

The new Finalist[®] by Titleist. Made to win back those sales you've been losing to downtown stores.

This ball is for your customer who's been looking for the length and feel that only a liquid center ball can give . . . plus durability . . . plus perfect quality . . . plus *price*. And so he's been tempted to look downtown. Until now. Because now there's Finalist.

Finalist is made by Acushnet, same people who make Titleist. So Finalist has a pedigree, a liquid center, distance, durability, perfect quality — all for 85¢, retail. And you get your full mark-up. (85¢ never went so far!)

In addition, Finalist will be advertised in national golf magazines, and in the sports pages of major newspapers. It'll also be supported by display-dispensers for counters, shelves, walls, windows. And, like all Acushnet items, it'll be sold through golf course pro shops only.

It's a great ball, made to keep your middle-price customers where they belong: in your shop, not downtown.



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Sold thru golf course pro shops only

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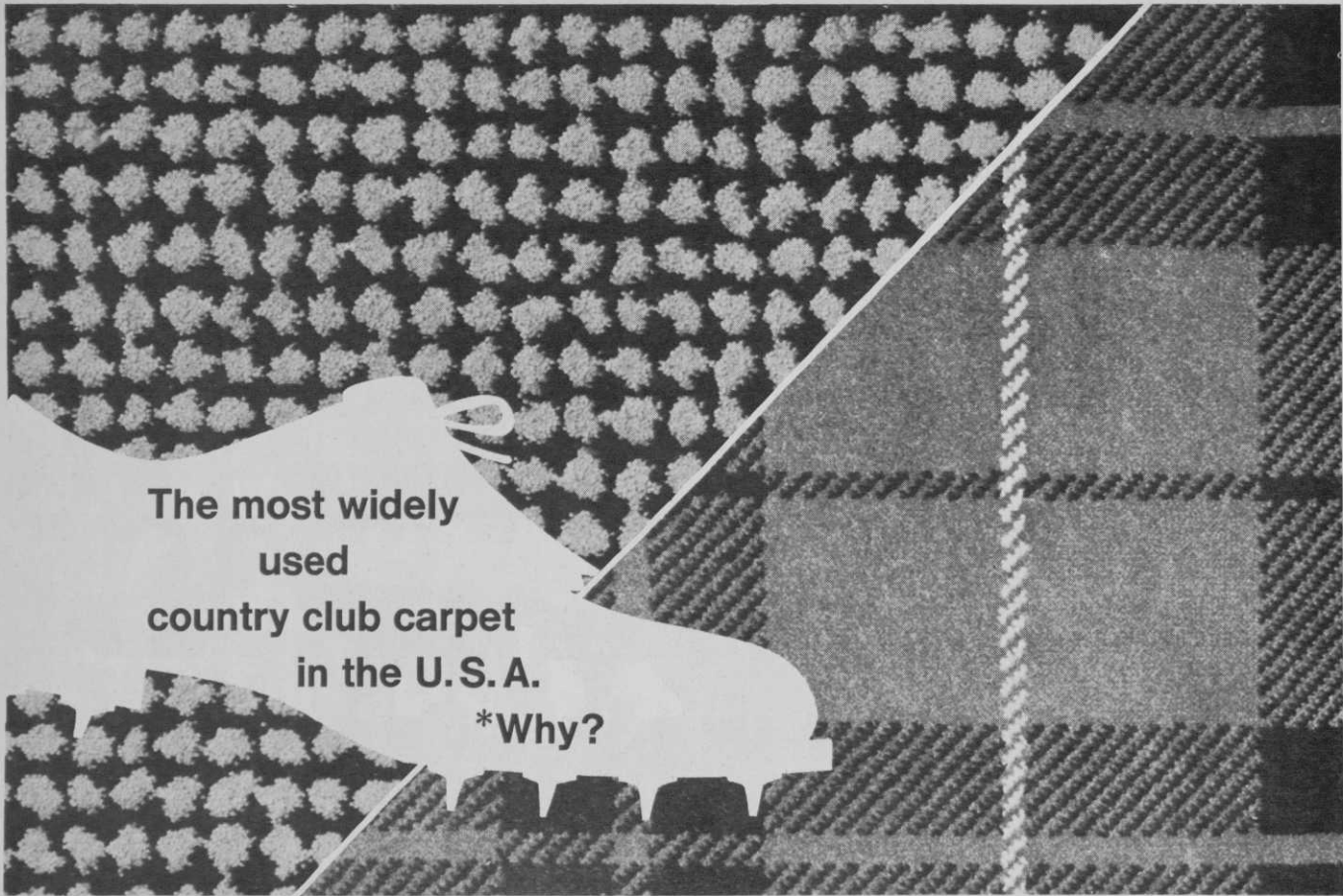
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GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 42 No. 4

