

# Seven ways **GOLF** magazine helps sell pro shop merchandise and equipment for you

It's one thing to *talk* about being a pro-oriented magazine; another to demonstrate that you *actually are*. We say GOLF magazine performs a valuable service in helping pro merchandisers *sell*, and we can provide evidence of this in several important ways. To mention a few . . .

**1.** The overwhelming bulk of GOLF'S advertising is on products available *only in pro shops*, the products you stock on your shelves.

**2.** GOLF features *editorial* material on *pro-shop-only* lines, fashion articles and forecasts to make readers more style conscious, more ready to buy what you sell.

**3.** GOLF offers articles on the importance of proper equipment, the right fit—the sort of thing that makes golfers want to *check more often* with their pros. And GOLF recommends, again and again, that the golfer go to his pro to get the right equipment for his game.

**4.** GOLF readers play an average of 85 rounds annually. Far above the national 15 rounds average. They use more; they *buy* more of everything you sell.

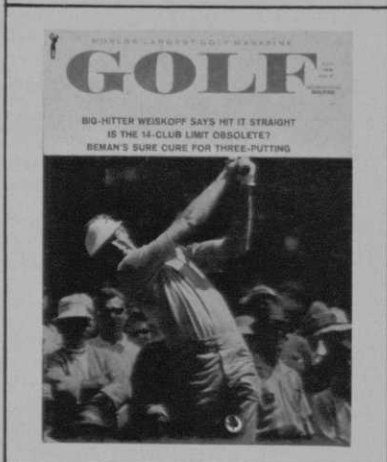
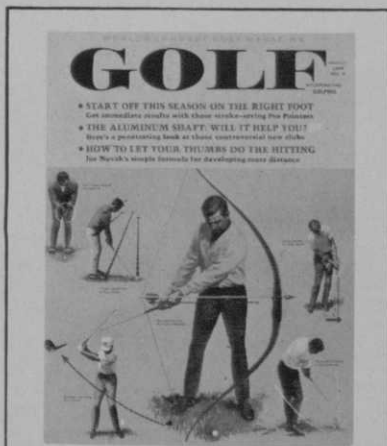
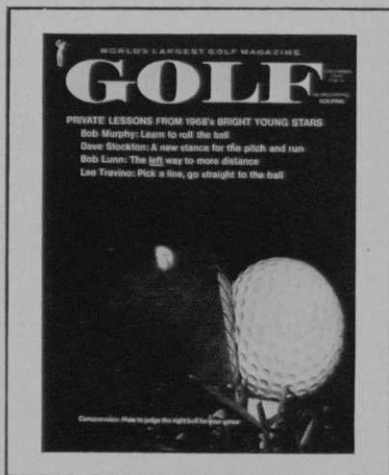
**5.** GOLF readers are Club members (over 60% of them). They serve on committees, are active in the affairs of their clubs. They *live* the game—and they buy at the pro shop—*your* shop.

**6.** GOLF readers have the *income* to spend generously on their favorite sport. Almost 50% of them earn over \$15,000 per year. 72.7% are executives and business owners.

**7.** GOLF publishes an annual Equipment issue in March—featuring brands you carry, stirring up excitement, the *impulse to buy*.

These are just some of the ways GOLF helps you sell more pro merchandise. We could give you others. But we think we've made our point: you can count on GOLF to bring these big-spending, 85-rounds-a-year fellows into your shop, and to keep them buying there.

Put GOLF to work in your shop. At absolutely no cost to you, we will send you a specially designed merchandising rack containing 15 copies of GOLF. Sell them at 60¢ per copy. You keep 36¢; send us 24¢. All unsold magazines are returnable. No cash in advance. All profit. Write us today for your set.



GOLF, Dept. J-1  
235 East 45th St.  
New York, N.Y. 10017  
Hurry, rush the rack at once. I want to put GOLF to work in my shop. No charge, of course, and all unsold magazines are returnable.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Specialists  
in  
Golf Course  
Construction  
Since 1924!**

**GOLF COURSE  
CONSTRUCTION  
BY CONTRACT**

FOR FURTHER INFORMATION  
WRITE or CALL

**MADDOX**

CONSTRUCTION COMPANY

GOLF COURSE BUILDERS

P.O. BOX 66      212 W. FAIRCHILD  
ST. CHARLES, ILL.      DANVILLE, ILL.  
312-231-2665      217-442-2411

For more information circle number 184 on card

**TROUBLE FREE  
RENTAL CART SERVICE**

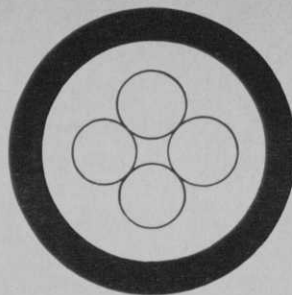
We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair—FREE. Carts rebuilt yearly. Clubs not held responsible for damages, theft or breakage.

**CADDY-ROLL  
RENTAL SERVICE**

Three Rivers, Michigan



For more information circle number 202 on card



**PEOPLE IN THE NEWS**



Anonsen



Brinner



Ewig



Christians

Stanley H. Anonsen has been named vice president of the newly-formed Chemical Group of Mallinckrodt Chemical Works. The Chemical Group will be responsible for sales, development, research and manufacturing of all chemicals sold for drug, food, cosmetic, electronic and chemical process industries. Also, Harold A. Brinner has been made vice president, finance and administration.

