

# Acushnet is selling shirts and sweaters

All sorts, sizes, shapes and colors . . . to men and women who have to come into pro shops to buy the Titleists they demand.

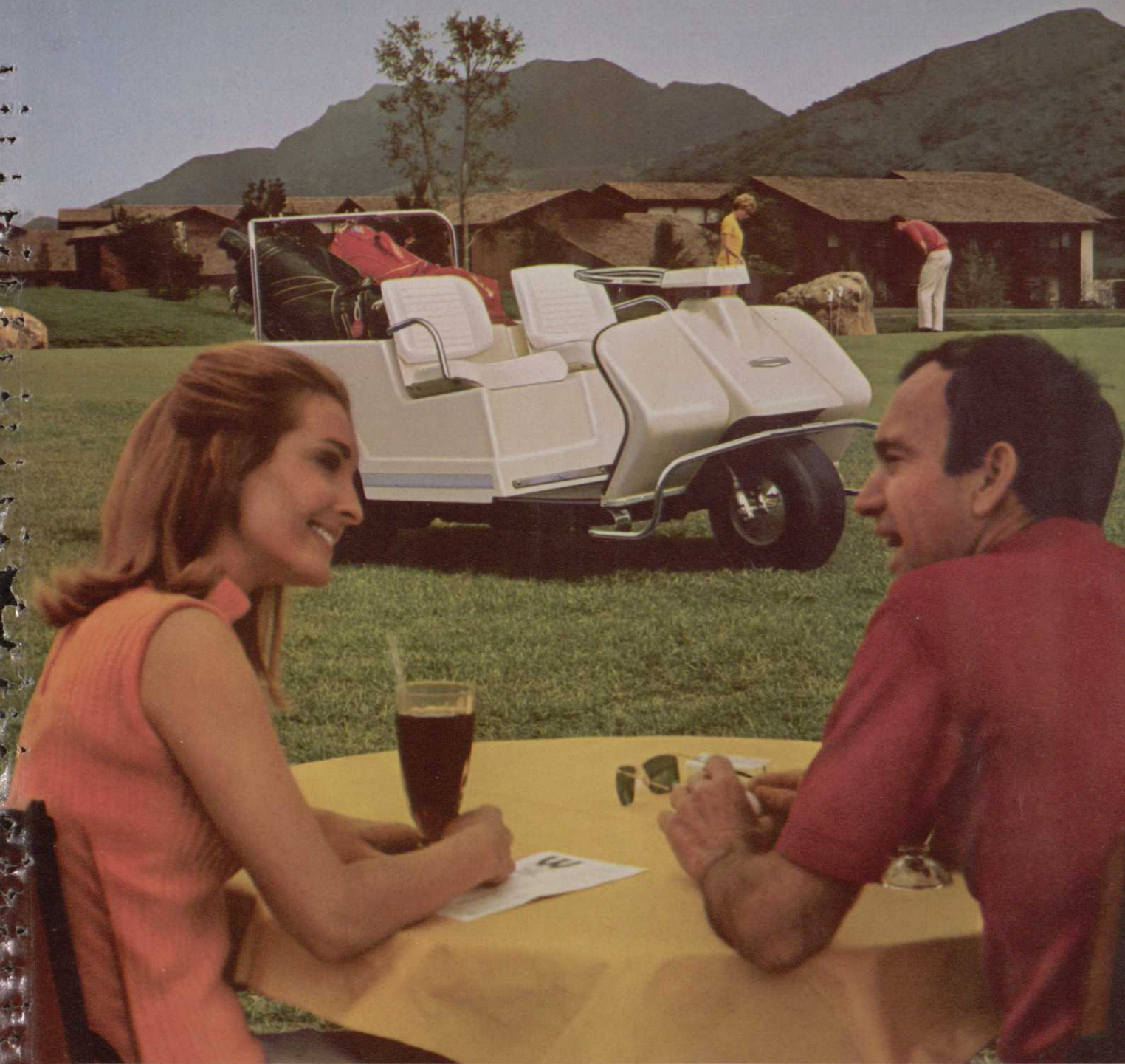
Remember—when they buy their golf balls downtown, they buy their golf accessories downtown, too.

