

Acushnet is selling golf shoes

Alligator shoes, suede ones, two-tones and kangaroos...to the millions of people who have to come into pro shops to buy the Titleists they demand.

Remember — when they buy their golf balls downtown, they buy their golf shoes downtown, too.

Acushnet gets people in the “pro shop habit”. Can you think of a better reason to get all your members playing Titleist?



ACUSHNET GOLF EQUIPMENT
Sold thru golf course pro shops only

For more information circle number 136 on card



One gas car lets you listen to the ripples.

Only one.

That's because Harley-Davidson is America's quietest gasoline golf car. Running, it's fifty percent quieter than any other car. Makes less noise than the average human voice.

Standing still, it's absolutely silent. An exclusive ignition device called Dynastart shuts off the engine as you lift your foot from the accelerator. All you hear is silence. Call the dealer who
For more information circle number 139 on card

can prove that, gas or electric, "... a real pro always comes through."
Harley-Davidson Motor Co.,
Milwaukee, Wisconsin.

Harley-Davidson



Wherever golf is played . . .

With Par Aide's greens equipment—cups can be easily moved to any position on the green. Hole cutter used in conjunction with Hole cutter Guide assures a clean accurate hole. Greens cup can be easily removed with the Par Aide cup puller and reset to the right depth with the par aide cup setter. Die cast aluminum greens cup—machined, anodized and dichromated—Interior painted with high gloss white air dry enamel.



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

AT CARMEL VALLEY GOLF AND COUNTRY CLUB
Carmel, California
Supt. ROY KING says:

“Tersan® OM is the finest turf fungicide I have ever used. We find that a single application at the time large brown patch and dollar spot first appear gives us good control.”



Effective disease control with “Tersan” OM helps keep your course in this kind of excellent condition. And “Tersan” OM does not stain or discolor clothing, golf balls, or other equipment.

“On our Carmel Valley Golf Course,” continues Superintendent King, “it is unnecessary to maintain a regular preventive program. However, when disease threatens we use ‘Tersan’ OM and get excellent control.”

Golf course superintendents in all sections of the country know from experience that they can rely on Du Pont “Tersan” OM turf fungicide for an effective preventive disease program. A thiram-organic mercury combination, “Tersan” OM, not only offers time-proven prevention and control of large brown patch

and dollar spot, but also of copper spot, snow mold, and other major turf diseases. It has a large safety factor on turf...even under adverse conditions.

For full information on “Tersan” OM and other dependable Du Pont Turf Products, just call your golf course supplier...your service agency.

With any chemical, follow labeling instructions and warnings carefully.

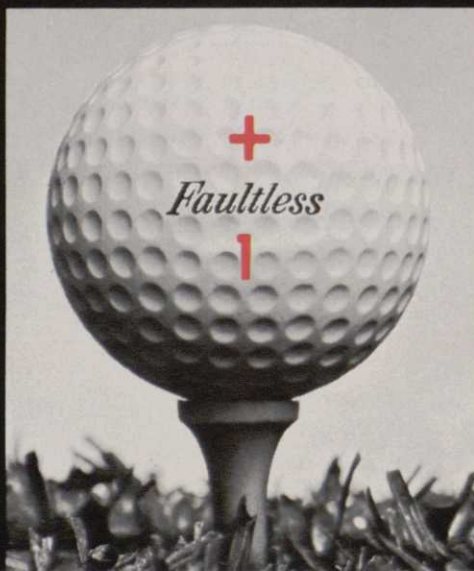


Better things for better living...through chemistry

For more information circle number 279 on card

The Faultless Professional Plus⁺

A new kind of solid ball
to be sold only in pro shops.



The New, Higher Velocity Solid Ball Developed for Tournament Play

Here is an entirely different solid ball that will be sold only by the golf professional. It is different than all other solid balls—and made only by Faultless.

It's the Professional Plus.

Plus Construction.

The Professional Plus is made from a new kind of tough, resilient elastomeric compound molded into one piece, resulting in the most remarkable solid ball on the market.