Willard A. Ewig was appointed manager of customer relations for the Bolens division of FMC Corp.

Glenn A. Christians has been appointed manager of the International Harvester Company's advertising department. He replaces William O. Maxwell who is retiring after 28 years with the company.

R.J. Quinlan was named to the newly-created position of director of corporate development of Toro Mfg. Corp. Reporting to him in this new company division will be the project management department and the marketing research department. The new group has been given the additional responsibilities of forecasting, corporate planning and the evaluation and development of new business opportunities.

Certain-teed Products Corp. Pipe division has announced several changes. Lloyd C. Ambler has been named sales engineering manager of the marketing department. In the reorganized technical service department, Alvin I. Leff has been appointed manager of quality control and standards, Clyde R. Hutchcroft will assume the title of technical materials manager and William A. Hild has been made process engineering manager.

Jerry Holland, former pro at the Clearwater CC, Clearwater, Fla., is the pro at Emerald Hills CC, a new, 18-hole course on the outskirts of Fort Lauderdale. The course is targeted for a January opening with the main golf clubhouse scheduled to open next November.

Jack E. Burke has been promoted to the new position of turf products advertising and promotion manager for Jacobsen Mfg. Company, and will be responsible for planning, implementing and administering advertising and promotional programs for the company. Robert C. Coltman has joined the company as vice president-administration, a new position.

Robert Johnson of Illinois Lawn Equipment, Inc., is the new Rain Bird Sales franchise turf distributor for the Chicago area.

Richard E. Kelly has been promoted to general manager for the Medicinal Chemicals division of Mallinckrodt Chemical Works. He was previously director of marketing for the food chemicals department.

Stephen C. Asbury and Warren J. Fikejs have been named district marketing managers for Toro Mfg. Corp. Mr. Asbury will cover the East Coast, Mr. Fikejs the Midwest.

C. Robert Steen is the new national sales manager for Thompson Turf Irrigation Equipment. □

# HIGHLAND COLONIAL BENT

It's easy to find at least 10 good reasons for considering Highland Colonial Bentgrass in your program.

It's one of the most economical of the fine-bladed grasses . . . thrives on close-cutting to 1/4 inch . . . is durable under heavy foot & vehicle traffic . . . thickens and heals scars . . . can be used alone or in mixtures given bentgrass management . . . is excellent for winter overseeding . . . retains good color in cold weather . . . its slow growth rate helps cut maintenance . . . is adaptable to many soils and climates . . . and is a winter-hardy grass . . .

## GREAT ON ALL GREENWAYS!

For more information or enough seed to plant a 500 sq. ft. test plot write to:

Oregon Highland Colonial Bentgrass Comm.  
2111 Front Street NE / Salem, Oregon 97303

For more information circle number 279 on card



**NEW Safari**

COLD WATER DRINKING EQUIPMENT

SAFARI has a better way... out on the course!

SAFARI GAS-FIRED DRINKING FOUNTAINS  
SAFARI GAS-FIRED WATER COOLER  
SAFARI ELECTRIC DRINKING FOUNTAINS  
SAFARI  
SANITARY ICED DRINKING FOUNTAINS

An Invitation . . .  
While in Florida an invitation to visit our plant is cordially extended. Stop in and say hello. We'll be happy to see you.

SAFARI GAS FIRED DRINKING EQUIPMENT  
111 S.W. 5th Street  
Pompano Beach, Fla.  
or Call (305) 942-8076

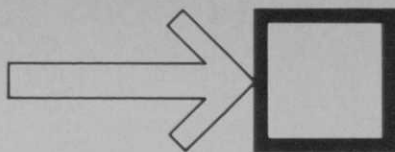
Write for more and detailed information.

**SAFARI**  
(DEPT. G)

591 N.E. 5th St.,  
Pompano Beach, Fla. 33060

Phone (305) 942-8076 U.S. Patent 9-6-66

For more information circle number 167 on card



### COMING EVENTS

**Professional Golf Assn. Merchandise Show**, Palm Beach Gardens, Florida, January 18-21.

**Golf Course Superintendents Assn. of America Conference and Show**, Fontainebleu Hotel, Miami Beach, Florida, January 19-24.

**United States Golf Assn. Green Section's Annual Conference**, Biltmore Hotel, New York, N.Y., January 24-25.

**National Sporting Goods Assn. Convention and Show**, Astrohall, Houston, Texas, February 2-6.

**Club Managers Assn. of America Conference**, Dallas, Texas, February 11-15.

**Three-Day Turf Courses**, Rutgers University, New Brunswick, New Jersey; law and utility turf, February 17-19; golf and fine turf, February 19-21.

**Midwest Regional Turf Conference**, Purdue University, Lafayette, Indiana, March 3-5.

**Annual Fine Turf Conference**, High Point Motor Inn, Chicopee, Massachusetts, March 5-7.

**Rocky Mt. Management Seminar**, Pinehurst CC, Littleton, Colorado, March 10.

**Michigan Turfgrass Conference**, Kellogg Center, Michigan State University, East Lansing, Michigan, March 12-13.

**Georgia Golf Course Superintendents Assn. Meeting**, Callaway Gardens, Pine Mountain, Georgia, May 13.

**National Hardware Show**, Coliseum, New York, New York, September 29-October 2.

GOLFDOM would like to publish a complete and accurate Coming Events calendar. If your organization or association is planning a meeting, please notify us as far in advance of the event as possible. Send the information to: GOLFDOM Calendar, 235 East 45th Street, New York, N.Y. 10017.