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



**ACUSHNET GOLF EQUIPMENT**  
\* Sold thru golf course pro shops only

For more information circle number 131 on card



## You'll need recharging before this electric car does.

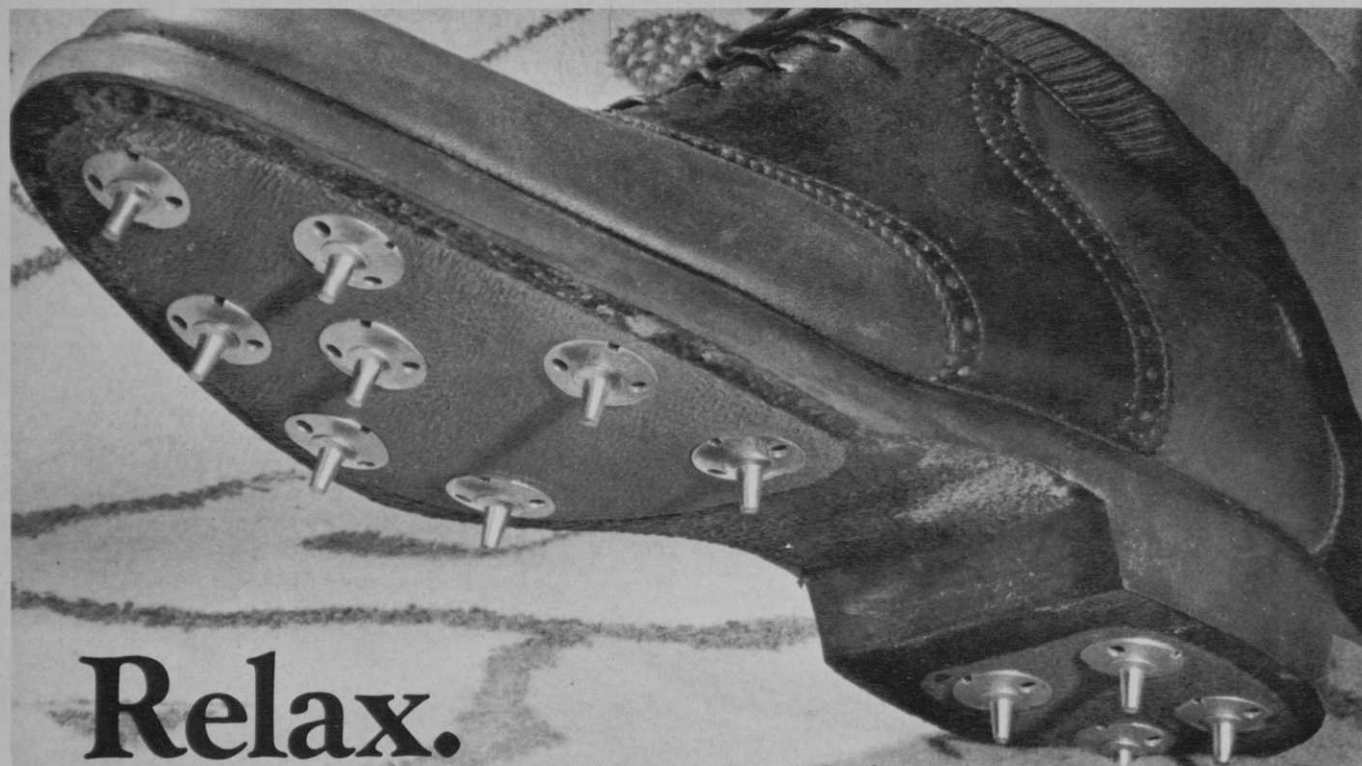
The new Harley-Davidson electric car goes and goes and goes. The reason why is Master Drive, a unique electrical circuit. Master Drive taps fifty percent less battery power at low speeds. This increases the car's range by fifty percent. Extends battery

life beyond two years. Substantially lowers charging costs. Master Drive is so sure, we back it with a two-year warranty on all major electrical components including batteries. This two-year warranty is a Harley-Davidson exclusive. But then, so is

