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# **CLEARY PRODUCTS**

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For more information circle number 152 on card

# pga

## Pros gather under the "big top"

*The latest  
and best in golf  
equipment and  
apparel will be  
at the PGA  
headquarters in  
Palm Beach Gardens.*

The 1968 PGA Merchandise Show, to be held at Palm Beach Gardens, Fla., will run from Jan. 20-23.

Last year, 130 individual exhibitors occupied 198 booths, making more multiple space booths than ever before, according to a PGA spokesman. Every inch of space was taken.

Another innovation last year was putting the whole show under one roof—the mammoth 300 by 150 foot "Big Top" of the Clyde Beatty-Cole Bros. Circus—the largest single tent available at the time. (Previously, the show was in two smaller tents.)

This year the show promises to be bigger and better than ever. Well over 100 exhibitors had signed up at press time. A new tent will be able to accommodate 229 booths this year, a 31 booth increase in capacity over last year. Apparel companies will show the latest in style and fashion for the course in '68. And the equipment manufacturers have come up with many new features based on new or improved shafts and head design. As usual, GOLFDOM will handle the show's message center.

Here is a sampling of what will be introduced at the show:

Pedersen woods for 1968 feature the new PFL wood that has a new extra strength hosel and the shaft has been moved toward the front for greater distance. For the golfer who prefers woods for the fairway and approach shots, Pedersen makes woods from #6—#11.

Atlantic Products Corporation have a new development in their golf bag handle application, called Slingandle. The double leather sling connects rugged top cuff to the sturdy sling buckle. This permits the removal of all the heavy reinforcing fibre previously needed for the riveted handle.

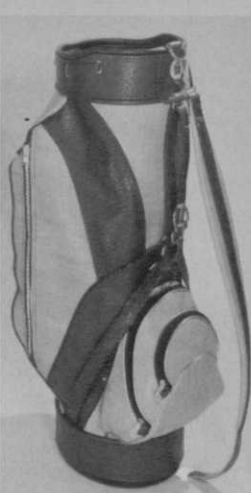
Columbia Car Corporation is manufacturing the electric Bahama Bar Car equipped with two ice wells, one for cooling canned drinks and the other containing ice for mixing with beverages. There is a cup dispenser, a cigarette rack and a cutting board for slicing fruit with a waste container below. Below the working area are two compartments for reserve stock.

Wilson's new look in golf clubs for '68 are the Power-Groove shafts, all are individually matched in flex action to the weight of the clubhead and feature a vertical ribbed section at the torsion point of each shaft to decrease torque action and increase the accuracy. The club head design incorporates more radius on the sole to make it easier to hit from tight lies.





Pedersen



Atlantic Products Corp.



Columbia Car Corp.

Jayfro announces their new knotless nylon golf cage, model G-4D. It is completely enclosed—top, bottom and sides. Included with the unit is a complete self contained portable aluminum frame, rubber mounted to protect floors and secured with four specially designed corner fixtures for indoor installation. Also included are nylon guy ropes and ground anchors for added outdoor support.

A. G. Spalding & Bros., Inc. present the all-new MV2 Executive golf clubs with aluminum shafts. The feature of aluminum shafts is less weight which means less total weight but more head weight. Available in a choice of leather or rubber grips.

Kimberton Company disclose their personally monogrammed ladies' golf shirts available in a variety of different styles and colors. They also carry men's shirts and custom embroidered club crests.

Lemmer-Mayer Company, Inc. offer the only prime alpaca cardigan sweater. The wool comes from the underbelly of the Peruvian Llama and is only obtainable a few times during its life span. The style number is C346/120 and is available in over 50 colors.

Plymouth Golf Ball Company are manufacturing the Plymouth 500 golfball with new uni-ball construction in a new package for 1968.

DiFini Originals offer in their 1968 spring and summer line for women the Suzie Maxwell alpaca stitch golf cardigan in white with multicolored embroidery on the front; a sleeveless mock turtle neck shirt with two stripes across the neck ribbing, and hand washable slacks made of rayon and silk.

Acushnet now has a new Bull's Eye putter for the gals. The La Femme is 34 inches long and has a rounded toe top. It has a powder blue grip and sells for \$15.

Ben Hogan Company announces its new 1968 Plus I irons with "bounce sole". They feature a new club design with a nearly square toe. Metal weight has been removed from the toe and shifted backward and downward in the club head. This gives a lower center of gravity and a larger area on the club face within which you can hit the ball.