Like the other precedent-setting Faultless ball introduced last January, the new Professional Plus is cut-proof, scuff-proof and virtually indestructible.

And it has solid ball accuracy. (With conventional ball loseability.)

Plus Velocity.

U.S.G.A. tests on the new Professional Plus show that its initial velocity averages about 6 feet per second faster than other Faultless balls.

Solid ball initial velocity results in more distance than a comparable initial velocity in a conventional ball because a one-piece ball develops less internal "pulsation" in flight. There's nothing inside to get out of round or off balance.

Plus "Feel."

Before we introduced the 1968 line in January, we had four PGA pros hit 60 each of seven different leading brands. All four pros said it was impossible to tell the balls apart, and signed affidavits to that effect.

The new Professional Plus

apparently has an even better feel. More than a hundred low handicap golfers who volunteered to test this new ball around the country have told us they find it equal to or better than their conventional ball.

And virtually all reported that the Professional Plus has an iron response that is startling — that it springs away from the club with exceptional velocity.

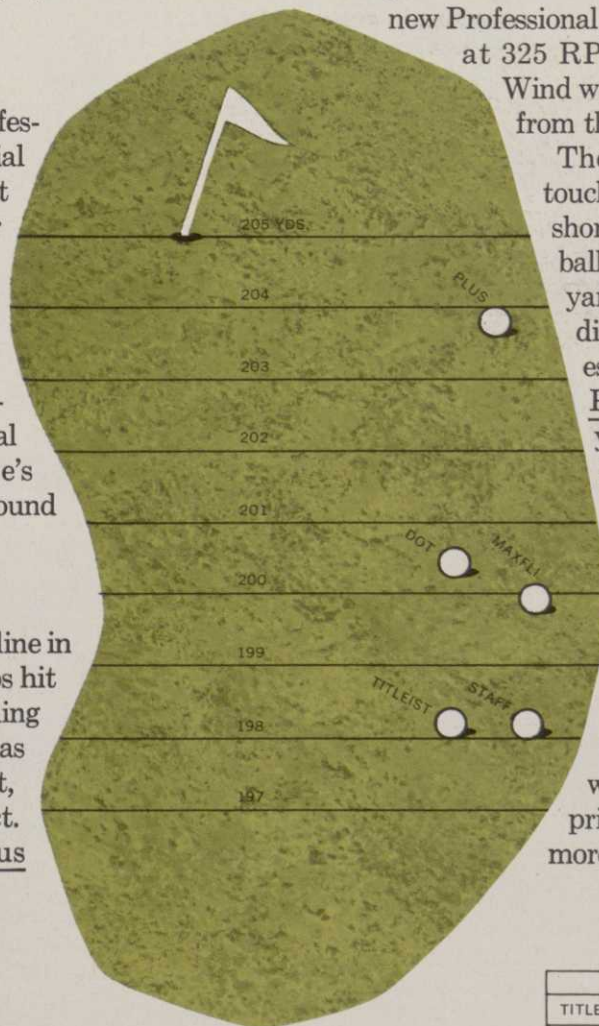
Plus Distance.

The Faultless precision hitting machine gives balls on-the-range tests. It hits ball after ball exactly the same onto a marked outdoor range. On June 1, 1968, in certified tests, we hit two dozen of each of the four leading tournament balls, along with two dozen of the new Professional Plus. The 6 foot wheel was set at 325 RPM. Temperature was 68-70.

Wind was variable from 5 to 11 MPH from the North. (Across the range.)

