

HOW

**does your Chief Rainmaker
water your reservation?**

If he dances for rain or labors stoically with a hand coupling system... your tribe is losing much wampum on labor and water.

Thompson gear-driven, rotary, pop-up sprinklers make most turf irrigation equipment obsolete as a beaded rattle.

On golf courses, for example, an automatic Thompson/ Griswold programmer and system of automatic and flow control valves will time-control irrigation of greens, tees and fairways... all independently, with cost-saving low voltage.

*Chief Rainmaker's
SAVE WAMPUM
kit includes product
details and
valuable studies,
"The Economics of
Large Scale Turf
Irrigation," and, "The
Costs of Large Scale
Turf Maintenance."
Good Medicine!*

**WRITE FOR FREE
KIT...** call your
Thompson distributor
... let's pow-wow
about how your tribe
can reduce costs of
turf irrigation
up to 50%.



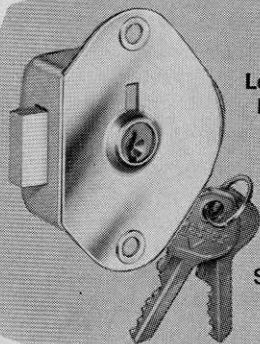
 **Thompson SPRINKLERS**

Thompson Manufacturing Company
2250 E. 7th St., Los Angeles, Calif. 90023
Phone (213) 269-8233

For more information circle number 168 on card

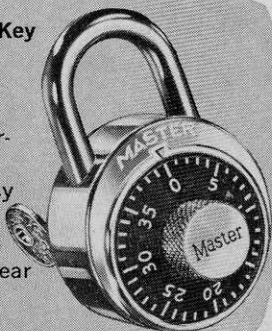
Master

AMERICA'S FINEST LOCKER ROOM PROTECTION

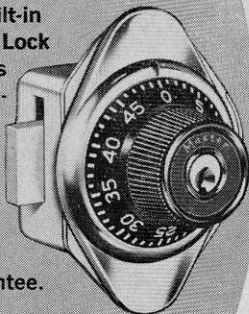


**Key Type
Locker Locks**
Finest 5 pin
tumbler
security.
No. 1710
Dead Bolt
(illus.);
No. 1714
Spring Bolt.

**No. 1525 Key
Controlled**
Same as
No. 1500
but Master-
keyed to
permit easy
inspection
and super-
vision. 3 year
guarantee.



**No. 1630 Built-in
Combination Lock**
Each lock has
own combina-
tion; super-
visor has
Masterkey.
Pushbutton
combination
changer.
3 year guarantee.



MASTER LOCK COMPANY, Milwaukee, Wis. 53245
World's Largest Padlock Manufacturers

For more information circle number 116 on card

SEE-THROUGH SHOP

continued from page 70

"That's the best thing that can happen in any sports shop or store," Mildred Schmalz observes. "Many times people are unhappy with what they buy but they don't take it back. That can also mean some of them don't come back—period."

"Give me the shopper who is fussy," Mildred adds. "When she leaves the shop you know she's satisfied with what she bought. Most merchandise returns are from the woman who takes the first thing she notices."

The way to get around a woman like this, Mildred explains, is to refuse to sell her an item which doesn't fit or doesn't look right on her. "Sometimes you have to be blunt," she says. "If a woman doesn't look good in green, or an outfit doesn't flatter her, it is best to tell her so. You may lose a sale now and then, but then you won't lose her business."

The trend away from sportswear com-

continued on page 78

A PRO SHOP NATURAL

"Model" LOCKER BAG

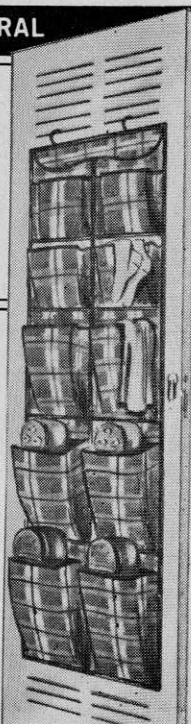
10 POCKETS • 9" x 44"

**Earn Year Round Profits
from this
Sales Tested Money Maker
Display One • Sell Many**

Compact organizer and space-saving locker bag neatly hangs inside locker door. Convenient and ideal for holding shoes, socks, gloves, balls, tees, misc. and sundry items.

Attractive and Durable. Choice of Heavy Translucent Vinyl or Black Watch Plaid Fabric.

Write: Gen Supply Dept.
H. A. Enrich & Co., Inc.
6 East 32nd Street
New York, N.Y. 10016



For more information circle number 136 on card

GOLFDM



There's something new that golfers will be lying about this season.