Charles A. Eaton Company announce their new square toe golf shoe for men, style 7332. It is available in brown grained calf, black smooth calfskin, black and white grained DuPont Corfam. It retails for \$42.50.

Edmont-Hill has come out this year with a new combination golf glove display case and merchandiser. They also make a complete line of golf gloves, head covers and lightweight golf bags.

*continued*



Jayfro Corp.



A. G. Spalding & Bros., Inc.  
The Kimberton Company



MacGregor Company introduces its new VIP clubs designed by Jack Nicklaus. They feature the Tourney Taper Microstep shaft available in three choices of shaft flex. The woods are made of solid persimmon with an aluminum face insert that puts more weight at the point of impact, reducing the leading required for exact swing weight.

Munsingwear had some new additions to its 1968 Spring line of golf shirts. The one shown on PGA Champion Don January is made of Antron nylon and is available in a choice of colors.

Annie Laurie Originals is offering a complete new line of hand bags, hats and belts designed exclusively by Annie Laurie. The complete line comes in a variety of color combinations and assorted golf decorations.

Brockton Footwear, Inc. reveal what their new line for men's golf shoes have to offer by showing the Foot-Joy style 5121-9 golf shoe. It is available in white calf with red, green or black patent.

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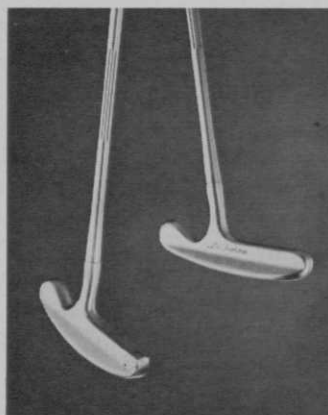
Wilson Sporting Goods Company



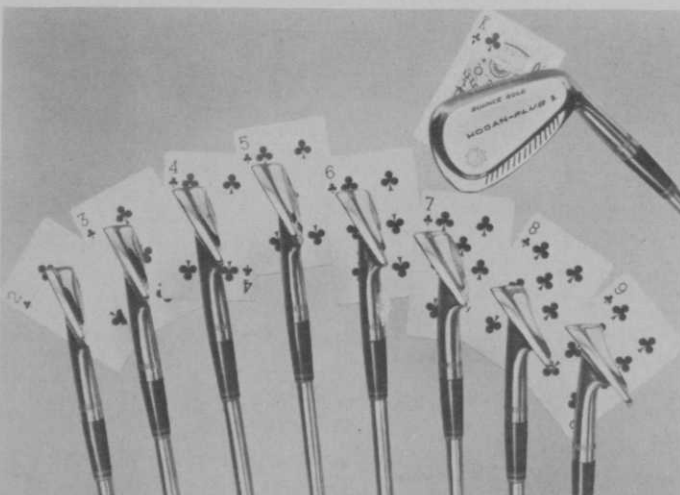
Plymouth Golf Ball Company



DiFini Originals Inc.