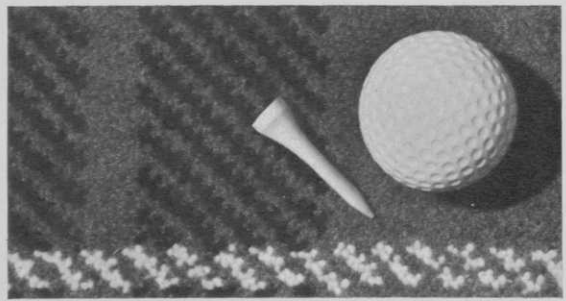
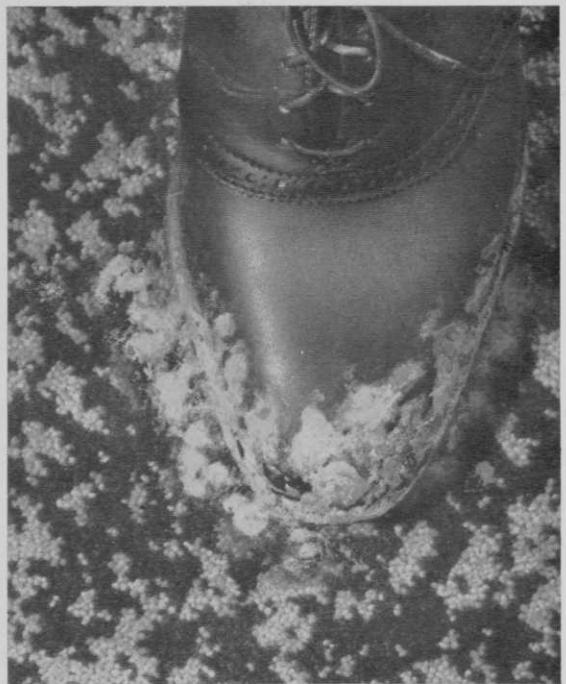
The shortest Professional Plus touchdown was at 200 yards. The shortest touchdown for the other balls was at 189, 190, 193 and 190 yards. And when you check the diagram, you'll see that the closest ball to the new Professional Plus averaged more than three yards behind. (Note also the Professional Plus was the most consistent ball of all — with only 7 yards spread between longest and shortest hit.)

We'll get some new Professional Plus balls in your hands as soon as possible. Hit as many as you want. You'll like them. And you'll want to sell them. At the \$1.25 price. Even though they're worth more.



	Longest Hit	Shortest Hit	24-ball average
TITLEIST	206 yards	189 yards	198.0 yards
STAFF	205	190	198.0
MAXFLI	206	190	199.7
DOT	207	193	200.4
PLUS	207	200	203.6

**Where spikes are worn,
traffic is heavy,
mud is tracked in...
go ahead and carpet!**



**Hundreds of clubs* prove it's sound with
PHILADELPHIA
Spikeproof Custom Carpets**

Look what you'll gain . . .

- Years and years of rich beauty and luxury.
- Easy maintenance that lowers expenses.
- Protection against skids and falls.
- Sound absorbency that reduces noise.

These rugged jacquard woven Wiltons are specifically engineered for areas where spikes are worn. They're by far your wisest, most satisfying long-range floor investment.

Custom-woven . . . matched to any colors submitted, in designs selected from the industry's largest selection . . . or in patterns created by your designer.

***Mail coupon for proof,
plus carpet sample**

Philadelphia Carpet Co. (Contract Division)
Allegheny Ave. and C St., Philadelphia, Pa. 19134

Please send free sample of spikeproof carpet and brochure of country club installations.

NAME _____

CLUB _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

In contract carpets, the choice is PHILADELPHIA Carpet Company

Quality since 1846 / Showrooms: Chicago, New York, Dallas, Los Angeles, San Francisco,
Also Crawford & Thompson in Atlanta, High Point, St. Petersburg.

