worked. This eliminates a lot of bookkeeping chores.

Whatever plan you choose, make sure you don't have *too many cars*. In fact, it's not a bad idea to have one too few—stimulates a healthy demand for them.

(Specifications for the 1966 lines appear on page 68.) •



CUSHMAN SCOTSMAN



LAHER MASTERPIECE



COLUMBIA PARGO



KRO-KAR CHAMP

NORTHWESTERN LINK-MOBILE





E-Z-GO X-440



AMF WESTERN PAR PONY



TORO GOLFMASTER



ALLIS-CHALMERS
ELECTRIC



HARLEY-DAVIDSON
MODEL DE

you couldn't
grow crabgrass
if you
tried...



...once you've sprayed with
PRE-SAN™

Here's your effective *pre-emergence* control for three ugly weed-grasses. Spray early with Mallinckrodt Pre-San, and you'll have . . .

NO CRABGRASS—NO GOOSEGRASS—NO POA ANNUA!

That's right, Pre-San controls all three. And with real economy, too. One or two applications a year does the complete job in most areas. Pre-San is labeled safe for established turf, even for your finest putting greens.

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1966 GOLF CAR SPECIFICATIONS

MANUFACTURER	NAME & MODEL	TYPE	PRICE	Weight	STEERING	LENGTH & WIDTH	FEATURES	
AMF WESTERN TOOL, INC. Des Moines, Iowa	PAR PONY 5740-05	Gas	Under \$ 575	325	Tiller	66" x 38½"	Kohler 4 H.P. Cast Iron Heavy Duty Engine.	
ALLIS-CHALMERS SPORTS PRODUCTS INC. Milwaukee, Wisc.	ELECTRIC GOLF CAR	Elec.	\$1295	860	Tiller or wheel	90" x 47½"	Individual contoured seats and heavy- duty pneumatic tires.	
ALMICO, INC. El Monte, Calif.	SOLO CAR	Elec.	\$ 595	600	Tiller	76" x 40"	One man, two bags; automotive brake.	
BYORLEE, INC. Austin, Minnesota	BUZZ-A-BOUT	Elec.	\$ 545	350	Tiller	64" x 32"	One rider, two bags. Battery good for 36 holes.	
COLUMBIA CAR CORP. Charlotte, N. C.	PARGO F-750 3 Wheel	Elec.	\$1145	850	Tiller or Automatic	89" x 42½"	Direct drive trans- mission and rear shock absorber.	
	PARGO F-754 4 Wheel	Elec.	\$1345	940	Tiller or Automatic	97" x 42½"		
CUSHMAN MOTORS Lincoln, Neb.	TROPHY	Elec.	\$1515	960	Wheel	98½" x 48-5/16"	4 wheeled automo- tive steering.	
	TROPHY	Gas	\$1470	760	Wheel	98½" x 48-5/16"	10 hp., 4 cycle en- gine. Coil springs on all wheels. In- dividual seats. 4-	
	DELUX	Elec.	\$1290	915	Wheel	92" x 46½"		
	CHAMPION		Elec.	\$1230	850	Tiller	91" x 47½"	cycle air-cooled engine.
			Gas	\$ 970	545	Tiller	91" x 47½"	
SCOTSMAN		Gas	\$ 605	410	Tiller	78¼" x 50¼"		
DUNBROOK CORP. Northbrook, Ill.	NASSAU 360	Elec.	\$1025	775	Tiller	87" x 47"	Silent multi-V belt direct drive. Auto- matic mechanical torque converter.	
	NASSAU 71	Gas	\$ 875	550	Tiller	87" x 47"		

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pray for rain!

(He is a Rain Bird Distributor)

What he doesn't know about turf irrigation you could write on a grass seed. If you call him he'll save you time and money.

Rain Bird Distributors are factory trained in planning turf irrigation systems. They know Rain Bird products inside out.

They know which sprinklers to use where. When to automate and why. How to economize and on what.

Your Rain Bird Distributor will visit the site with you prior to construction (to evaluate the design criteria) and during the installation (to smooth out any field problems).

He can figure the budget with you, provide complete sprinkler system specifications for the equipment and installation procedures.

He can help you design systems; produce complete piping schematics, pumping plant details and water costs.

By all means call on him. His service is free to professionals on most jobs. His phone number is in the Yellow Pages.

Or you can write to us and we'll ask him to call you.

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RAIN  BIRD.

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Maybe so, maybe not. But if you own *Cushman* Golf Cars you can always count on service from your *local* Cushman Distributor. That's one of the reasons why Cushman has become the nation's number one golf car by far.

Your Cushman Distributor has the parts you need on hand. He always has qualified people available to give the proper service. You never need to call the factory and make a big production out of it in order to get your golf cars serviced.

Your Cushman Distributor is an important man to