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Acushnet sold more balls in '68 than ever before.

And every one of them was sold through Pro Shops.

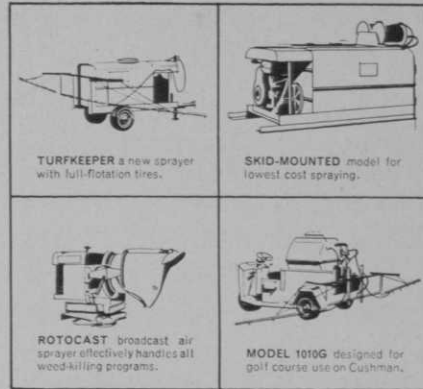
Now that's what we call a partnership. And we thank you for it.



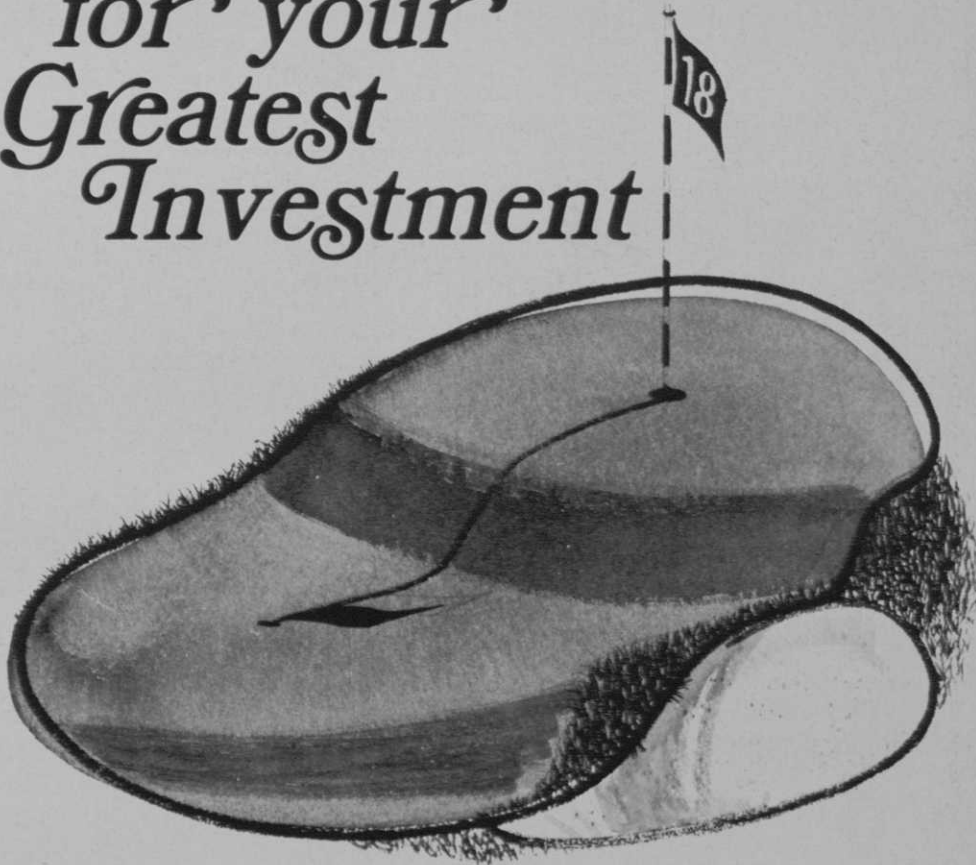
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Philadelphia produces carpet in every proven fiber including wool, nylon, Fortrel® polyester, Acrilan® acrylic and Herculon® olefin.

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JACOBSEN... first down the fairway



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The Jacobsen F-10 Mowing Tractor with 7 reel units is the big fairway rig with 15 feet of up-front mowing. Operator has full visibility of all mowers without twisting and turning. Individual controls for mowing between obstacles. With a 7 gang unit you can mow approximately 60 acres per 8 hour day.





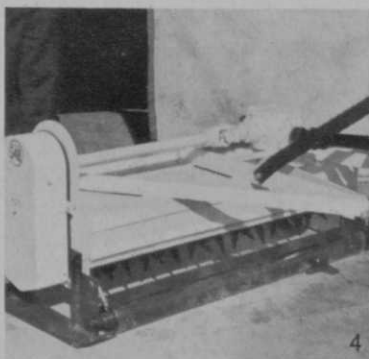
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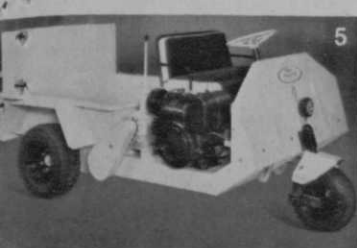
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1. GREAT STYLE ON APPROACHES

The Jacobsen Turf King 84" is a versatile, all-purpose mower with variable forward speed plus reverse. It will put a fine smooth finish on up to 20 acres in an 8 hour day. The three power-driven high-frequency reels are ideal for mowing bermuda or bent grasses on tees and approaches. Also 76" width.