APRIL, 1968

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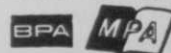
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to a tee,"**



says Dudley Smith, greens superintendent, Silver Lake Country Club, Orland Park, Ill. Ford 3000 All-Purpose tractors can play an important part in your maintenance activities. Take the all-tractor Ford engine. Tough. Durable. Economical. Built for a lot of steady service. Ford transmission options include the power-shift ten-speed, which lets the operator shift into any desired forward speed, *on-the-go*. And, the economical dual-range eight-speed with its choice of ground-eating travel speeds for many maintenance operations. For power-drive equipment, the power-shift ten-speed transmission is available with independent PTO and ground drive PTO, plus 1000 rpm; "Live" or transmission-driven PTO is available for the eight-speed transmission. Famed Ford hydraulics and three-point hitch, differential lock, and power-assist steering are available to match the handy Ford All-Purpose tractor to your course needs. For premium power, with work-matching equipment, it's the Ford All-Purpose, diesel or gasoline. See your Ford tractor dealer. Ford Motor Company, Birmingham, Michigan 48012.

FORD TRACTOR



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Swinging around golf

by Herb Graffis



The working version of the golf car now is about as prominent in course maintenance as it is in play, according to reports of many superintendents at the Golf Course Superintendent Association San Francisco meeting and exhibition . . . The working car plus the portable wireless telephone is helping the superintendent to be "everywhere at once." . . . Years ago in Golf-dom, Kent Bradley reported valuable use of the field wireless sets in getting course jobs done correctly and promptly . . . That story was applied by many smart superintendents who, in some cases, paid their own money for the communications equipment when chairmen didn't think much of the idea . . . We saw the small working car—portable wireless phone combination employed by Frank Dinelli and his eldest son and top aide at Northmoor in the Chicago district; so the job must have saved its cost several times during construction of seven new holes while maintaining the top standard of course condition on existing holes.

The Dinellis told me that when you know how to use these small working cars for trouble-shooting, education and supervision you've bought yourself the equivalent of the services of a couple of competent new men.

This is the sort of experience—school stuff discussed informally in the bull sessions at rooms and bars at the GCSA national meeting and in sectional meetings . . . It means huge sums in savings and improvements on golf courses each year.

Golf car use is developing changes in maintenance procedure so that aeration, fertilizing, grass strains,

etc., to offset car traffic, is foresighted standard practice at numerous well-managed courses . . . Probably the day isn't too far away on first class courses when the black-topped car paths, or other paths artificially surfaced will be torn up and grass will be used as the path . . . What car roads actually are in the rules of golf bewilders me since they're considered neither hazards nor obstructions . . . Local rules sometimes encourage reading the scorecards, so I yip a ball off a car road, hoping for the best for my arms and club, and knowing that the way I play a stroke or two won't make much difference.

Another subject discussed out of formal bounds at GCSA meetings is replacement of divots . . . On watered courses divot replacement generally is disregarded because management of the top grade courses has the soil-seed-fertilizer repair treatment pretty much standard operating procedure . . . It is quick, looks neater, plays well and as for the cost of fairways and tees, who knows?

If there were a sort of a Pulitzer

Prize awarded for golf business writing it should go to Dr. Marvin Ferguson, research director of the USGA Green Section for his report on turf research at nine state universities and experiment stations and his recommendations for 1968 turf research . . . Ferguson's round-up and condensation of what's doing in turf research is a "must" reading for every superintendent, chairman and other club official who wants to know what the score is in turf maintenance. Support of the turf research programs by USGA Green Section and some state amateur organizations and the National Golf Fund is an exceedingly valuable use of working money . . . The Ferguson round-up was printed in the Green Section report, and at the National Golf Fund annual meeting was rated as the record that told the clearest story of giving golfers big dividends on their National Golf Day dollars.