Acushnet



Ben Hogan Company



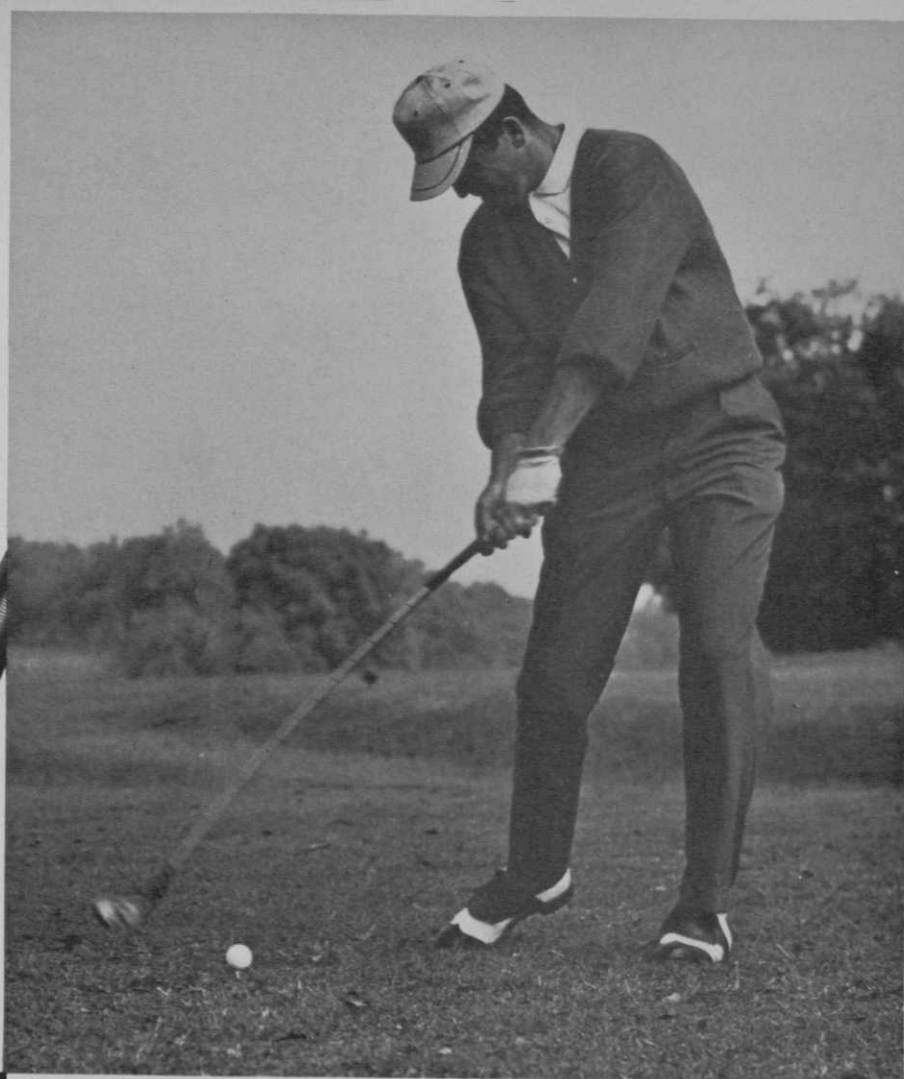
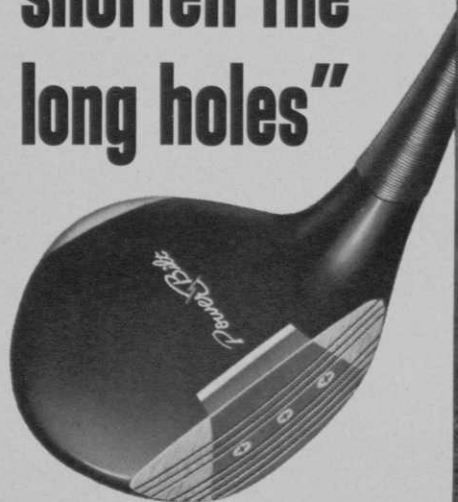
Charles A. Eaton Company



Lemmer-Mayer Company



**"Power-Bilts  
help me  
shorten the  
long holes"**



### **BOBBY NICHOLS TURNS ON THE POWER**

Member Hillerich & Bradsby Golf Advisory Staff



*Exclusively at  
your pro shop*

Master-Matched  
**Power-Bilt**  
Golf Clubs

*With the help of your pro,  
Power-Bilts will help you too*

With help from your pro, Power-Bilts will shorten **your** longest holes, too. Not that you'll ever outdistance a Bobby Nichols. But with Master-Matched Power-Bilts and the right kind of teaching you'll get everything out of a shot that you put into it. There'll be no more question marks in your bag — just irons and woods that swing exactly alike. So you'll hit your 2-iron with every bit as much confidence as your pet 7-iron. You'll **own** every club in your bag. And as your confidence builds, so will your distance. Your pro has Master-Matched Power-Bilts and unmatched know-how to help you to a bigger game. See him now.

#### **NOTE:**

Ads like this will appear in the Spring issues of Golf, Golf Digest, Golf World, and Sports Illustrated. So stock up on Power-Bilts now and be ready to help your members help themselves this Spring.

**HILLERICH & BRADSBY CO.**  
P. O. Box 506, Louisville, Ky. 40201

For more information circle number 135 on card



**ACUSHNET PROCESS SALES CO.**

P. O. Box B-965

New Bedford, Mass. 02741

Mr. L. Dean Cassell, Sales Manager.  
Titleist golf balls, Acushnet golf gloves, head covers and Bull's Eye putters.

