

A durable green fairway is par for the course

with Armour Vertagreen Tournament Fertilizers.



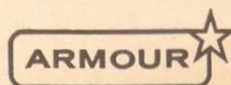
Expect a dense green fairway when you nourish your turf with Armour's Tournament—a fertilizer formulated especially for fairway turf.

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 278 on card



**In your
business
you can't ignore
the weather.**

**Better use
a working
herbicide
that can.**

**BalanTM granulat won't wash away.
It couldn't care less about heavy
downpours or repeated irrigations.**

Balan is the dependable turf herbicide. Excessive rainfall or irrigation won't move Balan out of its protective zone. Unlike many turf herbicides, Balan is highly insoluble in water and has the unique ability to cling to soil particles for months. There it stays to kill smooth and hairy crabgrass, plus goosegrass (silver crabgrass), watergrass (barnyardgrass), and yellow and green foxtail as the seeds germinate. In warm season areas where the growing season exceeds 4 to 6 months a second yearly application may be needed. Formulated for turfgrass professionals, Balan is an easy-to-use granular. And just as easy on your budget. Try it. Balan goes all out...all over...all season.



(BalanTM—benefin, Elanco)
ELANCO PRODUCTS COMPANY
A division of Eli Lilly and Company, Indianapolis, U.S.A.



IN STEEL SHAFTS

The Famous Citation for Men and the Beautiful Countess for Ladies.

The Power-Bilt line for '69 offers you a choice

Power-Bilts for '69, indeed, offer you many choices. In shafts, steel or aluminum, in wood heads, persimmon or laminated, in iron heads, stainless steel or levelume-plated, in grips, rubber or leather. All this adds up to a greater sales potential for you, because there's a set of Power-Bilt's that's sure to suit every golfer's needs. Stock and display Power-Bilts for '69, and see how their versatility will make your sales grow. And remember, there's Power-Bilt quality built into every set. Write for your illustrated price sheet and full color catalog.

Exclusively at your Pro Shop

*We make them right—
Performance
makes them famous*

Master-Matched
Power-Bilt
Golf Clubs

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



Pro-Sonic

for both
Men and Women

IN ALUMINUM SHAFTS

It's the Exciting New Pro-Sonic Model for both men and women.

Green Tee is now swinging with Louise Suggs.

We are proud to announce that Green Tee will be representing Louise Suggs Sportswear in all the Pro Shops around the country.

The Louise Suggs line has been a leader in golf wear for many years. Because of its quality and exciting fashion, it's been a pace-setting seller. The line includes co-ordinated culottes, knit tops, jackets and play dresses.

In short, feminine apparel for the feminine golfer.

Green Tee Assoc.
309 Fifth Avenue
New York, New York

For more information circle number 162 on card

'69 FASHION PREVIEW

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(\$12-\$17) imported from Italy with an easy-to-care-for guarantee. Also from this company comes a choice of fine gauge, link stitch golf sweaters in Nomelle, Dupont's super acrylic fiber. These sweaters are programmed in five colors for men and women and join Country Club Sportswear's 22-color assortment of alpaca sweaters (\$30 men's, \$27.50 ladies'). For women alone is the new 100 per cent wool double knit, double breasted blazer in navy or white (\$30).

At DiFinì, newness takes off with the 100 per cent textured polyester knit pant (\$33). Also in the slack line is a 90 per cent wool and 10 per cent silk slack which must be felt to be appreciated. For women the silk sheen 100 per cent textured polyester skirt (\$14) and the stretch knit culotte (\$24) should not be overlooked. DiFinì reaffirms in its culottes the fresh look with a crisp dirndl print (\$15) and a gay pattern of marguerites

(\$16) with coordinated tops (\$5 and \$7, respectively). A DiFinì mock turtleneck in crepe polyester (\$10) follows the texture trend.

White Stag has an authentic golf ensemble with its "Fairway" jacket (\$24) and culotte (\$15) and matching shell (\$6). This is offered in plaid, one choice again being the classic red, white and blue. A pipestripe sleeveless knit bermuda dress (\$20) with a stretch mid-section makes an excellent golf dress allowing trimness with freedom of movement.

David Crystal's all-famous Lacoste shirt made into a dress, which took off in two styles with unprecedented success this year, will appear in 15 different styles (all \$30-\$36) for the '69 season. The dyes for these dresses include clear hues of aqua, azalea and a light violet called "pervanche."