ARNOLD E. ABRAMSON
Publisher

ROBERT J. ABRAMSON
Associate Publisher

JOE GRAFFIS, SR.
Associate Publisher

JOHN FRY
Editorial Director

ROSS GOODNER
Editor

HERB GRAFFIS
Executive Editor

DESMOND TOLHURST
Senior Editor

LEE R. ARNSTEIN
Managing Editor

PATTY KEATING
Assistant Editor

DICK MILLER
Assistant Editor

Editorial Consultants
HARRY OBITZ and **DICK FARLEY**
Merchandising

DR. MARVIN FERGUSON
Agronomy

FRANC ROGGERI
Executive Art Director

RONALD R. STAFFIERI
Assoc. Art Director

PETER J. ABRAMSON
General Business Manager

DOROTHY M. SHEEHAN
Assistant To The Publisher

LAWRENCE MURPHY
Circulation Manager
Administration And Promotion

DAVID SIMMONS
Production Director

SOL NUSSBAUM
Production Manager

RAYMOND TAYLOR
Production Assistant

C. J. KELLEY
Advertising Service Manager

Western Office
ARTHUR H. MORSE II
Vice President For Western Operations
680 Beach St. San Francisco, Cal. 94109
(415) 885-0570

WARREN J. HEEG, JR.
Advertising Sales Manager

Eastern Advertising Office
ARTHUR MAY
VINCENT ATHERTON
CHARLES MEYER
235 East Forty-Fifth St., New York, N.Y. 10017
(212) 683-3000

Mid-West Advertising Office
ROBERT R. GLENN, Manager
RONALD D. RIEMER
RICHARD E. CAMPBELL
TOURISSE GREENFIELD
400 West Madison Street, Chicago Ill. 60606
(312) 346-0906

Detroit Advertising Office
J. EDWARD VAN HORN, JR.
1617 Fisher Building Detroit, Mich. 48202
(313) 874-2494

Advertising Representatives
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Florida & Caribbean
924 Lincoln Road, Suite 108
Miami Beach, Fla. 33139
(305) 538-0436

Georgia
3110 Maple Drive N.E., Suite 410
Atlanta, Ga. 30305
(404) 233-5077

Canada
1255 University St., Suite 343
Montreal 2, Quebec, Canada
(514) 866-2251

GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 42 NO. 7

JULY, 1968

ARTICLES

- 32 Keep Your Members Informed** *by Joe Doan*
How a country club spends its money is naturally of vital concern to its members. Here are some pointers on balance sheets.
- 34 Fertilizer—How Much?** *by Dr. Marvin Ferguson*
The author, GOLFDOM's agronomy consultant, discusses the factors affecting plant growth and gives guidelines in turfgrass feeding.
- 41 Put Color in the Shop & Black in Your Ledger** *by Ernest Fair*
This will show you how to use color creatively in your shop to attract customers and stimulate spending.
- 42 Ex-PGA Champ Goes Public** *by Robert J. Allen*
Jerry Barber tells why he is happier and does a better business since switching from plush Wilshire CC to Griffith Park muni.
- 46 Trees do More than Just Stand There** *by Russ Osgood*
Aside from reducing wind, blocking off unsightly views and beautifying the course, trees can sell memberships.
- 50 Get 'em to Stop, Look and Buy!** *by Tony Comorat*
One key to successful merchandising is setting up attention-getting displays that hold interest and get that wallet out.
- 54 Manage or be Managed** *by John R. Simmons*
You can't do today's job with yesterday's skills. Club Management Institute offers classes on all aspects of running a club.

VIEWPOINTS

- 10 Swinging Around Golf** *by Herb Graffis*
20 Grau's Answers to Turf Questions *by Fred V. Grau*
22 Accent on Management *by Ken Emerson*
27 Turfgrass Research Review *by Dr. James B. Beard*

DEPARTMENTS

- 16 Letters To The Editor**
65 New Products
68 Coming Events
69 News Of The Industry
70 People In The News
70 Classified Advertising
72 Advertising Index

Cover: Photographed by Leonard Kamsler at
Westchester C.C., Harrison, N.Y.

GOLFDOM, Incorporating GOLF BUSINESS, July, 1968. Published monthly January through October by Universal Publishing And Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 42, No. 7, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1968 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazines Publishers Association and National Golf Foundation. Subscription rates Domestic \$3.00, foreign, \$4.00 per year.