Master Drive. Get the full story on the world's finest electric car from the Harley-Davidson dealer in your area. Your choice of tiller bar or popular steering wheel models. Harley-Davidson Motor Co., Milwaukee, Wis.

**Harley-Davidson**

For more information circle number 269 on card



# Relax. This is Philadelphia's Spikeproof Carpet.

It can't be chopped up by spikes. Or "uglied" by mud and spills. But offers all the advantages of regular carpet. Plush beauty. Softness. Warmth. Easy maintenance. Plus protection against slips and falls. It's a rugged jacquard Wilton that's woven in any color you give us. Any of our wide-ranging designs. Or any design by your designer. Join the hundreds of clubs already enjoying our Spikeproof Carpet in grills, pro shops and locker rooms.

#### SEND FOR FREE CARPET SAMPLE AND BROCHURE

Philadelphia Carpet Co. (Contract Division)  
Allegheny Ave. and C St., Philadelphia, Pa. 19134  
Please send free sample of Spikeproof Carpet and brochure.

NAME \_\_\_\_\_  
CLUB \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**PHILADELPHIA**  
Carpet Company

Allegheny Ave. and C St., Philadelphia, Pa. 19134

**ARTICLES**

**FIRST ANNUAL MARKETING AND RESEARCH ISSUE**

**20 The State of the Industry**

*A comprehensive report on three segments of the golf industry—pro shop operations, club management of food and beverage operations, budget planning and expenditures for course maintenance by superintendents—and a look toward tomorrow's golf market*

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*... moves a lot of merchandise through his shop*

**24 The Club Manager**

*... keeps the cash registers ringing at the clubs*

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*... budgets to keep that turf lush and green*

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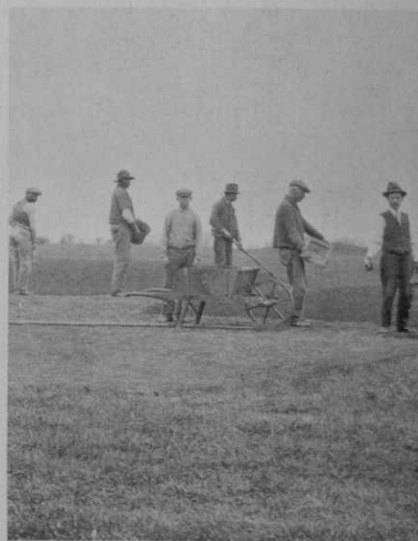
*This year's conference will gather data about today's manager, offer training aids, run an idea booth and hold a dance. So bring your pencil, your glasses, your wits and your tuxedo*

**48 Pros Endorse Pension Plan**

*According to GOLFDOM's survey, 93 per cent of the pros want a pension plan. Here's PGA's plan and how it will work.*