From **Haymaker** comes a selection of pretty prints; among the most gay is a lemon yellow flower pattern in a skirt (\$14) and shirt (\$7.50) packaged with the traditional matching headband.

Izod has added slacks to its line. The broad stripes on the two-color plaids (\$27.50) are worthy of mention and a possible

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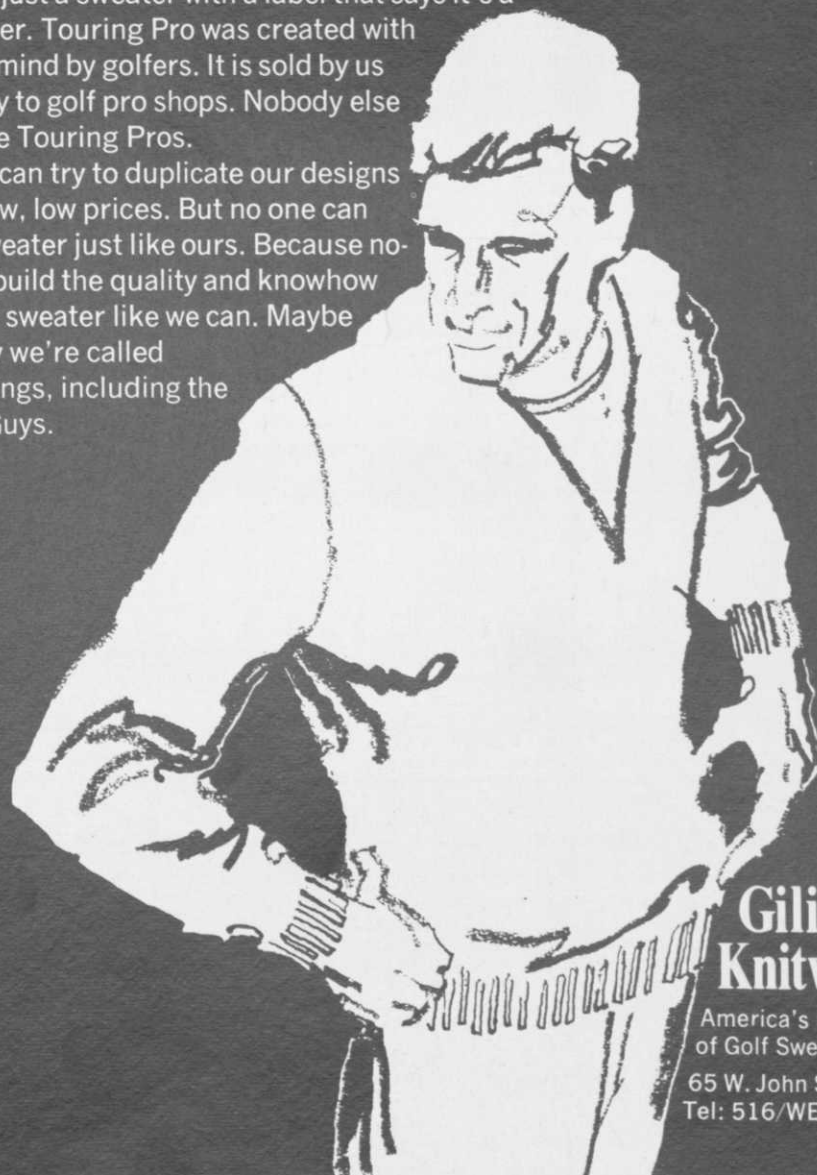
Color ranges will increase and styles will expand in '69. David Crystal offers the original Lacoste dress (right), in eight new colors. Gino Paoli (left) attaches shorts under a dirndl skirt with front slit for a new look; adds hat and golf glove, to coordinated outfit.

We style, we manufacture, we sell, we deliver Touring Pro® Sweaters. No one else can make that statement.

There's nothing like the real thing. The original. The leader. Copycats are a dime a dozen. In golf sweaters, the Touring Pro is the one.

It's not just a sweater with a label that says it's a golf sweater. Touring Pro was created with golfers in mind by golfers. It is sold by us exclusively to golf pro shops. Nobody else can handle Touring Pros.

Others can try to duplicate our designs and our low, low prices. But no one can make a sweater just like ours. Because nobody can build the quality and knowhow into a golf sweater like we can. Maybe that's why we're called a lot of things, including the Sweater Guys.

