

# Announcing The Official *Doug Sanders*

## "PRO" SUNGLASSES

by BACHMANN \$ **5**



- Be sure you have this attractive rotating display.

- Fashion Designed and Approved by Doug Sanders, professional golfer
- Tarnish resistant metal trim
- Silver and golden like finish
- Shatter proof lens

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Etonic golf shoes and apparel.  
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Gloves, head covers, lightweight golf bags.  
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Power-Bilt golf clubs.

continued on page 65



For you whose work includes the care of fine turf — cemetery, golf course, or park — we have a utility trailer specifically designed for your special needs. Roll-Dump hopper holds a cubic yard . . . or you can take off the hopper and put on a flat bed or wagon bed. Terra-Tires safely carry heavy loads without rutting turf. Champion Doo-All is a rugged trailer designed for years and years of hard work.

**TERRA-  
TIRES**

See your jobber or  
write for brochure

**THE CHAMPION COMPANY**  
Established 1878  
Springfield, Ohio 45501  
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# Cooper Champion

GREENS MOWER

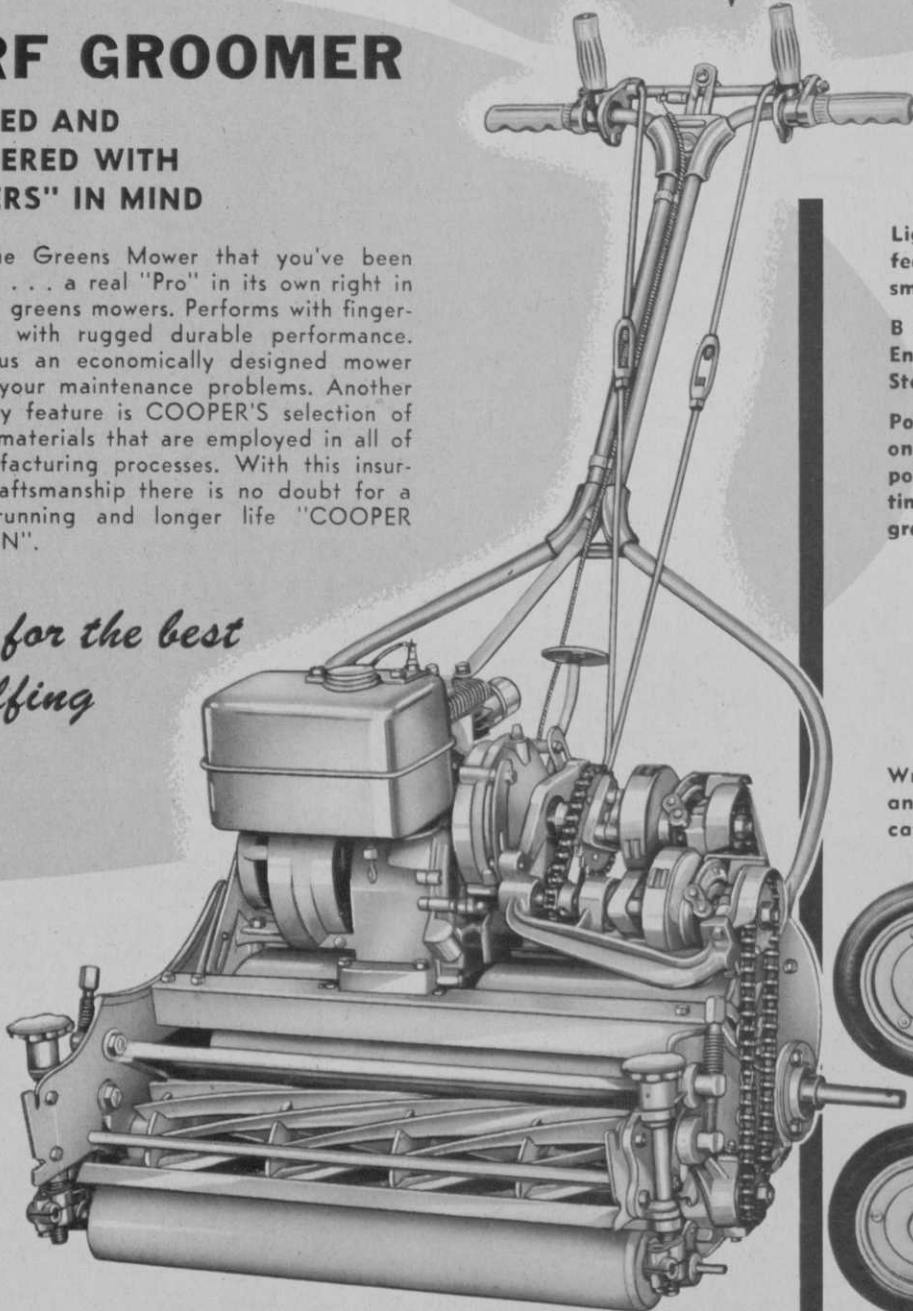
FULL 21" CUT

## TURF GROOMER

DESIGNED AND  
ENGINEERED WITH  
"GOLFERS" IN MIND

Here is the Greens Mower that you've been waiting for . . . a real "Pro" in its own right in the field of greens mowers. Performs with fingertip control with rugged durable performance. All this plus an economically designed mower to reduce your maintenance problems. Another high quality feature is COOPER'S selection of top-grade materials that are employed in all of their manufacturing processes. With this insurance of craftsmanship there is no doubt for a smoother running and longer life "COOPER CHAMPION".

*Built for the best  
in golfing*

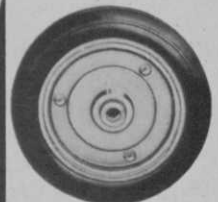


Lightweight with perfect balance for smoother cutting.

B & S 3.00 HP 4-cycle Engine with Recoil Starters.