**60 Building Sand Bunkers**

*by Don Wright*



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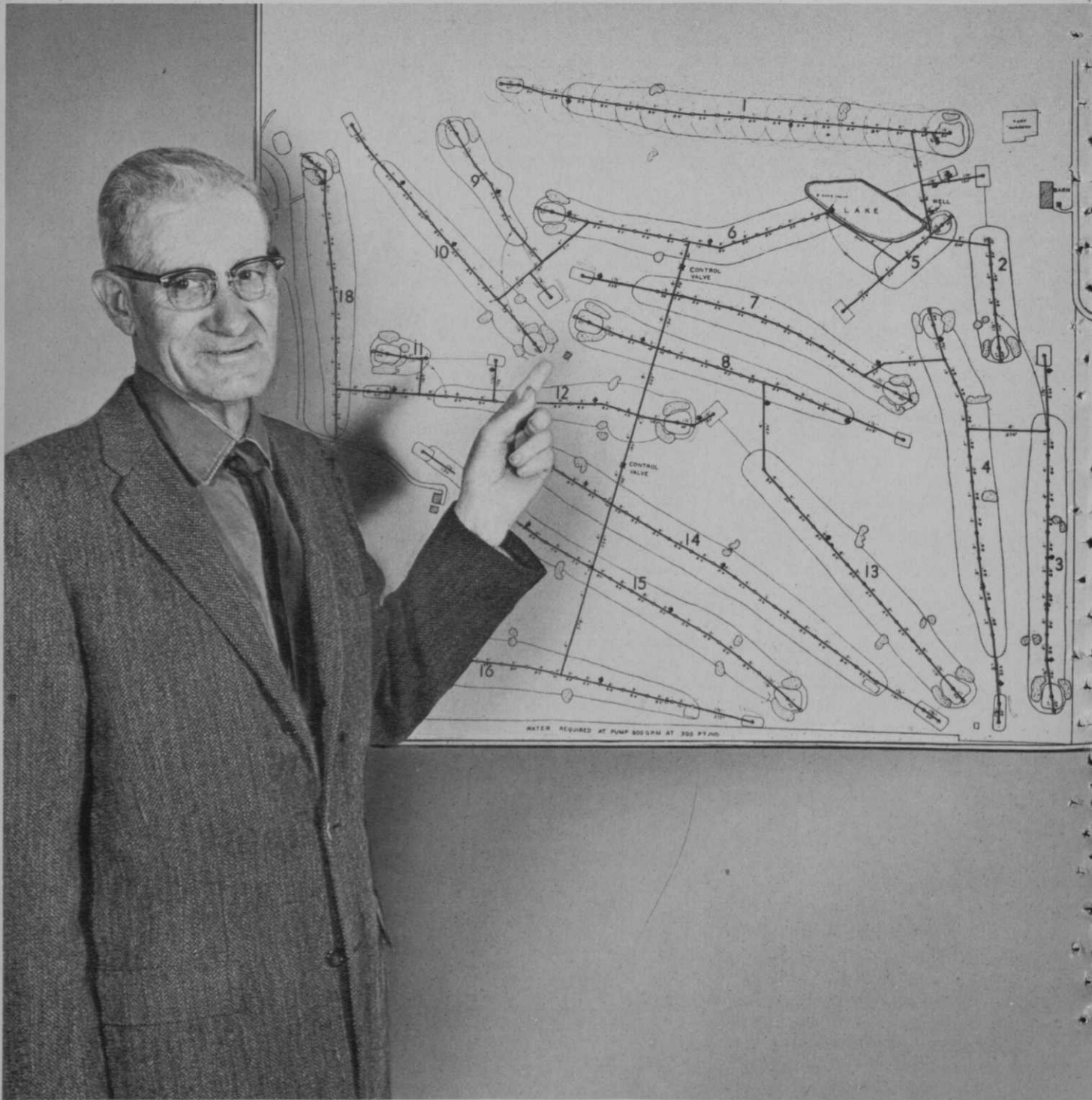
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# “How we tightened up for the State PGA Finals”

BY STERLING HAMILTON  
Superintendent, Crystal Lake Country Club, Illinois





We are pleased to have the Illinois State Senior PGA event at Crystal Lake Country Club. The present course was established in 1928, and covers 140 acres. There are some fine golfers in this group and our whole team gives special attention to preparation for this tournament.

We like to give these pros the best possible playing conditions. While our eighteen is kept at a high level all the time, we start three weeks ahead of this event to tighten up even more.