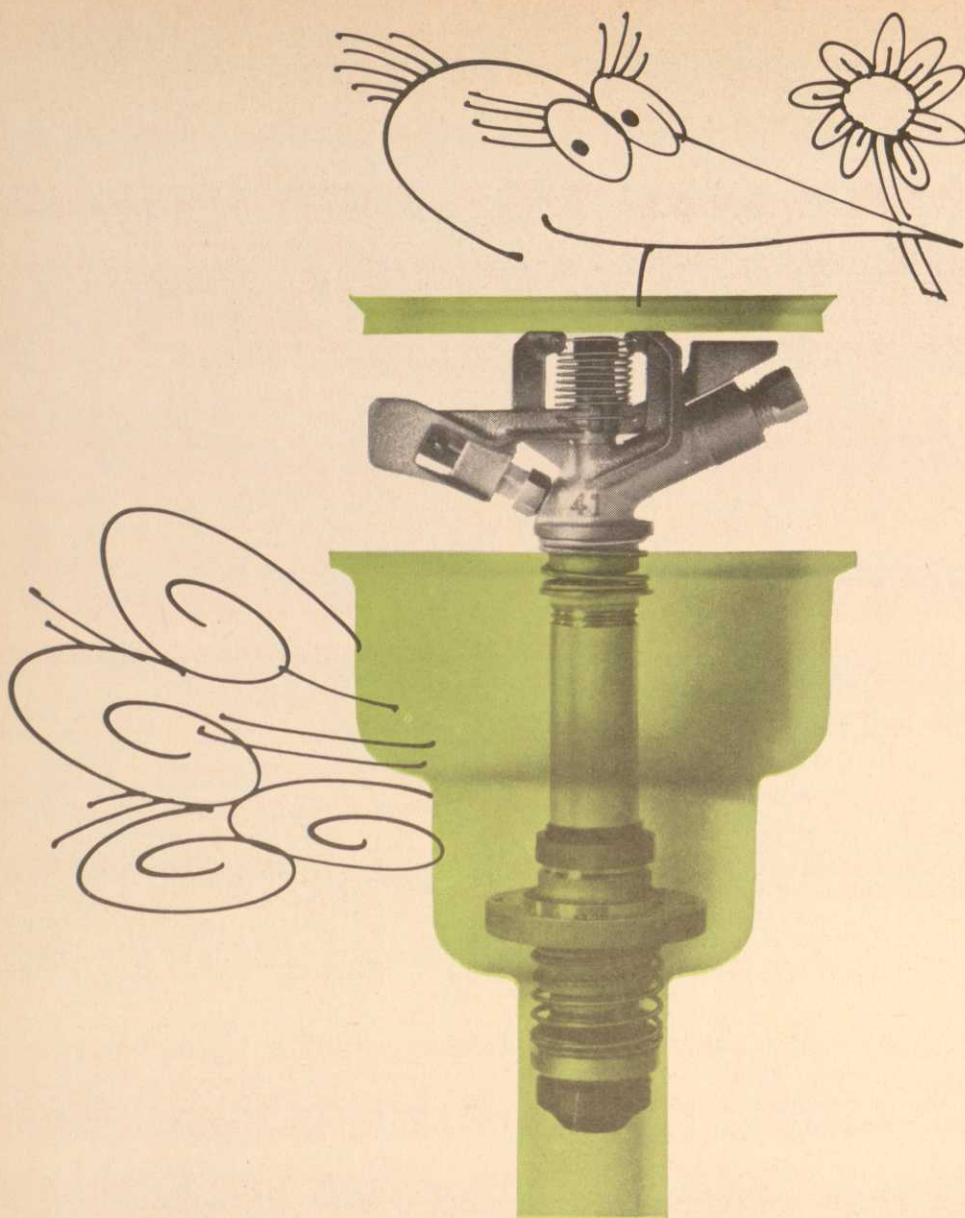


**Gilison
Knitwear Co. Inc.**

America's leading manufacturer
of Golf Sweaters.

65 W. John St., Hicksville, N.Y. 11802.
Tel: 516/WE 1-0041.

For more information circle number 163 on card



THE POP-UP SANDPIPER

Unlike gear or cam-driven rotors, Rain Bird's Rotor Impact Drive sprinklers can pipe sand and dirt from well or lake water straight out again—through large water flow channels. Thus: lower maintenance costs. (Parts for field repair average less than \$1.00 per head.)