**ALLIS-CHALMERS  
SPORTS PRODUCTS, INC.**

Box 471

Harvey, Ill.

L. B. Jackson, Sales Manager.

Gasoline and electric powered golf cars.

**ALLSOP AUTOMATIC INC.**

P. O. Box 23

Bellingham, Washington 98225

ALL \* STAR IND.

10 West 33rd Street

New York, N.Y. 10001

Mr. John J. Laurence Jr., Sales Manager.

ALL STAR PRO GOLF

1205 S. Main St.

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Clark Holthaus, Owner.

Clubs, bags, balls, hats, carts, putters.

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Mr. Arthur Bender, General Manager.

Crookshank golf clubs.

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1271 Sixth Ave.

New York, N.Y.

**ATLANTIC GOLF EQUIPMENT CO.**

4210 South Dixie Highway

West Palm Beach, Florida 33405

Mr. Ricker Alford, Jr., President.

Ball-O-Matic machines, Allison Pickers, all range and course equipment, Caddy Coolers, pro shop resale items, Double Eagle products, Klub Kleen.

**ATLANTIC PRODUCTS CORP.**

1 Johnston Avenue

Trenton, N.J. 08605

Mr. Howard J. Renshaw, Sales Manager.

Sporting Goods Division

Golf bags, luggage, head covers, putters.

**AUBUCHON-CARNAHAN SALES, INC.**

401 South Hartz Avenue

Suite 203

Danville, Calif. 94526

Mr. Jack Carnahan, Vice President.

**BALL-O-MATIC, INC.**

5995 Washington Street

Denver, Colorado

Mr. Neal Dehn, Sales Manager.

**MICHAEL B. BENDER LTD.**

35 Steven Dr.

Hewlett, N.Y.

**D. S. BRADLEY, INC.**

P. O. 66

Marblehead, Mass. 01945

Bradley B. Colls, President.

**BROCKTON FOOTWEAR, INC.**

144 Field St.

Brockton, Mass.

Ben Stone, president.

Foot-Joy, Ben Hogan golf shoes for men, women. Men's street shoes, and ladies' shoes.

**BUCCANEER MFG. CO.**

144 Spencer St.

Brooklyn, N.Y. 11205

Mr. Nat Chazen, President.

**BURTON MFG. CO.**

P. O. Box 351

Jasper, Ala. 35501

Mr. Max A. Ziegler, Sales Manager.

Burton golf bags, "Perfect-Match" head covers, golf luggage.

**BYORLEE, INC.**

508 10th Street N. E.

Austin, Minnesota 55912

Mr. Ronald Welty, President.

**CALREE COMPANY, INC.**

55 South Grand Avenue

Baldwin, N.Y. 11510

Mr. Edward M. Reece, President.

**CHICO'S TOMAHAWK, INC.**

1476 N. E. 130th St.

North Miami, Fla. 33160

Mr. Charles Kozak, Manager.

Tomahawk putters.



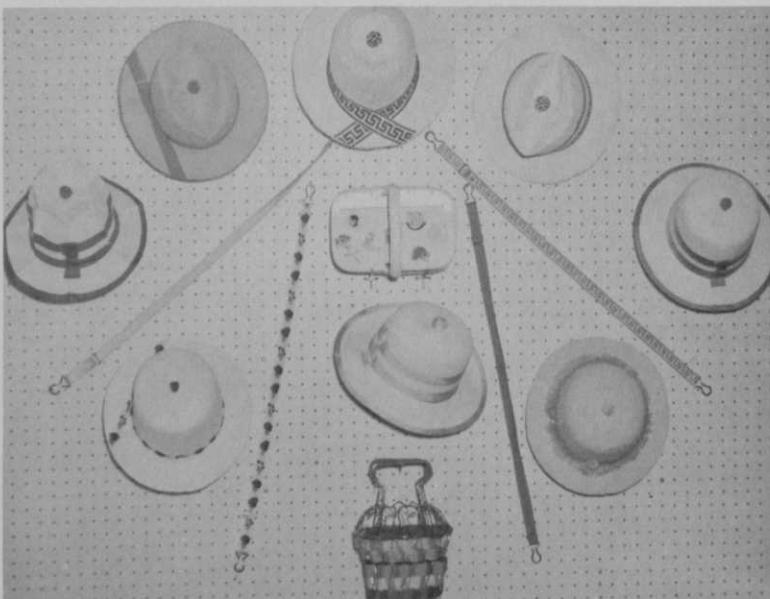
Edmont-Hill  
Inc.