Power driven, quick-on, quick-off transport wheels — saves time from green to green.

Write for literature and detailed specifications.



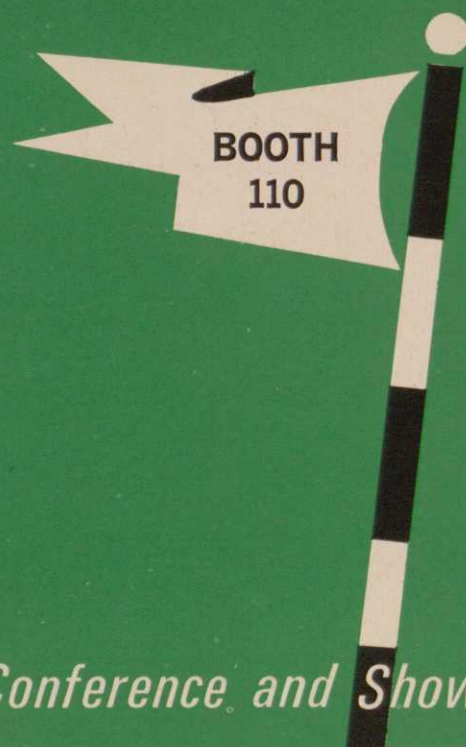
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For more information circle number 156 on card



# SAY HELLO TO AGRICO®



*At The International Turf-Grass Conference and Show*

Our Booth is 110 at the San Francisco Hilton, Feb. 18-23—and we're looking forward to greeting many of our old friends there!

We'll have news for you, too—about our remarkable new FUNGICIDE—about the almost countless successes of the AGRICO Turf-Grass Programs—about continuing new developments that have kept AGRICO the First Choice of Professional Turf Men for so many years.

It will be great to see you! And maybe we can contribute some ideas that will help make your trip worthwhile.

 **AGRICO Country Club Fertilizers ...**  
at the roots of the best turf in America!

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Pro-only golf equipment—bags, men's and wom-  
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"711" gloves, Northup's "An" putter, North-  
up's knitted gloves, Coleman supplies and  
extras.

continued on page 66

# Who ever heard of a range ball like this?

It's indestructible, maintenance free, and is as lively as any USGA approved ball.

Ram Golf Corp. developed a revolutionary new cover compound through months of research and testing.

The new ball combines the advantages of solid ball durability with the lively and sharp "click" found only in wound ball construction.

Yes, it's true, for the first time a range operator doesn't have to sacrifice distance to get durability.



The ball needs no painting. It keeps its original white because its whiteness is molded into the special cover composition. So in addition to being virtually indestructible, it's also maintenance free.

Put smiles on your customers—not on your range balls. Place your order today.

This special white ball is available with thin red or black lines. The word "RANGE" appears on each pole. Special branding is not available.