Rain Bird's positive drive Pop-Ups are also of much simpler design, with only two Teflon seals and sufficient tolerance on the riser shaft. The positive Precision-Jet arm no-splash action allows placement of these Birds alongside walks, club houses, trimmed areas and so on—they'll never splash back.

The watering arc is adjustable from part to full circle. And a tough vinyl coating protects the sprinkler.

What this bird gives you is all the usefulness of reliable Rain Bird above-the-surface sprinklers, but out of the way, underground, until the water is turned on.

Rain Bird Rotor Pop-Ups have a long, wear-free life, and the entire sprinkler assemblies inside are interchangeable. For full details on the range of Rain Bird Rotor Pop-Up heads available, call your Rain Bird distributor. Or write: Rain Bird, Glendora, California 91740



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indication of bolder prints to come. These slacks have self belts, western pockets and are washable. On the more conservative side, but in a wide and wild range of colors, is the new 100 per cent Dacron polyester double knit slack (\$27.50).

Botany also shows strength in its trousers for the golfer, especially with its knitted seersucker (\$20)—stretch and texture story combined. A rough textured linen weave (\$14) and a boucle polyester/rayon which assumes a metallic look in gold, blue or silver (\$20) also make interesting news. To be ordered in packaged groupings are "Flower Power" slacks (\$16) in wild colors and all screen printed in Japan.

Munsingwear, long a well-known name among golf shirt manufacturers, has entered the golf market

full force with their Grand-Slam coordinates. Besides the traditional shirts (\$5-\$10), this line consists of sweaters (\$15-\$25), slacks (\$15-\$17), walker shorts (\$10), jackets (\$12-\$17), and socks. There will be six slack models which will include side tabs, self belts or belt loops. Added to the permanent press pant is a Scotchgard "soil ban" protecting film. Within the golf jacket line will be a nylon shell (\$12). Imaginative in the Munsingwear shirt line is a Nehru collar with contrasting mock-turtle insert (\$6).

Damon has coordinated its line of imported knit sweaters and shirts with 10 new slacks. Among the most exciting are the broad, broad stripes (\$27.50) and window panes (\$30) and in the texture category the unusual cotton corduroy (\$30). Damon also has woven cotton as well as wool on a silk loom for a fabric smoothness to rival any new textured surface. In addition, the company has domestic cotton boucle sweat-

ers which fall into easy-to-order programs.

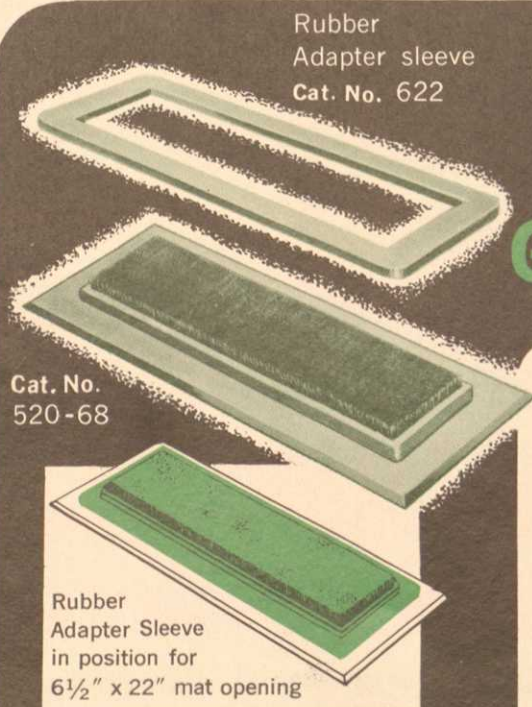
Francesca for Damon shows a group of knit dresses (\$75-\$200) which would add glamour and style to any shop. The pleated skirts could be used for active golfwear, but they are even more perfect for spectator and around-the-club wear. Many v-necks are in the line as well as a new two-pocketed jumper with arm holes extended to the waist and sold with white sweater blouse (\$95). Colors are clear and strong; they are completely coordinated.

Gilison Knitwear continues to show variety with color in its alpaca sweaters. Of new interest is a red peter-pan collar alpaca sweater for ladies (\$22). Ideal for comfortable golfing is the cardigan alpaca jacket for women with hemline reaching just below the waist (\$22).