MacGregor Company



Munsingwear



Annie Laurie  
Originals

Brockton Footwear

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## A durable green fairway is par for the course

with Armour Vertagreen Tournament Fertilizers.

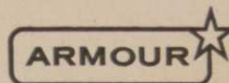


Expect a dense green fairway when you nourish your turf with Armour's Tournament—a fertilizer formulated especially for fairway turf.

Vertagreen Tournament's richer balance of root-growing nutrients feeds grass roots more of what they need to grow long and strong ... roots which nourish a thick, green, healthy turf ... roots that help your turf green-up faster in the spring and stand up under heavy play.

Look to Armour's *Professional Turf Program* to keep your whole course in championship condition. Armour has a complete line of fertilizers and turf protection products—all backed by reliable Armour research and the services of your experienced Armour representative.

Armour Agricultural Chemical Company



For more information circle number 188 on card





## Managers to meet in philly

*Besides a varied educational program, the CMAA is planning a special discussion on the future of the management area.*

The Club Managers Association of America will hold its 41st Annual Conference at the Bellevue Stratford Hotel March 4-9.

A varied educational program will include two panel discussions, four seminars, specialized club roundtables and a tax breakfast and clinic.

A keynote panel "Dimensions of 1976" will cover the following: The facts—the economy and population in 1976; the manpower—the employee of 1976; the tools—equipment of 1976; the product—foods in 1976, and the leadership—the manager of 1976.

Seminar topics will include: a buffet of food ideas; club organization of the future; party ideas shown in a slide presentation; programmed instruction—tomorrow's methods today; trends in convenience foods; recipe for executive failure and innovational thinking.

During a "feedback" panel, managers will have an opportunity to fire questions at the leaders of the seminars. Also, at a Learning Laboratory of Training Techniques on March 8, those attending the conference will be able to see in operation the training techniques discussed in the seminar dealing with Programmed Instructions.

At the Tax Breakfast on March 9, CMAA counsel Walter Slowinski will give managers his analysis of legal and tax developments for the year. He will also hold his popular Tax Clinic while ballots for officers and directors are being counted.

On the social side, the members

of the Philadelphia Chapter will be on hand on March 4 at 6 P. M. at the Bellevue Stratford Hotel to extend a hearty handshake and a bit of refreshment to the visitors from out of town at the Early Bird reception. The next day, the welcoming reception will be at the famed Union League of Philadelphia, one of the oldest (founded in 1862) and finest clubs in the country. Dan Layman, a past CMAA president, will be host.

Authentic Pennsylvania Dutch beverages and food will be served at a reception and dinner on March 7. Entertainment will also be supplied, but details were not available at press time. Earlier in the day, Joe Powell, management consultant, who was so popular at the Washington Conference in 1965, will speak at the men's reception and luncheon.

To enable managers and their wives to see historic Philadelphia, the whole of March 5 has been set aside for tours of the city. In addition, the evening of March 6 has been left free so that the many points of interest in and around Philadelphia can be enjoyed. (Bus transportation will be provided for those who wish to take in Philly's Latin Casino.)

Nor have the ladies been forgotten. For instance, immediately following lunch on the 6th, the ladies will be entertained by seeing the famous Boehms porcelain *objets d'art*. On the 7th, the ladies will tour the Colonial portion of the city and see the homes of many of America's great historical fi-

gures. Afterwards, they will lunch at the 1700 Restaurant, which is decorated in the colonial motif and located in the center of a colonial waterfront village.

On Saturday March 9, the formal Banquet and Dance will be held, at which the old and new Board of Directors are honored. The conference will break up the next morning with a buffet breakfast.

Last year, over 1,400 managers and their wives attended the annual conference. It is confidently expected that the Philadelphia will likely set new records.