We let the roughs of chewing fescue and blue grass get high—and bring the

fairways down gradually; lower than normal. The fairways are bluegrass and are now watered for the first time. Our Cast Iron Pipe system gives us perfect control and dependability in our watering program so we get exactly the results we want.

Our greens are C-15 and we make them faster for this event by brushing up with a mower set slightly lower.

We're very particular in our fertilizing. I like to keep a regular schedule with not too much on the greens each time. In other words, I keep the turf a bit on the

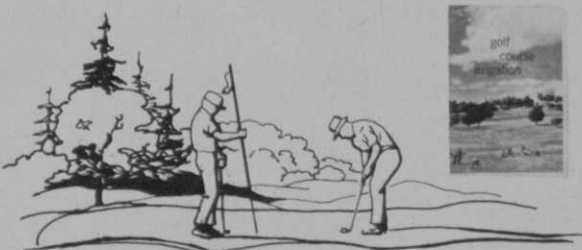
hungry side with more frequent but less heavy applications.

We are blessed with a fine loam soil—some of the finest seen by Scottie Stewart, who engineered our new cast iron pipe irrigation system. Our course takes advantage of the gently rolling countryside of this northern Illinois area, located about 45 miles northwest of Chicago.

We have an ample water supply—a well and a 1½-acre spring-fed lake. My watering program calls for forty minutes on the greens in the still of the evening. I prefer to keep the greens a bit on the hard side.

The watering of the fairways is programmed to avoid any moisture stress, yet it's not done too frequently or heavily, as this would cause the soil to stay wet too long.


We're very happy with our new Cast Iron Pipe system—and especially value its ruggedness in this northern area, where I know heavy freezing has caused problems with some other types of pipe. With this irrigation system we expect to have top playing conditions for our members and the special tournament events which we have.



This series is sponsored by the **Cast Iron Pipe Research Association.**

Cast iron pipe is preferred for the irrigation systems of golf courses throughout the country. Its superior strength, corrosion-resistance, quick-handling push-on joints and easy tapping, plus its recognized long life, have made it by far the smartest investment your club can make. For helpful tips on golf course irrigation, send for our free fact-filled 20-page booklet.

*Nothing serves better than*  
**CAST IRON PIPE**

 THE MARK OF PIPE THAT LASTS OVER 100 YEARS

**CAST IRON PIPE RESEARCH ASSOCIATION, 3440 Prudential Plaza, Chicago, Ill. 60601**

An association of quality producers dedicated to highest pipe standards through a program of continuing research

ALABAMA PIPE COMPANY • AMERICAN CAST IRON PIPE COMPANY • CLOW CORPORATION • GLAMORGAN PIPE & FOUNDRY CO. • LONE STAR STEEL COMPANY  
LYNCHBURG FOUNDRY COMPANY • McWANE CAST IRON PIPE CO. • PACIFIC STATES CAST IRON PIPE CO. • UNITED STATES PIPE & FOUNDRY COMPANY

For more information circle number 215 on card

# ANNOUNCING NEW Fiberglass "Tee Marx"

New Lewis tee-markers are impact and weather resistant...in four popular colors.

The latest addition to the Lewis Line from one of the leading fiberglass molders in the country! New fiberglass "Tee Marx" are molded of high-impact fiberglass to give years of durable service on the tee. Fiberglass construction assures long life without danger of cracking or distortion due to water, heat or cold.