From **David H. Smith** comes big plaids, clean prints and good detailing. In the Louise Suggs line fall several new golf jackets (ap-

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TESTED BY 100,000 HITS...and still going strong!



Flexi-Mat's® ALL NEW RUBBER BASE (NO METAL) TURF KING GREEN (T.M.) GOLF PRACTICE BRUSH MAT

WITH FLEXI-POLYPROPYLENE PLUS-GRASS — The closest thing to REAL TURF!

The ideal Golf BRUSH MAT for OUTDOOR and INDOOR use,
can be used WITH or WITHOUT ANY GOLF RANGE MATS

- The new TURF KING (T.M.) Green BRUSH MAT is made of FLEXI-POLYPROPYLENE plus-GRASS completely weatherproof for OUTDOOR or INDOOR USE.
- Will not rot, expand, or contract with weather changes.
- The new all rubber vacuum cushion base (Pat. Pend.) prevents BRUSH MAT from slipping while in play.
- WILL STAY PUT ON ANY SURFACE OR FLOORING.
- Completely free of metal, wood, wire, or any other abrasive material and will not scratch, mar, or damage expensive GYM FLOORING.
- THE IDEAL BRUSH MAT FOR SCHOOLS AND COLLEGES.
- GUARANTEED not to mar or damage any expensive GOLF CLUBS.
- The 2" flange around the TURF KING (T.M.) Green BRUSH MAT prevents brush from slipping or moving while in play and PROLONGS THE LIFE OF THE GREEN BRUSH MAT.
- THE MOST DURABLE AND THE MOST ECONOMICAL GREEN BRUSH MAT THAT HAS YET BEEN PRODUCED!
- Size: 5" x 20" (to fit 5" x 20" mat opening). Also fits 6 1/2" x 22" mat opening when used with rubber adapter sleeve.

Flexi-Mat Corporation 1440 WEST 21st PLACE • CHICAGO, ILLINOIS 60608

It pays to advertise

by Ernest Fair *Club pro merchandisers add sales with small but effective news ads for Xmas. Use these "DO's" and "DONT's" to prepare your ad.*

copy points highlighted in the accompanying "DO's" box.

Layout is the second important factor in creating an ad that sells and should be handled by an artist if the budget permits. However, for the club pro who has neither the money nor the artist, and who in fact has never placed an ad in a newspaper, professional help is available at no extra charge. He merely has to call his local newspaper, and they will have a sales representative make up the ad for him.

Good Christmas season business (as well as year round business) results from skillful application of many merchandising principles, not the least of which is effective newspaper advertising.

Here are good, tested ideas, used by golf merchandise retailers in the past. Each one can be used with equal success by other club professionals. All of the ads illustrated with the article contain at least one or more of the eight



LADIES . . .

Surprise Your Golfer With A HARRIS-CONLEY GIFT CERTIFICATE THIS CHRISTMAS

*Let him redeem it
for the Apparel or
Equipment he desires!*

MERCHANDISE CERTIFICATE DATE _____

Harris-Conley Golf Shop

909 2ND AVENUE • SEATTLE, WASH.

No. _____

This Certifies That there has been deposited with us _____ DOLLARS \$ _____

which upon presentation of this Certificate will be redeemed in MERCHANDISE as the bearer may select

HARRIS-CONLEY GOLF SHOP

by _____

• Certificates may be for any amount.

• Certificates may be redeemed at any time.

Come in or mail order blank today!

Harris-Conley
Golf School and Pro Shop

909-2nd Ave.

MA 4-8361

PLEASE SEND A GIFT CERTIFICATE!

NAME to Appear on Certificate

MAIL TO:

NAME

ADDRESS

CITY..... STATE..... ZIP.....

Harris-Conley, Seattle, Wash., presented an excellent method of promotion of gift certificates, point seven, (which should never be neglected as part of the overall holiday merchandising schedule). The suggestion, was carried through with two suggestions, i.e., "Certificates may be for any amount," and "Certificates may be redeemed at any time." An important part of this ad was the incorporation of a coupon for ordering. The indirect appeal, point eight, was the technique used to tie in the gift certificate.

DO's

Here are some basic ideas worth incorporating or stressing in your ad, whenever they may apply.

At least one of the following points was emphasized in each of the ads accompanying this article.