Of all things, it's a golf ball.

Not just *another* one. This one is rather extraordinary. It's called *Faultless*.

Know something? It really *is* just about that.

Faultless, that is.

For more information circle number 118 on card

...and this is the ball they'll be lying about



BRAND NEW

Not that they have to, because the Faultless ball *does* get more mileage than you'd have any right to expect.

Not only that, it putts better, *truer*, than any ball you've stroked.

(You judge the distance; it holds the direction.)

On iron shots, it flies off the club just a trifle straighter than an ordinary ball. (That's probably because there's nothing in it to get out of round or out of balance.)

But, funny thing, you just can't seem to cut this ball.

Try what you will. Belly a wedge—it doesn't smile.

Look up on an iron—it stays unmarked.

You simply can't cut this ball.

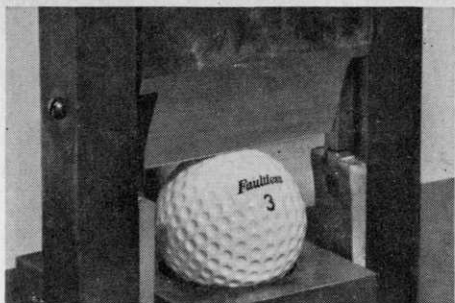
(That's probably why some golfers are claiming 144 holes, and more, with the same ball.)

Really, it's like hitting a new ball every time you swing.



72 HOLES LATER

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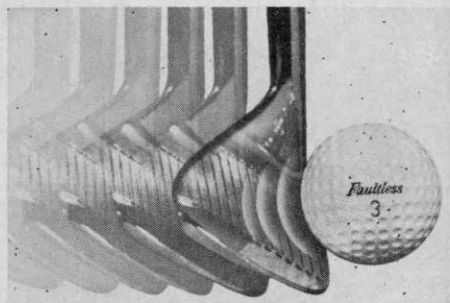


Would anyone else dare this "guillotine" test?

What happens when a knife-sharp blade cuts into the soft cover of an ordinary golf ball?

That's easy. It cuts. It becomes unplayable. But try the same trick with a Faultless.

What happens? Nothing. That's why you can hit it—right or wrong—time after time, round after round, without worrying about cutting it.



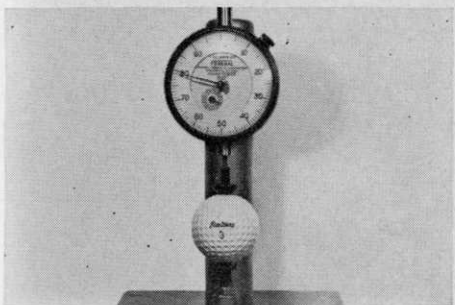
Are you hitting a football... or a golf ball?

Any ball goes out of round at impact.

But the sooner its original shape is restored, the better chance of a straight shot.

The simple fact is that the Faultless people have designed a golf ball that returns to round just a little quicker than ordinary balls.

Another reason you're less likely to "spray" the Faultless ball, isn't it?

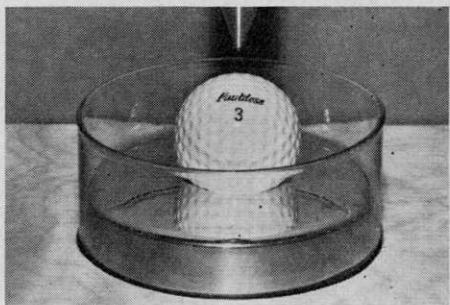


Micrometer-true...or it's an automatic reject.

Every Faultless golf ball passes this test. Every one *you* see, that is. We know we've got a good thing. We want to protect it. Spot checks? Our control people check *every* ball we produce.

Each one has to be perfectly precise before it passes.

You could say that we just want to live up to our name.



Out of balance? The quick-silver test tells quickly.

Which way does the weight fall in an ordinary ball?

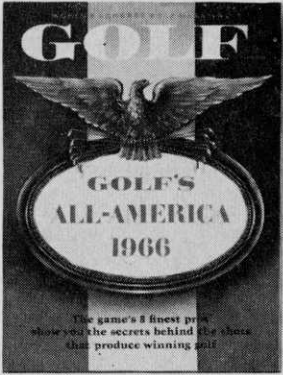
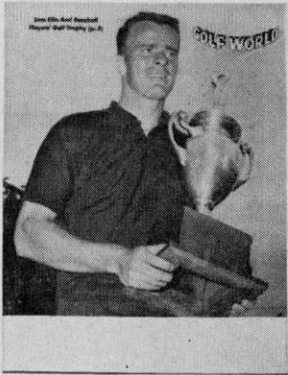
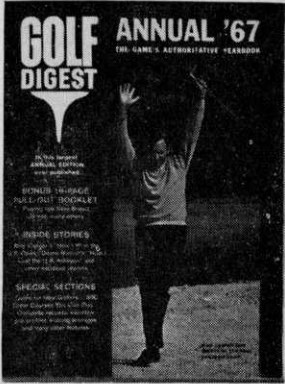
Faultless has its own lie-detector test to tell. Our laboratory people use this mercury bath. If the ball turns, you know it's out of balance.

