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If the trees  
don't get you,  
the pond will.



If the Maxfli Red doesn't get them, the Maxfli Green or Black will. Sell Maxfli. They'll never know how good they are until you do.

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## Swinging around golf

by Herb Graffis

### PGA-APG war ends

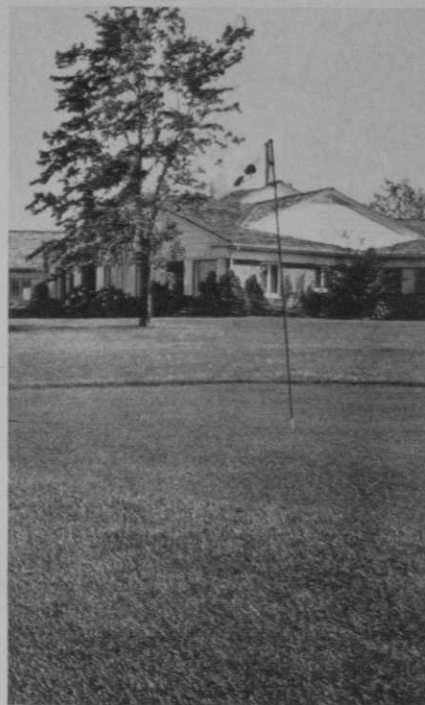
**"P**Peace, Aint It Wonderful!"

The pro civil war is ended, apparently, with malice toward none; with charity for all. Now the service pros and the show-window pros can get back to working for golf and golfers. The brawl began when the Professional Golfers' Assn. refused to approve a tournament. The controversy ended when there was some sort of agreement to have a "czar" bossing the players.

In some ways the PGA-APG mess was the funniest thing in pro sports next to the medicine-man mask worn by Broadway Joe Namath. The public relations was badly handled and over-lawyered and the argument got so ridiculous some believed it was becoming a popularity contest between Bob Creasey of the PGA and Gardner Dickinson of the American Professional Golfers.

The APG drop-outs may find that coming back with Leo Fraser, Warren Orlick, Bill Clarke and other PGA officials and members will be the smartest move they ever made. The split cost APG

Continued on page 84



## NOW Warren brings you Warren's A-20<sup>TM</sup> Bluegrass

The ideal grass for tees, approaches and collars. Takes short cut. Grows upright, gives better support to ball. Resistant to leaf spot, mildew, rust and stripe smut. Develops less thatch. Greens up earlier, stays green later.

Golf courses from coast to coast for years have planted Warren's Creeping Bent stolons for the finest greens in America. Clean, pure strain Warren's stolons provide perfect, even texture and color. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons.

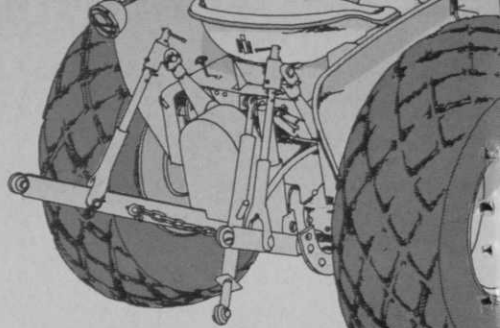
And Warren research has now made available the new grass, A-20, with the same high quality, for tees and aprons of greens. A-20 has been tested and rated by leading universities.

Write for specific information about A-20 Bluegrass and Warren's stolons.

 **WARREN'S**  
TURF NURSERIES  
PALOS PARK, ILLINOIS  
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For more information circle number 231 on card

# New International Cub 154 Lo-Boy tractor



## Under the sleek new look—a long-life engine and a 3-point hitch to quick-mount matched equipment . . .

Sure, it's smartly done—in appearance, in performance. Notice how much smoother the 15-hp water-cooled engine purrs along with its aluminum pistons and exhaust valve rotators. So quiet you can barely hear it idle.

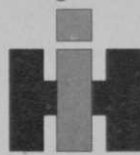
And at your fingertips, you'll find panel-clustered controls and levers. Puts you in instant command of mowers, blades, harrows, brooms. Any kind of matched equipment you'll want to use with the new independent power take-off or the optional new 3-point quick hitch.

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mower. Do it in more comfort in the padded, contour seat that adjusts fore and aft.

Want more? There's auto-type steering with tie-rods fully protected behind the oscillating I-beam front axle. Big diameter high-flotation rear tires (shown above). An 8-gallon fuel tank for a full day's work—and an efficient, self-cleaning, dry-type air cleaner.

See your International dealer. Test drive the most advanced all-purpose power package offered anywhere! His IHCC financing plans are scaled to fit almost any man's budget.



## INDUSTRIAL EQUIPMENT

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dozers • forklifts • mowers • special duty tools

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For more information circle number 235 on card

Worth more—  
when you buy, use, trade



# make it your business - it is!

A few decades after the turn of the eighteenth century an eminent Frenchman made a protracted visit to the then very young United States and set down his impressions of our new country in a work that has subsequently become a classic. Alexis de Tocqueville, a twenty-six-year-old French statesman and author, visited this country in 1831, and of one aspect of his visit wrote in his celebrated "Democracy in America":

"The Americans of all ages, all conditions and all dispositions constantly form associations. They have not only commercial and manufacturing companies in which all take part, but associations of a thousand other kinds—religious, moral, serious, futile, restricted, enormous or diminutive. The Americans make associations to give entertainments, to found establishments for education, to send missionaries to the antipodes . . . Wherever at the head of some new undertaking you see the government in France or a man of rank in England, in the United States you will be sure to find an association."