1. A wide price range so that you appeal to budgets of all customers
2. Credit card charges available
3. Free merchandise offered with certain purchases
4. "Specials" on sale
5. Promotion of sale theme, ie. "Xmas buys"
6. Services available without charge such as gift wrapping
7. Gift certificates
8. Indirect appeal, ie. to the golf widow

DONT's

Here are some common wrongs that inexperienced advertisers should watch out for.

1. Don't overcrowd your copy. Advertisers tend to try to get too much into their space and wind up with a confused mess.
2. Don't leave out credit cards that you honor.
3. Don't advertise specials to get people into your shop if you have a very limited supply for the sale. People sour on you.
4. Make sure your sales help is aware of the ad or sale. Nothing is more frustrating and embarrassing to the customer than having to explain the ad.
5. If you expect your ad to reach new customers, don't forget to put your store hours down.



**Gift Suggestions
for the Golfer!**

GIVE THE BEST!
WE HAVE ONLY TOP-
LINE PRO EQUIPMENT!

SPECIAL NOTICE:
We will be open **EVENINGS**
until 9 p.m. Dec. 11-13-15-18-20
22-23 for your Christmas shopping convenience.

**You Can Fill Your Gift Needs
From This Handy Check-List!**

- Golf Sweaters for Men and Ladies • Golf Shoes
- Rainwear • Golf Bags • Club Covers • Gift Pack
- Golf Balls in 6 or 12 • Bag Boy Golf Carts and Accessories
- Woods and Irons • Putters and Wedges
- Gift Boxed Sox, Hats, Caps, Gloves • Handwarmers
- and lots of other stocking stuffer smaller items! Gift Certificates too!

Free Gift Wrapping and Mail Wrapping

USE YOUR BANKAMERICARD TOO!

McNary Pro Shop

6405 WHEATLAND RD. NE PH. 585-GOLF

McNary Pro Shop, Salem, Ore., rather than promoting any sales, gave special notice to the times that it would be open during the shopping season. It also gave prominence to its free services—point six. The shop's credit card affiliation was indicated too.

**MAKE THIS A
GOLFMAN'S
CHRISTMAS**

**FREE
HEAD COVERS**
with bag purchase
of
\$17 or more

**GOLFERS CHRISTMAS
SPECIALS**

Velour Sweaters Reg. 14.95 **8⁹⁵**
Now

Ben Hogan All weather
GOLF SHOES MEN'S **\$15⁹⁵** WOMEN'S **\$13⁹⁵**

Top Pro Line
GOLF BALLS NOW **\$12** PER
REG. 1.25 ea. DOZEN

Bag Boy Carts from **\$19⁹⁵** to **\$39⁹⁵**

One ball free on presentation of this ad!
Offer good until Dec. 25, 1967

**FREE
ALMA GOLF COURSE**
445 West Alma (Across from Elks Club)

Alma Golf Course, San Jose, Calif., pushed points one, three, four and five—offering a wide price range, free merchandise, specials and suggesting that the reader should "Make this a Golfman's Christmas." The latter two contained suggestions that fall into the line of accessories for the golfer. Since he uses and wears those items out regularly and is therefore usually in the market for them, they were "Xmas specialed" as a come-on. As an extra inducement to the reader, one free ball was offered for presentation of the ad prior to December 25. Another inducement was free head covers with any bag purchase of \$17 or more.

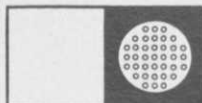
All of these examples can serve as starters or for references to create even better ideas and promotional approaches for selling golfers. □



New Invention Indestructible **RANGE BALLS** **22¢ EACH**

Revolutionary new solid-state range ball construction. Almost impossible to cut, crack, break, chip, peel, smash, nick or smile. Triple coated with velvet-white polyurethane enamel. Wash them, scrub them, the more you wash the brighter they get. Red Striped. Range acceptance to our indestructible ball has been so overwhelming this season that demand far exceeded our manufacturing capabilities. Avoid disappointment—order early for spring delivery. We will guarantee a delivery date. Your range name imprinted at no extra charge on early orders. 72 dozen per case. Shipped F.O.B. Warehouse, New York. For complete information write or phone

KABRIKO



51 Madison Ave., N. Y. 10010 • 685-5998
**World's Largest Overseas
Manufacturer of Range Balls**