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The Jacobsen Greens Mower is the standard of the industry. The fine precision 9-blade reel is designed for an extra smooth cut. Perfectly balanced, very maneuverable.

5. HUSTLES AROUND THE COURSE

Make this Rogers Utility Truck your all-purpose vehicle. Easy-loading ramp for equipment, tools, fertilizer, supplies. It will tow gang mowers, sweepers, trailers, spreaders, seeders. Use it wherever low-cost transport will save expensive man-hours and heavy equipment.

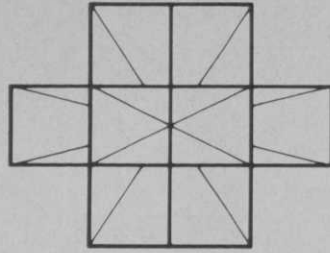
6. TOP FORM ON THE TEE

For mowing tees, around the traps, rolling approaches, the Jacobsen Tee Mower is a champion. The special high-frequency reel clips even fine, close grass perfectly. Very easy on your operators. Handles beautifully on the apron, around the clubhouse and borders.

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GOLFDOM SPEAKS OUT

1969: A New Look

We're getting this first issue of the New Year out to you with something of a new look and some changes in format. Having had some three months to soul-search about what we did in 1968, the editorial staff has decided to plunge into 1969 if not exactly at the top of our editorial form at least looking better (we hope) than we did in earlier issues. In editorial parlance it all goes by the name of making ourselves more appealing to you, the reader. We hope you like the changes we've made thus far.

Thus far is a necessary phrase because we still have a few cards left up our sleeve that will be coming your way as the months ahead roll into new and still better issues of GOLFDOM. With that much said about this issue we'd like to leave any further comments concerning it to you who might let us know how you like what we're doing.

Leaving January behind we'd like to say a few well-chosen words about what we'll be doing next month. Perhaps it isn't quite fitting to begin the New Year by talking editorially about the second issue of the year, but we've got something coming along that we feel is so big it just has to have some advance ballyhoo. We could justify that by saying that the editorial mind is constantly thinking one month ahead of itself—about what is going to appear rather than what is appearing. The upcoming February issue will introduce to the industry what we hope will become a continuing fountainhead of golf industry statistics and marketing information. It has become an unfortunate truism of golf that there exists many statistics about the game and very few about the industry.

GOLFDOM has taken on the task of remedying this lack of statistical knowledge and undertaken the job of scouting the industry in an effort to compile meaningful facts and figures about the industry that will aid in bringing an up-to-date perspective to the business side of golf. Our February issue will be the beginning of a series of stories and marketing features that will reflect what we've found out by researching the people concerned with the business of golf.

The scope of such an undertaking, even in its infant stage, is vast and to get the most out of it the help and cooperation of many people is needed. In some of the surveys we've conducted, surveys

you'll be hearing about next month, we queried the first line of the industry—the pros, managers and superintendents—and many took the time to answer our questionnaires. This was all to the good and for their consideration we are eternally grateful. We hope they will continue to be as generous of their precious time in the future.

In other cases, however, we did not get the best of responses. As we said earlier, this is to be a continuing industry study and as such will necessitate a continuing barrage of questions which only you, the experts on the firing line, can answer.

It is only from the people connected with the game that we can get an accurate picture of what's going on in our industry and how it's changing, day-to-day. In another way from the standpoint of enlightened self-interest it is important to all of us to impart as much information as practicable as a way of showing the world at large we are an industry of stature and a large factor in the economic scheme of things, not just a weekend game where a few of the boys get together and whack around a little white ball.

We are a big industry that is getting bigger. We know that country clubs are places that see literally billions of dollars expended each year. But in this very statistical and computer-conscious age the story of an industry is in its facts and figures—what those figures mean in sales dollars, sales units with the added complications of geography, types of merchandise. In other words, it's a big job. Most major industries can tell their story in these terms. Golf, sad to relate, cannot, or rather, until now has not been able to.

Which brings us to our request for cooperation through this year and the years ahead. In the time ahead we'll be sending more questions along to you and in some instances to your members. Answering the questions as quickly and accurately as possible and impressing on your members, when you get the chance, that they should also answer these questionnaires, will be of inestimable value in our fact-gathering chores.