What de Tocqueville wrote nearly one hundred and fifty years ago holds true for Americans today more than ever. Conventions of business associations have been traditionally American and Canadian. We, in this country, find meetings of our associations a congenial and convenient way of getting together for the exchange of necessary business information. The growth of conventions and trade shows attest to their importance as places to make new industry contacts and stay abreast of industry developments.

There are so many conventions held annually throughout the country and the world that no actual count can be made of their number. However, total attendance of conventions runs better than ten million. Conventions of American business associations have been

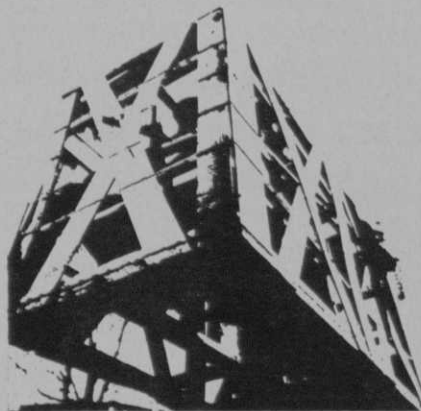
brought to a level of development in transmitting business information that's hard to find in any other form of business contact. And what de Tocqueville did not take into account in his capsule view of Americans and their associations, is that these gatherings are so popular because they fit the American congenial character as a means of exchanging these business facts.

Anyone attending a convention probably has at his fingertips all the information relative to his industry that can be provided by the gathering's sponsors and concerned manufacturers and exhibitors.

Thus, the convention-going person can profit immeasurably by attending business sessions and collecting printed material offered by exhibitors. For members of the Golf Course Superintendents Assn. of America and the Professional Golfers' Assn. there will be an ample supply of informative materials as well as up-to-date business facts to fill up the convention days.

A convention is as serious a business meeting as a sales meeting, according to many who arrange such meetings. The conventioneer can come away from the meeting better informed if he takes the time and devotes his energies to seeking out what is being presented in the exhibits and business meetings. Along with this he is actively making new contacts, and through these new contacts can compare notes on his own operation with others.

Considerable attention, planning, care have gone into making this year's GCSAA and PGA shows. This planning will offer profitable information to those attending the Florida meetings. Members of PGA and GCSAA who are concerned about the golf industry and its growth should attend the conventions and look and listen carefully for greater industry growth and awareness that will provide better and more profitable operations in 1969. □



*Attend your industry's annual meeting as if you were at home running your own business. Stop, look and listen for new merchandising methods, marketing packages, product developments that will point the way to more profits*

# **DON'T MISS "B" BOOTH IN MIAMI....**

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with two new products.

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Here's the completely new concept in aerification. Wide, powerful, self-propelled RIDING AERATOR. Its 32" coring width makes it 3 times faster than the original MC-5 Vertifier. 14 H.P. KOHLER electric start engine; hydraulic lifting mechanism; hydraulic disc brakes; it's completely one-man operated. Twin Core Catchers collect soil cores—turf is immediately playable. The MC-100 VERTIFIER revolutionizes and simplifies the aerating operation.

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The lined, plastic mirror and diagrammed stance mat guide you into positions recommended by the experts so that you experience a mental picture of YOU with a fundamentally correct swing. Practice just six minutes a day with the Golf Trainer and you can groove a swing like the professionals for a lifetime of enjoyment as a skillful golfer.

Pro Image Golf Trainer is formed from high impact, textured plastic. The unit is self-contained when collapsed, weighs less than your golf clubs, and can be set up in seconds for use indoors or out.



Beginners learn and advanced golfers maintain a fundamentally correct swing on the PRO IMAGE GOLF TRAINER.



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- Please send me more information about Pro Image Golf Trainer.
- As a golf professional, I am interested in using the Pro Image Golf Trainer in my teaching program. Please send more information.
- I am interested in becoming a dealer for Pro Image Golf Trainers in my area. Please send complete details.

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See the Pro Image Golf Trainer at the PGA Merchandise Show, Palm Beach Gardens, Florida, January 18-21 and at the National Sporting Goods Show, Houston, Texas, February 2-6.

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Redmond Golf Links, Redmond, Wash.  
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Drive, putt on AstroTurf®  
right at the Fontainebleau.  
Island "F" at the convention.

**AstroTurf**  
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**Monsanto**

For more information circle number 249 on card





# pga

The 1969 edition of the Professional Golfers' Association Merchandise Show may not be bigger than 1968, but it will be better, from the industry's point of view. For the first time ever, the show will be closed to the public! This will undoubtedly cut down on traffic jams despite the fact that it will be held in the 45,000 square foot "big tent" again (150 feet by 300 feet). Also, although the number of booths will remain just about the same, 228 in '68, 226 this year, the number of companies and exhibitors are expected to increase.

The Palm Beach Gardens show had 150 companies representing 875 exhibitors last year and at press time approximately 120 companies were already in the fold.

Since this is a buying and ordering show only, the absence of the public and the expected increase of manufacturers displaying product lines (along with the current leisure time industry boom), should combine to make this one of the biggest dollar volume business meetings in recent times.

A major part of last year's success reportedly was due to the stampede of aluminum shaft orders. A PGA spokesman said a report also showed that some apparel sales were up 200 to 400 per cent and that a shoe manufacturer revealed a 30 per cent increase.

The PGA is hoping that the closing of the show to the public will also enable it to take a count of the number of new products being shown—something that has never been tabulated. GOLFDOM, on the other hand, has been able to obtain an advance list of many of the expected show products and they follow.

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