Write today for illustrated 4-color 1968 catalog.



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For more information circle number 201 on card

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Gordon Ramsey, President.  
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Shoe-In.  
**ED RANKIN, INC.**  
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Custom made woods.  
**RELIABLE KNITTING WORKS**  
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Knit club socks for woods.  
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golf shoes, Leonardo-Strassi men's shirts and  
sweaters, Slack Fashions, Tal Tane umbrellas  
and All Weather jackets, Evan-Picone Fashion  
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"BILLIE" ROSS OF THE PALM BEACHES  
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Manufacturing Company.  
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Fort Lauderdale, Fla. 33304  
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Men's and women's golf apparel.  
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Golf bag travel cover which can be personalized  
with names, initial, club emblem.  
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Jack Slater, Manager Golf Div.  
Shakespeare golf clubs, Power-Mated, II, Pro-  
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Shakespeare clubs, XLD-80-90-100, Black  
Watch balls.  
**SIT-N-REST GOLF INC.**  
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Mr. Bruce P. Menzel, Vice President.  
continued on page 68

## HUNDREDS OF (PRE-OWNED) CUSHMAN GOLFSTERS (Other Makes Also Available)



COMPARE these used CUSHMAN GOLFSTERS  
with any new car of any other make.

### CHICAGOLAND CUSHMAN SALES, INC.

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For more information circle number 206 on card

**THREE & FOUR  
WHEEL MODELS  
GAS & ELECTRIC  
PRICED LOW  
\$195.00-\$825.00**

- Internally Reconditioned •
- 9.50 x 8 Tires • Steering
- Wheel or Tiller Bar Steering •
- New Batteries & Chargers
- Included • Warranty
- 1962-1963-1964-1965-  
1966 Models





## *Wherever golf is played . . .*

The Par Aide Deluxe Single Golf Ballwasher retains all the precision features of the other Par Aide Ballwashers. Brush assembly and agitator are interchangeable. Unitized interior assembly can be easily removed for servicing. Ballwasher body can be easily cleaned by removing drain cap at bottom front of washer.

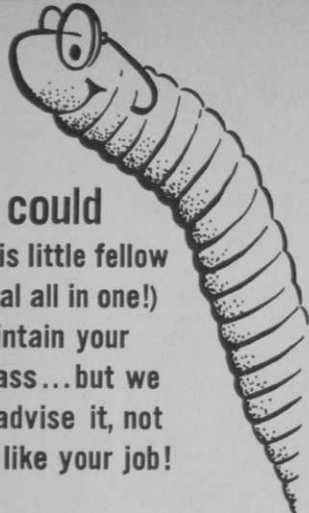


FOR COMPLETE LINE OF PAR AIDE GREENS  
AND TEES EQUIPMENT—WRITE FOR CATALOG

**PAR AIDE PRODUCTS COMPANY**

296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104

**You could  
use this little fellow  
(and gal all in one!)  
to maintain your  
turfgrass...but we  
don't advise it, not  
if you like your job!**



The fact is... earthworms alone can't do the job of maintaining your turfgrass area in tip-top shape. The only way you can be sure you are doing the best possible job is to use WEST POINT PRODUCTS turfgrass equipment... the BEST you can buy for fast, trouble-free turfgrass care and renovation. After all, WEST POINT has been designing and building the BEST for over twenty years!

Get the latest facts on how you can do a better job of maintaining your greens, tees, and fairways. Clip and mail this coupon for information on any (or all) of these quality WEST POINT grounds maintenance units:

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- ☐ Please send facts on:
- ☐ AERIFYING (open and loosen soil without disturbing the grass)
  - ☐ CORING/CLEANING (core and clean in one operation)
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  - ☐ MORE MAN-HOURS FOR LESS MONEY (the MINI-TRUCK® grounds maintenance personnel/cargo carrier vehicle puts wheels under your men, cuts maintenance costs, pays for itself in one year)
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CABLE: WESPRO

## pga Continued

Sit-N-Rest combination cavet and bags; regular golf cavets, English 10 and English 14.  
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Golf clubs, balls, bags, carts, hardgoods.  
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Golf greeting cards, novelties, jewelry, accessories and golf awards.

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Hand knit peds.

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Personalized golf caps and hats.