National Golf Day, the educational and welfare annual fund-raising operation, conducted as a public service by the PGA, is an exhibition of generosity unique in professional sports . . . PGA members raised \$98,553 in 1967 at \$1 per throw from men and women golfers who competed against the better score of the PGA champion, Don January, and the National Open champion, Jack Nicklaus, both of whom gave their services free for the "Round of Champions" which was not televised last year . . . The day for the Round of Champions will be Memorial Day, May 30th, and that will be the target round (whoever's lower) against which the noble ones who pay \$1 per person compete on whatever day the PGA sets as National Golf Day. There is nothing else like

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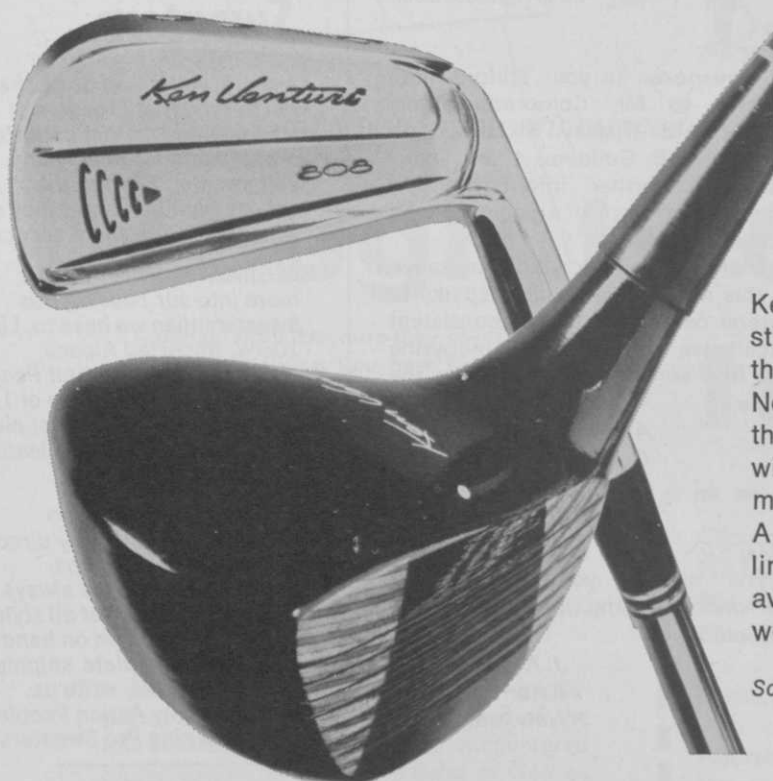
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Ken Venturi



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Letters to the editor

Dear Sir:

I would like to compliment you on the nice appearance of your February issue of *Golfdom*. This is a great improvement over the smaller type magazine and certainly makes a nice showing.

*Paul S. Godber
Vice President
Trojan Battery Co.
Los Angeles, Calif.*

Dear Sir:

In response to your Editor's note relative to Mr. Comorat's article "What Are Display Fixtures?" in January '68 *Golfdom*, I am interested in further information on sources for display equipment and accessories.

Thanking you for your assistance in this matter, we would also like to extend our thanks for the consistent excellence of *Golfdom* magazine and the service it performs for the trade.

*Andrew S. Winebrenner
General Manager
South Hills Golf Course
Hanover, Pa.*

Dear Sir:

The articles you are running on merchandising in *Golfdom* are splendid.

*J. Ray Braswell
Attorney At Law
Newland, N.C.*

Dear Sir:

Your golf cart article written by Mr. T. Mascaro in the February issue of *Golfdom* was read with great interest. We are in the process of car rentals for the coming golf season and it was noticed that a footnote referred to the design of the golf car building.

It will be appreciated if an advanced copy of the article to be published is forwarded for design guidance of our proposed golf car building and paths.

*J.J. Klusick
Secretary, Golf Committee
Picatinny Arsenal Golf Club, OOM
Dover, N. J.*



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