## THURON'S NEW LARK-100 SPRAYER GIVES



1. Fiberglass Tank eliminates all corrosion.
2. Tank size 100 gallons. Actual size 110 gallons to allow mixing.
3. Constant agitation is provided by a unique bypass agitation system.
4. 40 GPM Centrifugal pump with 50 psi pressure and 3 H.P. Engine.
5. Sprayer and Boom can be adapted to fit any type of Truckster with no modifications.

**THURON SPRAYER MFG. CO.**  
12204 Denton Drive  
Dallas, Texas 75234  
(214) 241-2531

See us at Booths D14 & D15

For more information circle number 168 on card



**INVISIBLE GLOVE**

for a good grip — a better game



**Claro Non-Slip** is a smooth grip cream. It gives you a truer, more confident feel of the club. It assures a firmer and more positive grip. Unaffected by perspiration, one application lasts a full round. Just 50 cents at pro shops.

**CLARO LABORATORIES**

421 W. Ewing  
South Bend, Indiana 46613  
For more information circle number 183 on card



**LIQUID-LUSTRE  
GOLF BALL  
WASH**

Costs as little as 2c per washer per week

- Keeps golf balls SPARKLING WHITE . . . Golfers satisfied!
- Perfectly safe for washers . . . either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

**ORDER YOUR SUPPLY TODAY!**  
Per Single gallon . . . \$4.95  
Order from your dealer or direct from DBA and give dealer's name.

**DBA PRODUCTS CO., INC.**  
Lake Bluff, Ill. 60044

Also Try  
Aero-San  
Shoe  
Deodorizer  
and Sanitizer  
Another fine  
DBA Product

For more information circle number 261 on card

**PGA Exhibitors**

Continued from page 98

- Otey Crisman Putter Company
- Croston of Boston
- Curley-Bates Company
- Curly Head Golf Company
- Cushman Motor Sales, Inc.
- Bert Dargie Golf Co., Inc.
- Dayton Stencil Works Company
- Derby Cap Mfg. Company
- Di Fini Originals & Knitwear, Ltd.
- Display Creations, Inc.
- Dunlop Tire & Rubber Corp.
- Eastern Golf Company
- Eaton Yale & Towne, Flexi-Grip Div.
- Edmont-Hill Division

- Ellstrom Golf Division
- Esquire Sportswear
- Etonic
- E-Z Go Car Division
- Faultless Rubber Company
- Fernquest & Johnson Golf Co.
- Field Golf Company
- First Flight Golf Company
- Flip-It, Inc.
- Florida Golf Cart Sales—Teleos
- Gold Crest, Ltd.
- Gold Crown Products, Inc.
- Golden International, Inc.
- General Battery & Ceramics Corp.
- Golf, Inc.
- GOLF Magazine
- Golf Digest
- Golf Mart
- Golf Specialties, Inc.
- Golf & Sport Headwear Co.
- Golfcraft, Inc.
- Gold-National Batteries, Inc.
- Great Lakes Golf Ball Co.
- Green Tee Associates, Inc.
- Fred Haas & Associates
- Walter Hagen Golf Equipment Co.
- Harley-Davidson Motor Co.
- Haymaker
- Hillerich & Bradsby Co. of California
- Ben Hogan Company
- Hornung's Pro Golf Sales, Inc.
- Imperial Caps, Inc.
- Int'l Golf Accessories, Inc.
- Izod

**TURN TO MORE  
PROFITS**

**Reading Golf, Inc.**  
300 SPRUCE STREET  
READING, PA. 19602  
TELEPHONE 215/372-5185

Inquiries - kindly

5 YEAR GUARANTEE  
TRIAL PERIOD OPTION



Because... **NOW** are "New"  
Just These Dollar Bills

For more information circle number 264 on card

Continued on page 106

Completely new patented principle lets

Does **turf**  
**AERATOR**

Remove 296 Plugs Per Revolution

**Pluggers make clean holes up to three inches deep**

- Plugs are removed, passed completely through pluggers tubes, and evenly distributed
- Pluggers will not tear up turf because they pivot
- Pluggers tubes are made of tempered aircraft-quality steel

**Utilizes hydraulic system of any standard tractor**

- Makes use of standard 3-point hydraulic arms to shift weight from rear tractor wheels to aerator unit
- Uses weight of tractor to force pluggers into ground
- Aerator unit can be raised or lowered in seconds for passing over driveways and easy transportation
- Requires no special equipment

**Easily, quickly and economically repaired**

- Special design assures extraordinary reliability and durability
- Each aerator unit is made up of individual spring steel rims which are complete units in themselves
- All parts are remarkably inexpensive and can be quickly replaced at nominal cost

**GUARANTEED FOR ONE YEAR AGAINST ALL MECHANICAL DEFECTS**

another first from

**DEDOES INDUSTRIES INC.**

2070 W. 11 MILE RD. • BERKLEY, MICHIGAN • 48072

See you at Booth E 13-14 at the  
Turf Grass Convention in Miami,  
Florida, January 19, 1969

# FASHION FORECAST

Continued from page 38

the western pocket, half belt, self-fabric full belt and quarter top pocket. The worsted fabrics come in solids and small checks and stripes in as many as 20 colors. All the slacks are hand tailored and retail from \$35 up. Parker of Vienna is also showing Cezar's Saint Joseph sweaters in a flat double knit, 100 per cent wool v-neck pullover. These for men only, come in 30 colors and retail for \$35. The company's alpaca sweaters now include cardigans in Intarsia patterns of five to seven colors. These are \$60 and up. The line continues its v-neck cardigans and v-neck pull-overs available in 131 colors. Retail price is \$47.50 for both men's and women's.