With Faultless, there's no center or winding to get out of balance. Each ball is *always* ready for straight, true flight.

704086

For more information circle number 118 on card

Complete advertising support of Faultless golf balls will begin this Spring with spreads and full pages in these magazines month after month after month.



Round after round after round... Faultless plays perfectly round... perfectly playable.

There's an extra durability built into every Faultless ball. But that's not enough.

True, we designed this ball to take abuse. But we also designed this ball for *distance*. And that does make a difference. The Faultless ball is just about two years (and twenty yards) ahead of every solid ball manufacturer.

Maybe that's why we can guarantee this ball for *at least 144 holes* of regular play.

704086

**FAULTLESS
RUBBER COMPANY**
ASHLAND, OHIO
Division of Abbott Laboratories

For more information circle number 118 on card

Faultless Rubber Company
Ashland, Ohio
(Division of Abbott Laboratories)

Please send _____ dozen Faultless golf balls
(USGA approved) at \$7.20/doz.
_____ dozen Faultless golf balls
(promotional) at \$5.40/doz.
_____ dozen range balls at \$4.00

Pro or Range Name _____

Street _____

City _____

State _____

☐ bill me

☐ check enclosed

P2

Pour Your Turf A Steady Diet



Turf needs a steady diet of nitrogen for sturdy, uniform growth. It's easy to fill that essential need with Du Pont Uramite® ureaform fertilizer. This time-tested, 38% nitrogen feeds turf continuously without burning or leaching. That's because most of the nitrogen in "Uramite" is gradually released for long feeding.

"Uramite" is also available in sprayable form. It's ideal for use on closely-cut greens because there's no mower pickup. In addition, it gives you all of the advantages of granular "Uramite".

This spring, use "Uramite". And if you've

got a crabgrass problem, try this new product: Tupersan® siduron weed killer. It's the only crabgrass killer that can be used the very same day that you're seeding (cool season grasses). It can also be used on established turf.

For full information on "Uramite", "Tupersan", and other dependable Du Pont Turf Products, consult your golf course supplier... your service agency.

With any chemical, follow labeling instructions and warnings carefully.

Better Things for Better Living... through Chemistry



PAR GOLF MFG. CO.

World's Leading One Source
Golf Service Company



1117-46th Avenue
Rock Island, Ill.

for the **GREATEST** selection of

- CLUBS
- BAGS
- BALLS
- ACCESSORIES

OR

- DRIVING RANGE
- MINIATURE
- PAR 3 Equipment and Services

SEND FOR EITHER OR BOTH
OF OUR TWO FREE
ILLUSTRATED CATALOGS

For more information circle number 163 on card

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Golf Course Architect

Member American Society
of Golf Course Architects

266 Harrison Road
Turtle Creek, Pennsylvania 15145
Tel. 412-823-3444

For more information circle number 164 on card

SEE-THROUGH SHOP

continued from page 72

binations to blending in the last few years has been a big help to pro shops, Mildred points out. Formerly, when a combination was broken it was hard to get rid of the remaining piece. Now, manufacturers have introduced blending so that leftover shirts or shorts, for example, can be readily matched to a half dozen different colored blouses or shirts. It cuts down on returns to manufacturers and keeps the pro shop finances better balanced than they were before.

One thing that Mildred advocates is changing the basic sportswear supplier every two or three years. "If you switch lines now and then you can give your customers more variety," she says. "That picks up business."

"Like everyone else, designers for manufacturers get in a rut.. Their clothes carry the same body lines year after year

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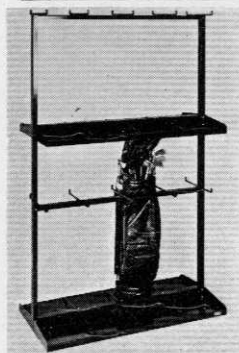


Member: American Society of
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.
Telephone—Area Code (312) 352-2113

For more information circle number 165 on card



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

Patented • SEND FOR FOLDER

THE A. G. STAFFORD CO.