Swinging around golf

by Herb Graffis



Golf course equipment dealers are not inclined to dream brightly . . . They are in a tough, tight and realistic business which, by improving conditions of play, has done more to develop popularity of golf than the equipment dealers themselves realize . . . What they have done to beautify the entire residential picture of USA outdoors, by making the golf turf the grass standard is one of the great achievements of American business . . . But the dealers haven't had a publicity campaign to get themselves due appreciation . . . They're not getting fiscally fat for what they've done for golf courses, lawns, roadways, parks and even for that blanket slapped over mortals after the last sad rites.

Though not chronically optimistic, dealers are forecasting the next few years will be exceptionally big ones in golf course machinery sales . . . Labor shortage, heavy play, demands for superior playing conditions, course competition for play and the demonstrated economy of two or more sets of equipment operating on a first-class (or even second-class) course at the same time, are combining to force good clubs and well-managed public or fee courses to update and increase machinery.

Furthermore, the equipment manufacturers are so consistently bringing out exceptionally useful new items they're accenting obsolescence of old stuff . . . One thing wrong with the golf business is that golf course equipment and golf clubs last too long.

Time is running out rapidly on loose trade-in allowances for used maintenance equipment . . . When the dealer is taking it in he's assured it's top quality and in fine condition . . . When the dealer tries to sell it to a next-to-nothing

budget country course or some guy who's trying to convert a pasture to an estate, the dealer is told the stuff is junk . . . Trade-ins on course mowers, like trade-ins on new top price club sales, are factors in most sales of new equipment.

Equipment dealers are getting hard-headed . . . They say too much of their operating costs and profits are tied up in trade-in allowances on used equipment so they've got to take a cold second look at the situation.

Other trade-in headaches are those of the pros at private clubs who gave the aluminum shaft an immense boost by taking used clubs as allowances on new sets . . . The back-room unsold stocks of these trade-ins represent a substantial percentage of aluminum-shafted club profits for pros.

To further confuse the trade-in job done by pros in supporting the quality market are the slumping values of some tournament big name pro brands of clubs . . . Home pros who have made and control the quality market and developed acceptance for clubs bearing playing star's names say that now, with very few exceptions, the big name pro brands of clubs and balls mean cheap stuff for beginners . . . Bad case of market milking while the golf playing equipment sales in 1967, as reported to the Athletic Goods Manufacturers' Association, at factory prices, was almost \$162,000,000; more than four times the sales of baseball and softball goods; the second volume bracket in athletic goods sales . . . It might have been much smarter not to be hungry.

Some advertising experts who are golfers and several tournament sponsors think the rocket is about

ready to explode and that playing pros in a few years will be getting burned sticks . . . These viewers believe the quality appeal of golf as a marketing factor is in danger because of the tournament pro policy that cash outranks "class."

Among interesting aspects of the cheapening of pro big names is the way that leading manufacturers' own brands are getting more attention as first class products worthy of recommendation by home pros who think of golf and the customer . . . There's also been a significant increase in sale of home pro custom-made clubs.

Something else about the cheapening of pro big name value on clubs and golf balls is that with the PGA educational program progressing, the home pros who sell an estimated 90 per cent of the quality club, ball and bag market and strongly influence the cheap golf equipment market are learning how to adeptly switch consumer requests . . . That's going to have effect in a few years on cutting testimonial income of playing pros who'll endorse anything for money.

Feature article on *Jim Scobee*, superintendent, Kokomo (Ind.) CC, written by *Mark Morrow* in Kokomo Tribune, shows how men in charge of courses are getting great publicity these days . . . Jim Scobee is 24 . . . His father was superintendent Highland CC, Indianapolis, for years . . . Pro *Mal Mc Mullen* and members of Scobee's staff boosted the club's new superintendent to the sports writer . . . *Sam Rodkey*, foreman at Kokomo, has been with the club for 21 years . . . *Wayne Bennett, Jr.*, has been on the staff 25 years . . . His father, who retired three years ago, was superintendent for 35 years . . . *Robert Donoghue* has been working on the course 13 years . . . Scobee

Continued on page 12