*Di Fini* supports the turn to knits with its 100 per cent polyester dress. Available with a fashion collar or in a mock-turtleneck version, this sleeveless dress comes in the following six colors: skipper blue, white, mint, tan, gold, red. It's belted with a white web belt with leather stripping and buckle in the color of the dress. Retail price is \$25.

*Pringle of Scotland* has added new colors to its five basic hues. The colors, all bright, are blue, red, green and orange and come in the v-neck cashmere pullover and cardigan for men. Price is \$40.

*Izod, Inc.*, offers a group of washable skirts in Dacron/cotton. The choice is yours in stripes (thick and thin) and solids, in crew necks, placket collars and mock-turtlenecks. Retail prices range from \$9 to \$12. There's a doubleknit Dacron slack with western pockets, side tabs and an extension waistband that retails for \$33 and comes in oyster, mint, orange, green, regatta blue, yellow and custard.

*Haymaker* uses a white background for a plaid with berry, gumdrop lemon or spice in Fortrel/cotton. Culottes (\$15), bermudas (\$12), slacks (\$15), b-skirt (\$15); all come with matching short sleeved or sleeveless nylon shells (\$7 to \$9) with mock-

turtle or scoop neckline. There's also a double knit slack (\$18), shorts (\$16) and culotte (\$22).

*Palm Beach* is now selling directly to the golf professional. Included in the line is a double-breasted, six-button men's sports coat in hopsacking. The coat is an Orlon/wool mixture and is available in frost tones in blue and green in addition to six other colors.

*Austin Hill* offers slacks in cricket stripes on a white flannel finish polyester/cotton. These have quarter top pockets and belt loops; are wash and wear. Retail price is \$16.95. There are also tattersalls and glen plaids in Fortrel/cotton at \$16.95. For the less conservative, *Austin Hill* offers print slacks in floral patterns and geometrics. Eight color patterns on rayon/polyester/flax are available. Slacks retail at \$21.95 and need not be ordered as an assorted group. New this year for the golf pro is the *Austin Hill* women's line. The look is tailored and traditional.

The entire line is wash and wear. There are small and large floral prints. Most of the A-line skirts and culottes retail for \$17.95; bermudas for \$13.95; slacks for \$16.95. Pocket treatment is given the same consideration as on men's slacks. Fly fronts are the closings on the pants. The culotte is treated with a culotte front but a skirt back. There are coordinating sleeveless tops with necklines varying from the v with piping to the tank top. Retail price is \$8.95 for the top in 100 per cent nylon mesh and \$5.95 for the all cotton.

*Sahara* offers a fully-lined, lightweight tropical all-wool slack this year to retail at \$36. California influence can be seen in the western pockets and side belt. A new large plaid in orange, red and brown comes in a polyester/wool mixture (\$36). From Italy, *Sahara* is offering an Egyptian cotton shirt (\$10.95 to \$12.95) in a mock-turtle or a full fashion placket collar with a 10½-inch open sleeve. The shirts, two to

Continued on page 107

  
**CROSMAN'S**  
FAMOUS FRESH  
**SEEDS**  
since 1838

FINEST QUALITY  
TURFGRASS SEEDS  
FOR GOLF COURSES



Special Prices on Request  
Certified Seeds and Formula Mixtures

**CROSMAN SEED CORPORATION**  
CROSMAN TERRACE AND WEST COMMERCIAL ST., EAST ROCHESTER, N. Y. 14445

Telephone (Collect) 716-586-1928

For more information circle number 199 on card

## PGA exhibitors

*Continued from page 104*

Jarman Company  
Jaymar-Ruby, Inc.  
Johnston & Murphy Shoe Co.  
Karsten Mfg. Corporation  
Kimberton Company  
Kountry Klub Sportswear, Inc.  
Kristol Kraft Company  
Kunik Kasuals  
Lamkin Leather Company  
Annie Laurie Originals  
Lemmer-Meyer Co.-Hilstar Corp.  
Jack D. Levine Inc.  
3-M Company  
MacGregor, Consumer Div., Bruns.  
Miller Golf Company  
Motor Appliance Corp.  
National Golf Foundation  
Northwestern Golf Company  
Sam O'Neill Golf Sales  
Original Fur Company

Palm Beach Company  
Arnold Palmer Golf Company  
Gino Paoli  
Parker of Vienna  
Pedersen Golf Corp.  
Peggie By The Sea Originals  
Penfold Golf Balls  
P.G.A. Golf Equipment  
David L. Pransky  
Pro-Shu Company, Inc.  
Puritan Sportswear Corp.  
Ram Golf Corporation  
Reliable of Milwaukee  
The Grant Robbins Company  
Billie Ross of the Palm Beaches  
Vic Ryan & Associates  
Ernie Sabayrac Inc.  
Saks Fifth Avenue  
Score With Northrup  
Scott Mfg. Company  
Shakespeare Company  
Sit 'N Rest Golf, Inc.