To date you've been doing a great job. Continue to give us a hand that will in turn give you and the industry a hand.



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This is the quiet gasoline powered golf car. Running, it's fifty percent quieter than any other gas car. Quieter than a voice in normal conversation. Standing still, it does just that—stands absolutely still. The exclusive

Harley-Davidson instant ignition starts and stops the engine as you press and release the accelerator. No noisy idling. No revving. You'll hear all the putts drop. And you'll even hear the muttering about the one that

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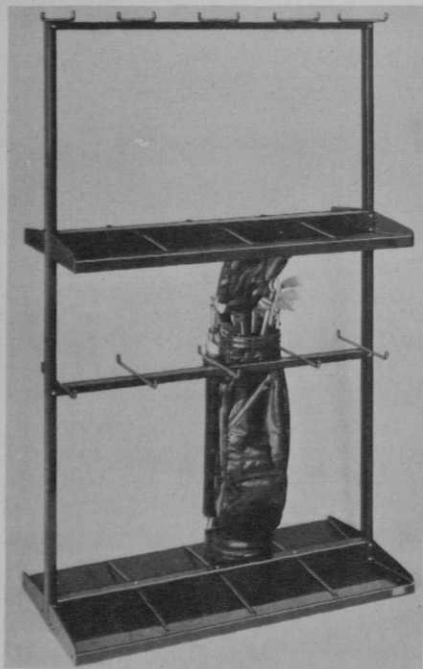
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Remodel your present storage
space, bring your bag racks
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Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available.

Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves.

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LETTERS TO THE EDITOR

Dear Sir:

I have just finished reading Dr. Ferguson's column in the September issue of GOLFDOM and, I must say, I felt as though you must have heard me discussing the subject. I am in complete agreement with everything you said in your article. In fact, we have put into effect, with complete satisfaction, many of the specific items you have mentioned.

My salary is \$13,000 per year. We maintain 160 acres of turf and have a full 12 months growing season. We oversee with 50 tons of rye annually. We have approximately 75,000 rounds of golf in our nine month period of play. We pay the highest wages (above union scale) of the 21 courses in this area and have the best benefits; as an example one month vacation per year. One year ago we completed automating our sprinkler system and reduced our staff by two people. The system will pay for itself in less than two years.

I have a mechanic and eight greenskeepers including the golf course foreman. We have nine men total for a municipal course, where the local clubs run from a low of 14 to 24. We do all construction work, sprinklers, rebuild greens and planting with this crew of eight men. I would also like to say that the mechanic is Caucasian, foreman and five greenskeepers are Mexican-American and three greenskeepers are Afro-Americans, and we have no racial problems.

I have been in the golf course construction business before working for the City of Palm Springs and I would put this crew of men against any in the country. The average length of service for the nine men is seven years and the city has only had the course 10 years.

We have cut back on manpower by utilizing new machines and products and increased our service to the golfer by some 30 per cent in two years. The city pays for any of the personnel to attend college night classes if it is in his line of work, and we have had several attend our local college.

I do most of the planning and part of the supervision and have a talk session twice a month so that all employees may express their ideas and viewpoints; this has been very helpful.

We expect to give our local golfers

another 30 per cent increase in service in the next two years, through planning efficiency and new innovations and equipment.

It seems as though I could go on and on and write a book about our operations, of which I am extremely proud.

Floyd Enloe

*Dept. of Park & Recreation
City of Palm Springs, Calif.*

Dear Sir:

We here at Waterville Company, Inc., are sponsoring a major race at the end of March. Certain parties of high authority in the corporation, of which skiing is our major business, feel that we should use our golf course fairways as parking lots for the thousands of expected automobiles. I, as superintendent, know the damage this can cause to the turf and would like a letter from you, as a leading turf authority, expressing your opinion on the subject.

*Bruce M. Andrew, Superintendent
Waterville Valley Golf Course
Waterville Valley, N.H.*

Editor's note: Columnist Fred V. Grau replies: If the long-range forecast shows that the soil will be frozen solid during the event you could expect to park cars with minimum damage to the turf. Should there be heavy snow cover, which will call for chains and studded tires, you can expect reasonably heavy damage to the turf.

If there is a crust of frost in the soil and the temperature is moderate, all of us know what the condition of the turf will be after tractors have finished pulling the cars out of the mud.

Nothing has been said, however, about parking fees. Perhaps the income from parking fees will be high enough so that the club can afford to regrade and resod the fairways, providing there are no complaints from the members. If they were my fairways I would not want cars parked on them under any condition. Under pressure I would relent, but only if enough money were deposited in advance to cover costs of completely re-conditioning the turf. If damage was negligible or slight, the balance could be returned.