### CMAA Program, Day By Day

Monday	
March 4	6 p.m.-Early Bird reception
Tuesday	
March 5	All Day-Registration, Idea Fair, Tours of the city
	6 p.m.-Welcoming reception at Union League
Wednesday	
March 6	Registration
	9 a.m.-Opening business session, Board, Committee reports, Keynote panel: "Dimensions of 1976"
	Noon-Opening reception, luncheon (Men and ladies)
	Afternoon-porcelain art demonstration for ladies.
	2:30 p.m.-Seminar No. 1
	4 p.m.-Seminar No. 2
	Evening free
Thursday	
March 7	9 a.m.-Seminar No. 3
	10:30 a.m.-Seminar No. 4
	Ladies' colonial tour, luncheon
	Noon-Men's reception, luncheon

*Continued on page 68*



# Why in the world should you be carrying Pepsi-Cola?

## Here are three good reasons:

1. Half the country is now under twenty-five. One hundred million thirsty people. A generation explosion: the one we named the Pepsi Generation. More young golfers every day. You've seen them on your course. We talk their language. Our advertising is aimed directly at them, plus all the rest who "think young." Interested in exploding profits? Keep enough Pepsi on hand.

2. Pepsi adds a bonus to your sales. Diet Pepsi, the most famous name in diet colas. It's the one your distaff golfers favor. Pepsi-Cola and Diet Pepsi...two great colas for two great markets.

3. Pepsi service is a one-phone-call operation. From syrup to installation of equipment, to a discussion of better ways to use your space, your local Pepsi-Cola bottler *takes care of it all.*

If your club's facilities don't offer Pepsi-Cola now, why not find out what *real* profit is. Write to Roger C. Bulkley, National Sales Dept., Pepsi-Cola Company, 500 Park Avenue, New York, N.Y. 10022.



**taste that beats the others cold!**

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For more information circle number 221 on card

# What are display fixtures?

*On the ensuing pages are the ABC's of display props—another tool which can be used to lead to bigger profits.*

**By Tony Comorat**

Visual Merchandising Consultant

**T**o realize the maximum benefit from the discussion of any topic, it is most desirable that there is a mutual appreciation and understanding of the basics.

A beautiful set of golf clubs in a handsome golf bag is no indication that the owner is a scratch golfer. Before he can be expected to make best use of those tools, he must learn something about them and their correct use in specific situations. He must also have a working knowledge of the equipment, make an intelligent choice of the necessary accessories and have some training in the physical aspects of the game.

In this article on visual merchandising fixtures and equipment, it is equally essential that we have an understanding of the tools or equipment and some of the rules of the increasingly complex and competitive game of selling at a profit.

What are fixtures? What is equipment? What can we expect from them?

In the interest of simplicity and easy understanding, we will define "fixtures" as those elements which are necessary to visually merchandise and store reserve stocks of merchandise at selling level: for example, cases, tables, counters and racks.

We shall henceforth think of "equipment" as those elements or accessories which are required or helpful in achieving maximum use from the fixtures and most attractive presentation of the merchandise, which includes shelves, hangrods, binning dividers, brackets, and the extensive and comprehensive selection and variety of specially designed fittings and accessories that are available to achieve well organized arrangements of merchandise.

Additionally, in this category of equipment are the accouterments used to achieve attractive, eye-catching displays of merchandise in arrangements or settings suggesting uses for, or highlighting particular features of merchandise. Mannequins, forms of all kinds, for

jackets, shirts, hats, caps, gloves, slacks, and shoes; and stands for belts, umbrellas, clubs, bags, and point of purchase units.

Other items which should be classified as equipment are chairs, shoe fitting stools, ash stands, platforms, practice putting mats and decorative or functional pieces or units.

What should you expect from these tools and aids to improve the visual presentation and attractive display of your merchandise?

Every element in both of the categories that have been defined should either directly or indirectly be effective in accomplishing these three important results or goals of any successful business: (1) Sell the merchandise; (2) Sell the shop; (3) Reduce the cost of sales in the shop.

The decision to use or to select any fixture or piece of equipment must be predicated upon its ability to simplify your efforts to achieve sales and profit goals established.

Because they are essential as selling tools, they must be selected with care and evaluated as to appropriateness, efficiency, applicability and versatility.

Design, appearance and quality must all conform to the pattern or plan which has been prepared and formulated to achieve a "pro shop image" that will be appropriate to the particular club.

The maximum in sales productivity, selling efficiency and customer satisfaction can most reasonably be expected in a pro shop where everything has been selected for its ability to:

- Enhance the appearance of merchandise
- Stimulate a desire to own it
- Simplify the arranging, stocking and displaying of the various sizes, shapes and packages
- Minimize the housekeeping and maintenance tasks and expense.

The design of the shop should conform to the ex-