E.J. Smith & Sons Co.  
Slack Fashions, Inc.  
A.G. Spalding & Bros., Inc.  
Sports Novelties  
Sportswear by Alfred  
Star-Grip Glove Company  
States Hand Knit Crafts  
Leonardo Strassi  
Stylist Shoe Company  
Sweet Swinger, Inc.  
Swing Rite Corporation  
Donald M. Temple  
Town Talk Mfg. Company, Inc.  
Texace Corporation  
Uniroyal, Inc.-Royal Golf Equipment  
Varela Slacks  
Viking Corp. of South Bend  
The Voyager  
Dick Watson  
Westinghouse Electric Corporation  
Wilson Sporting Goods Company  
Wittek Golf Range & Supply Co. □

## GCSAA show products

*Continued from page 58*

an acre. With a tractor speed of up to 10 mph, the spreader reportedly can cover up to 40 acres an hour.

**West Point Products Corp.** introduces two machines for 1969: the Aeri-Vac and the MC-100 Vertifier. The Aeri-Vac is a heavy-duty PTO powered vacuum machine and will remove leaves, grass clippings, and *Poa annua* seed. One man can operate the machine and clean a 6-foot swath at a speed of seven to eight m.p.h.

The MC-100 Vertifier is a self-propelled riding aerator, equipped with a 14hp electric engine. It has a 32-inch coring width.

## GCSAA Exhibitors Listing

(At press time; the listing is subject to changes and additions.)

Agrico Chemical Company  
Alfco Rokeby Company  
American Golf Car Mfg. Assn.  
American Research Corporation  
American Sod Producers  
Ampulco-Hardie Sprayers  
Aqua Dial  
Aquatrols Corp. of America  
Bankers National Life Ins. Co.  
John Bean, Div. of FMC Corp.  
Borden Chemical Company  
Broyhill Company  
Buckner Sprinkler  
Bunton Company  
Carlson Products Corporation  
Cast Iron Pipe Research Assn.  
Certain-Teed Products  
Certified Laboratories  
Chemagro Corporation  
W.A. Cleary Corporation  
Cloro-Spray Corporation  
Columbia Car Corporation  
Container Development Corp.

Cushman Motors  
Cyclone Seeder Company, Inc.  
Dedoes Industries Inc.  
Joseph K. Dennis Company, Inc.  
Diamond Shamrock Corp.  
J.J. Dill Company  
Doggett Fison Company  
E.I. du Pont de Nemours & Co.  
Eastern Sambar, Ltd.  
Elanco Products Company  
E-Z-Go Car Division  
E-Z Rake  
Febco, Inc.  
F.E.C. Fertilizer  
Florida Turfgrass Assn.  
Foley Mfg. Company  
Ford Motor Company  
Fore-Par Mfg. Company  
Gator Trailers Corp.  
Giant-Vac Mfg., Inc.  
GOLFDOM Magazine  
Gravely  
Griswold Controls  
Harley-Davidson Motor Company  
Hawaiian Motor Company  
Hays Mfg. Company  
Hercules, Inc.  
Howard Metalcraft Company  
H.D. Hudson Mfg. Company  
International Harvester Company  
Jacobsen Mfg.  
Johns-Manville  
Kohler Company  
Lely Limited  
Lindig Mfg. Corporation  
Locke Mfg. Company, Inc.  
Mallinckrodt Chemical Works  
Massey Ferguson, Inc.  
M.O. Mattwell, Inc.  
McDonough Power Equipment, Inc.  
Milgradt Mfg., Inc.  
Milburn Peat Company, Inc.  
Milwaukee Sewerage Commission  
Monsanto-Astroturf  
Moody Sprinkler Company  
F.E. Myers & Bros. Company  
National Chemsearch Corporation

National Golf Foundation  
National Mower Company  
L.R. Nelson Mfg. Company  
Oil-Dri Corp. of America  
Oregon Highland Bentgrass  
Par Aide Products Company  
Plant Marvel Laboratories  
Princeton Turf Farms, Inc.  
Publishers for Conventions  
Radio Rain, Inc.  
Rain Bird  
Rain O Mat Sprinklers, Inc.  
Rhodia, Inc., Chipman Division  
Rogers Mfg. Company, Inc.  
Roseman Mower Corporation  
Royer Foundry & Machine Co.  
Ryan Equipment Company  
O.M. Scott & Sons Company  
Shell Chemical Company  
Skinner Irrigation Company  
Smith-Blair, Inc.  
Smithco, Inc.  
Sod Master Company  
Soilmoisture Equipment Corp.  
South Texas GCSA  
Sprinkler Irrigation Assn.  
Standard Mfg. Company  
Stauffer Chemical Company  
Stevens Appliance Truck Company  
Swift Agricultural Chemicals Co.  
Telsco Industries  
Thompson Mfg. Company  
Thuron Sprayer Mfg. Company  
Toro Mfg. Corporation  
Tuco Products Company  
Turf Vac Company  
U.S.S. Agri-Chemicals, Inc.  
Vander Molen Export Company  
Velsicol Chemical Corp.  
Viking Mfg. Company  
Vineland Chemical Company  
Warren's Turf Nursery, Inc.  
Weeds, Trees, and Turf  
Western Peat  
West Point Products Corp.  
Wyandotte Chemicals Corp.  
York Modern Corporation

## N.Y. school graduates First turf class

The State University Agricultural and Technical College, Farmingdale, N.Y., graduated its first class in its new turf management program.

Of the six graduates, three have since transferred to the University of Maryland to pursue Bachelor degrees and the other three have gained employment on Long Island golf courses.