#### Firm Anchorage

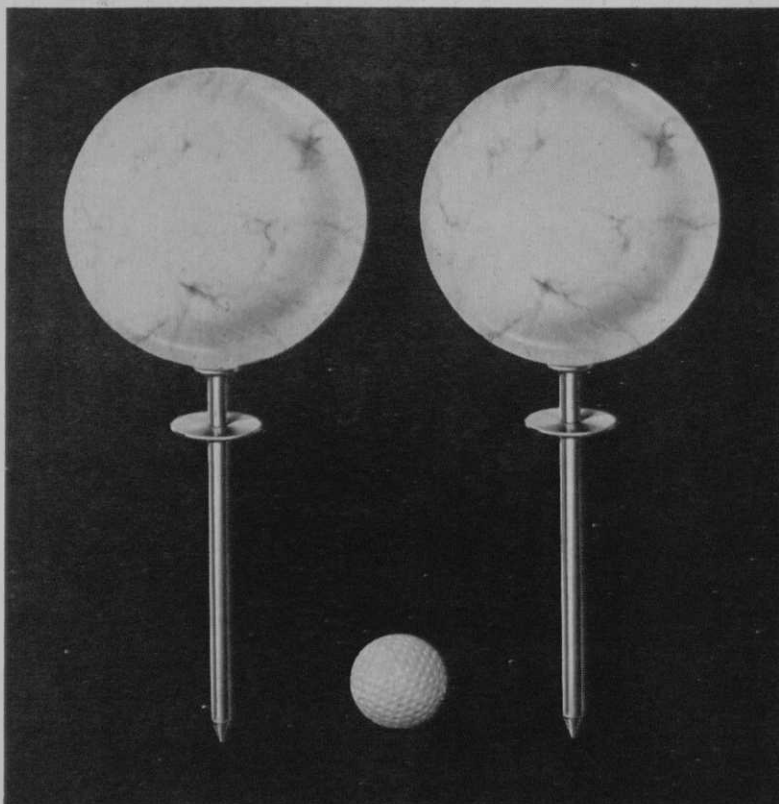
Long 5-inch zinc-plated steel spike anchors "Tee Marx" securely to tee. Protective metal collar on shank holds tee marker exactly 1-inch above turf to prevent browning of grass or indentation of ground.

#### Attractive Colors

Large 5-inch diameter size of "Tee Marx" assures impressive appearance on the tee. Attractive marbleized finish never requires painting, comes in choice of four popular colors — red, white, yellow and blue — to indicate competitive, men's and women's tees.

You'll appreciate having Lewis "Tee Marx" on your tees for their long service life and decorative appearance. Your local Lewis Distributor has samples. Ask to see them.

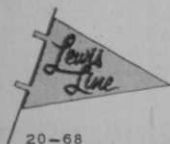
For complete information on the Lewis Line, write for your free copy of the 1969 Lewis Golf course Equipment Catalog.



Lewis GF-68 budget-priced ball washer features aluminum-fiberglass housing with stainless steel, rubber and nylon fittings. Combines long life with low maintenance.



Tom Burrows, Superintendent of new Playboy Club-Hotel Golf Courses at Lake Geneva, Wisconsin, says "we chose Lewis Line flagpoles because we wanted the best."



## Lewis Line GOLF EQUIPMENT

Cup Cutter • Cups • Flags • Flagpoles • Tee Markers • Tee Stations  
Ball Washers • Practice Markers • Cup Setters & Pullers • Rakes

CONTAINER DEVELOPMENT CORPORATION • 4102 Montgomery St. • Watertown, Wis. 53094

**HI! ... I'M THE NEW  
GOLDEN RAM GOLF BALL**

I'm a new *kind* of ball. One that promises you the distance, feel and click of other top-grade wound balls, and the indestructibility of solid balls. You've gotta admit, that's a tough combination to beat.

**RAM AND DUPONT TOOK  
3 YEARS TO DEVELOP ME**

That's right. Ram and DuPont chemists and engineers spent a lot of time developing my new cover to make me what I am today.

**IF YOU LIKE DISTANCE,  
FEEL AND CLICK, WE'LL  
MAKE FRIENDS IN A  
HURRY**

Up until now, you had to choose between playability or durability. Now you can get both.

**MY WINDINGS ADHERE  
TO THE COVER, SO I'LL  
NEVER LOSE MY SHAPE.**

And you'll never again have to be concerned about loss of compression or your ball going out-of-round.