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Men's sweaters and knit shirts.  
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Personalized golf items—tees, ball markers, pencils and tee packs.

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Golf clubs, bags, balls and sundries.  
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Golf range, miniature equipment and supplies; golf ball dispensers, pro shop fixtures, supplies, practice nets, course equipment, golf balls. □

## cmaa Continued

3 p.m.- Feedback panel  
4 p.m.-Specialized club roundtables  
6:30 p.m.-Pennsylvania Dutch reception, dinner

Friday  
March 8 9 a.m.-Potpourri film and slide presentations, Learning laboratory—Training techniques in operation  
Ladies tour, lunch at Cherry Hill Inn.

Noon-Old and new luncheon—honoring charter members, 25-year club members, past presidents, first-timers, SAC awards  
2:30 p.m.-Country and Town club roundtables  
Evening free

Saturday  
March 9 8 a.m.-Tax development breakfast  
9:30 a.m.-Closing business session  
1 p.m.-Men's reception, luncheon Afternoon free  
7 p.m.-Formal reception  
8:15 p.m.-Banquet and dance

Sunday  
March 10 7:30-11:30 a.m.-Farewell buffet breakfast □

## reservoir Continued

soil survey was made by SCS soil specialists.

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## display fixtures *Continued*

Here are some specifics about fixtures and equipment, that are considered most practical from several aspects, to meet the requirements of the pro shop. They should possess design and functional qualities that will permit a wide latitude of individual expression or choice in the arrangement and appearance of the shop.

### Wall Fixtures

There are several acceptable, easy-to-install, relatively inexpensive types of wall fixtures available. They generally consist of single or doubled slotted metal standards installed on 30-inch centers (See Illustration, A). Cost for these metal standards runs approximately \$2.00 per eight feet. Panels approximately 29 inches wide are fitted between these upright standards and are held in place with clips (Illustration, C)

Since the panels are not nailed or screwed permanently to the wall, they can be removed, relocated or replaced with panels that would be required to meet any new visual merchandising or display situations. Conversion or relocation of a section of the shop can be accomplished with a minimum of disturbance to business and is relatively inexpensive.

The standards can be installed the full height of the walls or cut off at a height considered most functional. The panels can also be used to accomplish decorative or visual merchandising ideas.

The selection of fancy handsome one-quarter-inch natural wood panels, either solid or pegboard, makes it possible to change the appearance of the shop practically overnight. You can paint masonite panels any desired color, cover them with new designs in paper, fabrics or vinyls to achieve small shop or boutique ideas or to accent selected spots or areas. This material is relatively inexpensive, running to approximately \$.40 per square foot.

With the improvements in packaging and the increasing trend to self-service, this advantage is considerable. The accessories, fittings, and specially designed units available for use with these fixturing systems make it possible to interchange the accessories from wall to

table or counter units without difficulty. (Someone once said that a shop should "change it's look every Friday; and, if not every Friday, every other Friday.")

Lighted valances (Illustration, G), shadow boxes, display panels, department identification lettering or symbolic art can be attached to brackets and bars (Illustration, J&B) available for those purposes.

Use of lowboy table (Illustration, D) units along the wall will provide additional storage area for back-up stock and a level or base upon which to set a feature display or arrange merchandise for selection. (A lowboy is a rather low counter-type fixture which has a display-top area with storage space below and is approximately 18 to 24 inches in height.

### Floor Cases

These units are more and more being used in areas where the merchandise is of a value or nature that soilage or pilferage is a problem. Their use as a working surface upon which to show merchandise and serve customers is receding with the increase in self-selection and self-service.

In small shops, normally, cases that are one-third glass at the top will serve as a working area near a register and a location in which impulse items may be displayed. Merchandise selected for its general desirability and quick turnover, properly displayed in these cases, can bring plus sales. However, the tendency to use this area as a storage area can have an adverse effect upon sales.

These cases are either equipped with shelves or drawers in the back. Drawers, though a little more expensive, will be found more useful and efficient—a good place to keep back-up stock neatly arranged for quicker service. This is also true in lowboys.

In larger shops where several cases are desired, it may be well to include one or two of which three sides are completely glass with sliding doors on the back. These will permit the display of higher priced more perishable items that are in stock. Coordinated displays of fine slacks, sport shirts and accessories can make these cases sparkling gems in the shop.

*continued on page 72*