Teacher of the course is Charles McCrea, superintendent of Engineers' CC, Roslyn, N.Y. The accredited, full-semester course covers cost accounting, time studies, record keeping, inventories and evaluation of equipment and materials. Mr. McCrea also uses

his golf course for field trips and term problems.

The June 1969 graduating class is expected to double.

In an unrelated move, the Long Island Golf Course Superintendents Assn. presented to the college \$500 to be divided between two deserving turf management students. Tom Kowalski and Bill Pearsall (not students in that first class) were the recipients.

## Obits . . . . .

Willie Hunter, 76, British Amateur champion 1921, president of Southern California PGA section for 12 years, head professional at Riviera CC, Pacific Palisades, Calif., for 30 years.

Father of William P. Stevens, Jr., acting president of Stevens Appliance Truck Company.

Mrs. Fred Grau, wife of GOLF-DOM columnist, died recently. Dr. Grau and two sons survive. □

## PRO WONDER WHEEL

"USED BY CHAMPIONS"

BEFORE



IN LESS THAN 1 MINUTE A DAY  
The most remarkable exercise device ever developed to eliminate stomach bulge, to firm and flatten abdominal muscles. It firms chest and arms at the same time. Used by Green Bay Packers, professional golfers, fighters and other athletes. One WONDER WHEEL serves the entire family.

\$9.95 prepaid or send \$1.00 if you prefer C.O.D. Shipment. Send to—Deejay-GD - 7970 Woodman Ave. #108, Van Nuys, CA 91402

AFTER



For more information circle number 278 on card

## ASK YOUR JANTZEN JOBBER

for a copy of the  
new cooperative  
advertising plan

# FREE TABLE & CHAIR CATALOG FROM MONROE



Buy quality banquet equipment at direct-from-factory prices.

WRITE TODAY!

THE MONROE TABLE CO.  
12 Church St., Colfax, Iowa 50054

For more information circle number 165 on card

## FASHION FORECAST

Continued from page 105

three inches longer than most, come in violet, bright green, yellow, tan and white. They coordinate with Sahara's slacks available in the same colors (\$36).

Thomson Trousers joins the freedom trend in men's fashions with Dacron / rayon / flax walk shorts (\$15) and trousers (\$15) in floral and geometric prints. Thin stripes of blue, chocolate, mint green or gold on white can be had in a slack with western pockets (\$20) or a walk short (\$15) in a tricot knit of 85 per cent Dacron, 15 per cent nylon. Speaking of knits, Thompson features a 100 per cent Dacron doubleknit slack (\$25) with side pocket and continental waistband. Colors are blue, yellow, olive, peach, red and white. For further color variety there's the poplin trouser in Fortrel/cotton (\$13), which comes with a striped belt.

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to GOLFDOM Magazine Fashion Editor, 235 East 45th Street, New York, N.Y. 10017. □

# KEES

LEADER IN  
LAWN CARE METHODS  
DOES IT AGAIN  
FOR YOU!

Now...from the maker of the famous Powerakes, two new units to help have a healthier, more beautiful turf with less work.



## POWERSLICE

Slices, thins, aerates all types of turf. Powered by 5-HP Briggs and Stratton engine; covers 20-inch swath; is available with choice of six, eight or 15 straight or offset blades in slicing assembly (all assemblies interchangeable also interchangeable with raking shaft.) Height of slicing assembly adjustable within two-inch range.



## Big Capacity KEES KASTER

Improved broadcast type spreader for lawn seed, fertilizer and ice melting material. Large non-corrosive hopper of Cyclolac holds more than 50 pounds of fertilizer. Corrosion resistance chrome plated tubular frame. Single central control on the handle to open and close feed gate and regulate the rate of flow. Concentrated coverage four to five feet in diameter, feathering out to as much as twelve feet.

Since 1874



Write P.O. Box 609

F. D. KEES MFG. CO.  
BEATRICE NEBRASKA

For more information circle number 275 on card

# Golf course architects' guide

**EDMUND B. AULT Ltd.**  
GOLF COURSE ARCHITECT

*Sculptured Greens*

Member  
National Golf Foundation  
7979 Old Georgetown Road  
Bethesda, Maryland 20014

301-942-0716  
301-657-4278

For more information circle number 140 on card

**BELLANTE & CLAUSS INC.**

*Art Wall Jr.*

GOLF COURSE ARCHITECTS

Master Planning • Site Analysis  
Plans Specifications • Supervision  
Irrigation Systems • Storage Ponds

Bellante and Clauss Bldg. Suburban Station Bldg.  
Scranton, Pa. Philadelphia, Pa.  
717-344-8531 215-564-2444