For more information circle number 166 on card

2000 Allen Ave. S. E.
Box 287 • Canton, Ohio
A. C. 216 - 453-8431

You asked for a utility tractor that will:
 mow a six-foot swath; turn with a 24-inch inside cutting radius;
 power a variety of year round attachments; position the operator up-
 front, in control of every grounds maintenance job; fill the tractor
 gap between 12 and 30 hp.; out-perform, out-maneuver anything
 in its class. You're asking for a miracle! You're asking for a . . .

BOLENS *GK*



Just one day behind the wheel of the new Bolens GK will convince you (or your grounds crew) that the GK does everything better than any conventional tractor of comparable size. We'll let you have it. Run it through every test you can devise. **MOW GRASS** faster, cleaner. 72-inch rotary mower is front-mounted, cuts grass before wheels press it down. In one pass you'll "pivot" around a 24-inch inside cutting radius! **CHANGE POWERED ATTACHMENTS IN MINUTES.** Just un-

plug direct-drive power-lock, release holding pins (five). **NEED MORE REASONS?** The GK can be equipped with 48-inch heavy-duty snow caster, 54-inch snow/grader blade (with hydraulically controlled angling), 1-cu. yd. utility cart. Transport the Bolens GK with drive-on transport trailer.

You asked for a unit that would make your grounds maintenance job easier. You can have it for your own evaluation. For more information just fill in the coupon.

Bolens Division, FMC Corporation, Dept. GC-82-20
Port Washington, Wisconsin

Gentlemen: ☐ Send full details on Bolens GK.
☐ I'd like to try the Bolens GK on my own grounds.

Name _____
 Address _____
 City _____
 State _____ Zip _____



BOLENS

FIRST IN POWERED EQUIPMENT SINCE 1918

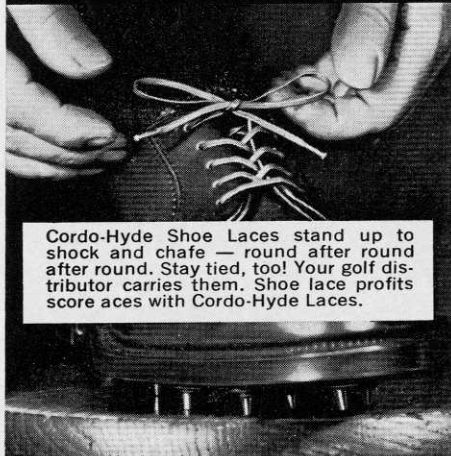
JOB DESIGNED JOB PROVEN

20-66R1

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Cordo-Hyde®

Shoe Laces Par Excellence



Cordo-Hyde Shoe Laces stand up to shock and chafe — round after round after round. Stay tied, too! Your golf distributor carries them. Shoe lace profits score aces with Cordo-Hyde Laces.



United Shoe Machinery

BOSTON, MASSACHUSETTS

For more information circle number 160 on card

SEE-THROUGH SHOP

continued from page 78

and they are inclined to get in a bind on colors. Switch away from them now and then and you are able to offer your customers something different in styles."

A full inventory of the Medinah golf service center is taken every month, but for the purpose of keeping every item in stock, especially the fast moving ones, constantly replenished, the well-known eye-check is made every day. Each assistant stakes out a section of the shop and keeps a constant inventory on it so there is no chance that popular articles aren't on hand when customers want them.

When price tags are affixed to items that go on display, they are coded so that the cost can be determined immediately. Thus, when a sale is to be held, the code tells how far a price on an article can be marked down and still kept at or above cost. Code information also comes in

continued on page 82

COMPLETE LINE OF GOLF EQUIPMENT & SUPPLIES FOR

DRIVING RANGES, GOLF COURSES, MINIATURE COURSES, AND PAR 3 COURSES.

SPECIALIZING IN INDOOR-OUTDOOR CARPETING FOR ALL PURPOSES: PRO SHOPS, LOCKER ROOMS, SHOWROOMS, POOL OR PATIO — 100% POLYPROPYLENE OLEFIN FIBER—GUARANTEED NOT TO SHRINK, FADE, ROT OR MILDEW. CHOICE OF COLORS.

Write For Complete Catalog

Serving The West

With The Best

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Phone Area 213 451-5454

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Get the longest drive in golf!...

by equipping your golf cars with dependable Golfmaster batteries. They incorporate the latest in battery improvements—such as extra electrolyte capacity and combination terminals.

Use Golfmaster batteries and you won't have to worry about drivers getting caught in the rough.

Ask about our Recase Program!

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