**MY COVER IS SO TOUGH  
YOU'LL NEVER SEE ME  
CRACK A SMILE!**

Thanks to my new, exclusive Ram-lon cover made from DuPont's "Surlyn" A ionomer resin, a tough thermoplastic material that is impossible to cut.

**AND THIS IS MY HEART!  
... IT'S AS LIVELY  
AS THEY COME!**

My "Dynamite" center provides maximum rebound. In fact, it will out-rebound other centers, like liquid, by as much as 50%.

**YOU'LL NEVER GET TO  
SEE 'EM, BUT I'VE  
GOT HIGH-TENSION  
WINDINGS**

And these windings are what put the "go" in golf. They also account for my excellent distance and flight characteristics.

**I'd like to be your next playing partner...**

**with your swing and my all-around play, we'd be a great combination!**

Stop foolin' around, switching back and forth from solid balls to wound constructions. There's no longer any need to, because I've got everything you've been looking for in a golf ball.

Outstanding distance, crisp "click" and feel, excellent playability and unbelievable durability.

I know it's all very confusing,

with all the various types of constructions that have hit the market in recent years. One, two and three-piece constructions, all promising one thing or another. But, if you're looking for a ball that has *everything*...

... give me a try, next time you tee it up!



**The Golden Ram ball (SOLD THRU PRO SHOPS ONLY)**

2020 INDIAN BOUNDARY DRIVE, MELROSE PARK, ILLINOIS 60160

For more information circle number 175 on card



# How new golf courses can save \$17,141 with AstroTurf® tees and greens

## Here's what you won't need:

7 Power Green Mowers	\$ 3,640.00
1 Power Vertical Mower	620.00
2 Triplex Mowers	4,150.00
1 Power Sprayer—150 gal.	1,230.00
2 Power Aerators	1,410.00
1 Power Spiker	440.00
1 Rotovator	835.00
1 Power Top Dresser	965.00
1 Power Drag Mat	440.00
2 Fertilizer Spreaders	146.00
2 Hole Cutters	60.00
18 Cups	85.00
95 Green & Tee Valves	1,900.00
36 Tee & Green Sprinklers	720.00
Water Pipe	500.00
Total	\$17,141.00

Based on equipment recommended for 18 tees and greens by United States Golf Association

Establishment and maintenance of tees and greens used to be the expensive part of operating a golf course. Our list gives you some idea. AstroTurf tees and greens eliminate the need for a lot of costly equipment and supplies. They free your maintenance crew for other work. How?

AstroTurf is a grass-like, grass-green, nylon surface for tees and greens. It replaces grass in these critical areas. No seeding, feeding, weeding, water-

ing, or de-bugging. And AstroTurf is instant. Install it and play on it right away.

For tees, AstroTurf is incredibly long-wearing. Tee installations still look brand new in their second year at clubs across the nation. Club head slashes that ruined a turf tee never hurt AstroTurf tees. (One AstroTurf tee, 15 ft. x 20 ft., costs \$750 plus installation.)

For greens, AstroTurf matches the playability of the nation's finest grass greens. Even the "bite," bounce and roll are the same. We tested 120 fine grass greens around the nation. Then we carefully engineered AstroTurf to play as well or better. Its all-over uniformity eliminates putting hazards like mold spots, spike holes and worn areas. (One AstroTurf green, 4,000 sq. ft., costs \$8,450 plus installation.)

AstroTurf tees and greens are an investment in rapid readiness, minimum maintenance, and good play for a longer season. For complete information and a list of installations near you, write: Monsanto Company, Dept. 157, 800 N. Lindbergh Blvd., St. Louis, Mo. 63166.



AstroTurf tee at Bermuda Dunes Country Club, Palm Springs, California

**AstroTurf**

RECREATIONAL SURFACES BY **Monsanto**

For more information circle number 249 on card