For more information circle number 141 on card

**JOHN N. COCHRAN**  
GOLF COURSE ARCHITECT  
DESIGN - CONSTRUCTION  
SUPERVISION

DETAILED SCALE DRAWINGS

5715 E. 3rd Ave.  
DENVER, COLORADO  
Phone 333-3057

For more information circle number 160 on card

**FRANCIS  
J.  
DUANE**

Golf Course  
Architect

921 Port Washington Blvd.  
Port Washington, N.Y.

516-PO 7-7851

MEMBER  
AMERICAN SOCIETY OF GOLF COURSE  
ARCHITECTS

For more information circle number 148 on card

**GEORGE FAZIO**

GOLF COURSE ARCHITECT

Member  
National Golf Foundation

P.O. Box 9951  
Philadelphia, Pa. 19118  
215 242-1330

2140 Westwood Blvd. Room 10  
Los Angeles, California 90025  
213 475-3787

For more information circle number 149 on card

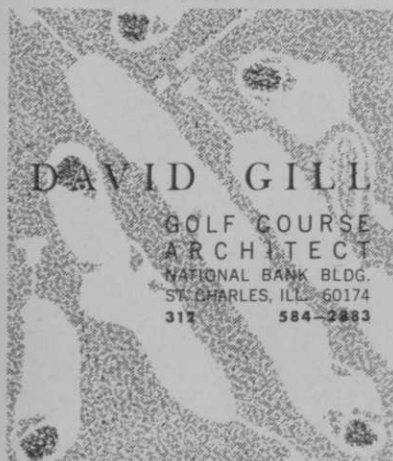
**FERDINAND GARBIN**

*Golf Course Architect*

Member American Society  
of Golf Course Architects

R.R. 2, Box 186  
Export, Pennsylvania 15632  
Tel. 412-327-4704

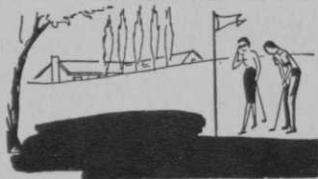
For more information circle number 134 on card



**DAVID GILL**  
GOLF COURSE  
ARCHITECT  
NATIONAL BANK BLDG.  
ST. CHARLES, ILL. 60174  
312 584-2883

For more information circle number 155 on card

**PUTTING GREEN PERFECTION!**



with . . . BENT GRASS STOLONS or SOD

(Send for Bulletin: Stolons vs. Seed)

- Washington • Cohansey • Arlington
- Congressional • Toronto • Pennpar

Phone: Area 313-437-2026

**Hiram F. Godwin & Son Inc.**  
55150 Ten Mile, South Lyon, Mich. 48178

For more information circle number 159 on card

**William F. Gordon  
and  
David W. Gordon**

Golf Course Architects

Doylestown, Pennsylvania  
Fillmore 8-4243  
American Society of Golf Course Architects

For more information circle number 142 on card

**GEOFFREY S. CORNISH**

GOLF COURSE ARCHITECT

Fiddler's Green Amherst, Mass. 01002  
Phone: 413-253-3913

Member  
American Society of Golf Course Architects

For more information circle number 146 on card

**ARTHUR HILLS**  
Golf Course Architect

Box 5575 Wernert Station  
TOLEDO, OHIO 43613

419-882-6473

Box 1031, Fort Myers Beach, Florida 33931

For more information circle number 139 on card

**KILLIAN and NUGENT**

GOLF COURSE ARCHITECTS

33 BIRCH TRAIL WHEELING, ILL.  
312 627-4858 312 537-2103

For more information circle number 136 on card



## X. G. Hassenplug

Golf Course Architect  
Consulting Engineer  
Design, Irrigation, Construction

1300 Freeport Road  
Pittsburgh, Pa. 15238  
412-781-6994 or 412-781-1820

For more information circle number 143 on card

## JAMES GILMORE HARRISON

*Golf Course Architect*

Member American Society  
of Golf Course Architects

266 Harrison Road  
Turtle Creek, Pennsylvania 15145  
Tel. 412-823-3444

For more information circle number 151 on card



## ROBERT BRUCE HARRIS

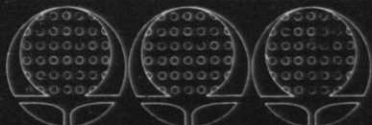
**Golf Course Architect**

Member American Society of Golf Course Architects

645 N. MICHIGAN AVENUE CHICAGO 11 • ILL.  
Whitehall 4-6530

For more information circle number 150 on card

## WM. NEWCOMB ASSOCIATES



**GOLF COURSE ARCHITECTS**

321 SOUTH MAIN  
ANN ARBOR, MICHIGAN 48108  
663-3064 PHONE 665-3226

For more information circle number 132 on card

## J. PRESS MAXWELL

Golf Course Architect

Rt. 1, Box 700

Morrison, Colorado

Denver Phones  
697-4680 222-3591

**Design**

**Construction by Contract**

Member American Society of  
Golf Course Architects

For more information circle number 156 on card

## Bob Jordan

*Golf Course Constructor*

**Irrigation Systems**

**"I Supervise All Work"**

235 State St., East Peoria, Illinois  
Phone: 699-6974 or 673-1067

For more information circle number 135 on card

## DEAN OF GOLF COURSE DESIGN

*Robert Dean Putman*  
**GOLF COURSE ARCHITECT**



2572 WEST SCOTT  
FRESNO, CALIF. 93705  
PHONE (209) 439-6927

DESIGNER OF OVER 300 GOLF COURSES

For more information circle number 137 on card

**DON'T GO OFF  
HALF-DESIGNED...**

**hal purdy**

GOLF COURSE ARCHITECT

115 EAST NORTHFIELD ROAD,  
LIVINGSTON, NEW JERSEY 07039

For more information circle number 145 on card



Member: American Society of  
Golf Course Architects



11 South LaGrange Rd., LaGrange, Ill.  
Telephone—Area Code (312) 352-2113

For more information circle number 138 on card

## WILLIAM JAMES SPEAR

**GOLF COURSE ARCHITECT**

116 WEST MAIN STREET  
ST. CHARLES, ILL. 60174



(312)  
584-8200

For more information circle number 144 on card

## Samuel S. Mitchell

*Golf Course Architect  
Designer and Builder*

18 Old Randolph Street  
Canton, Mass. Tel. 617-828-1065

For more information circle number 154 on card

## MILLER TRENCHING SERVICE

Irrigation & Drainage Contractor  
Star Route, Millersburg, Ohio 44654  
216-674-6196

Since 1946

Call Day or Night

For more information circle number 188 on card

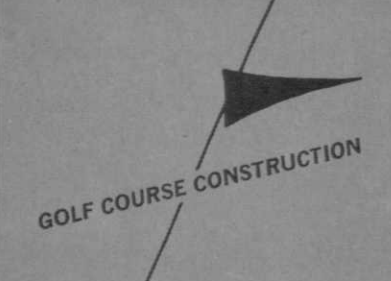
**Cut this COUPON!**  
Learn to Cut Out worry  
and Down on  
grass cutting costs!  
Send Coupon  
today.



Send me **FREE Literature**  
on **Locke REEL MOWER**  
... and also on Devere-Locke rotary and  
Manco-Locke highwheel mowers. I'd like the  
name of closest dealer too.

(name) \_\_\_\_\_ (street) \_\_\_\_\_  
(city) \_\_\_\_\_ (state) \_\_\_\_\_ (ZIP) \_\_\_\_\_  
**Locke Mfg. Cos., Inc.** 5620-L MacCorkle Ave., S.W.  
South Charleston, W. Va.

For more information circle number 223 on card



**GOLF COURSE CONSTRUCTION**

the **wadsworth** company  
VAN DYKE ROAD, PLAINFIELD, ILLINOIS 60544  
PHONE AREA CODE 815-436-6648

For more information circle number 152 on card

**from Plans to Play**



**COLONIAL GARDENS  
GOLF COURSE CONTRACTORS**

write or call: W. W. Ullman, Consultant  
**COLONIAL GARDENS INC.**  
P. O. Box 435 • Marietta, Ohio 45750  
Phone — 614 373 2188

For more information circle number 179 on card

**Watch out for the Other Guy.**



Published to save lives in cooperation with  
The Advertising Council and The National Safety Council.

## Merchandising makes difference

Continued from page 37

As part of his shop's glove merchandising strategy, Mr. Thomas stocks three lines, with the lion's share of the business coming from the middle-price range glove. This policy is determined by what he feels is filling customer wants—he takes the time to find what it is his customers want in gloves, and that's what his shop stocks. Accessory lines at City Park are those that find favor with golfers. If a line fails to get approval it is soon discontinued.

No item in the entire inventory of the shop is taken for granted, including gloves, and it is knowledge of the product keyed to a sound selling job that makes it possible for the shop to do so big a job in glove volume.

Selling gloves, Mr. Thomas and members of his staff stand ready to point out to a customer the advantages of the gloves they stock. The Edmont-Hill glove is the shop's big seller in the middle-price range, and each staff person is ready to tell a potential customer how the impregnated vinyl palm prevents club slippage in wet or dry weather or the fact that the glove does not become slick or slippery may also be brought to the buyer's attention.

Golf accessories can be a profitable item for pro shops, and Mr. Thomas handles almost all of them, many made by Edmont-Hill. "Displaying a complete line of good products has really paid off for us. It just makes good sense," he concludes.

It is these irrefutable facts of economic life that has made Mr. Thomas aware of the need to accent the positive. With the number of golfers increasing by leaps and bounds, pros across the country will be confronted with the necessity of stepping up or enlarging their operations. In light of this continuing trend club pros must constantly be on the lookout for ways to upgrade and improve their business. □

## LUCKY BUCK SOLID GOLF BALLS

Full (1.68" Dia.) Regulation Size  
Direct "Factory" Wholesale Prices  
F.O.B. North Aurora, Ill.

- B-1 LUCKY BUCK (12 doz. min.) \$3.60 doz.
- B-2 YOUR PRIVATE LABEL (20 doz. min.) \$3.60 doz.
- R-1 SOLID RANGE BALL (25 doz. min.) \$2.85 doz.
- R-2 SOLID ECONOMY RANGE BALL (25 doz. min.) \$1.85 doz.
- M-1 MINIATURE GOLF BALL (assorted colors) \$2.00 doz.
- T-1 TEES, PLASTIC, UNBREAKABLE (35M min.) \$2.10M

SAMPLE ORDER 10 BALLS (2 of each)  
Postpaid \$2.00  
(Remittance must be with order)

**BUCK MFG. CO. — 312-897-7993**

109 Pierce St., North Aurora, Ill. 60542

For more information circle number 191 on card

## TAT

### GOLF COURSE SIGNS

**Extremely smart looking signs  
with self fastening stakes.**

**Signs 50c & 75c  
Stakes 25c & 30c**

**Shipped in 24 hours  
Write for Free Brochure**

**TAT GOLF SIGNS  
BOX 1, DUNEDIN, FLORIDA 33528**

For more information circle number 182 on card

## COMPLETE GOLF COURSE CONSTRUCTION

Also rebuild, move tees and greens, install watering systems.



**IBERIA  
EARTHMOVING SERVICE, INC.**

IBERIA, OHIO • Ph. Galion, O. 419 468-5454

For more information circle number 178 on card

## IRRIGATION SYSTEMS

Fabulous Glass Fiber Pipe

Twice the strength

Half the cost

Plans - Estimates - Construction

**NELSON IRRIGATION CO.**

814 Berlin St., Waupaca, Wisc.

Ph. 715 258-3914

For more information circle number 266 on card