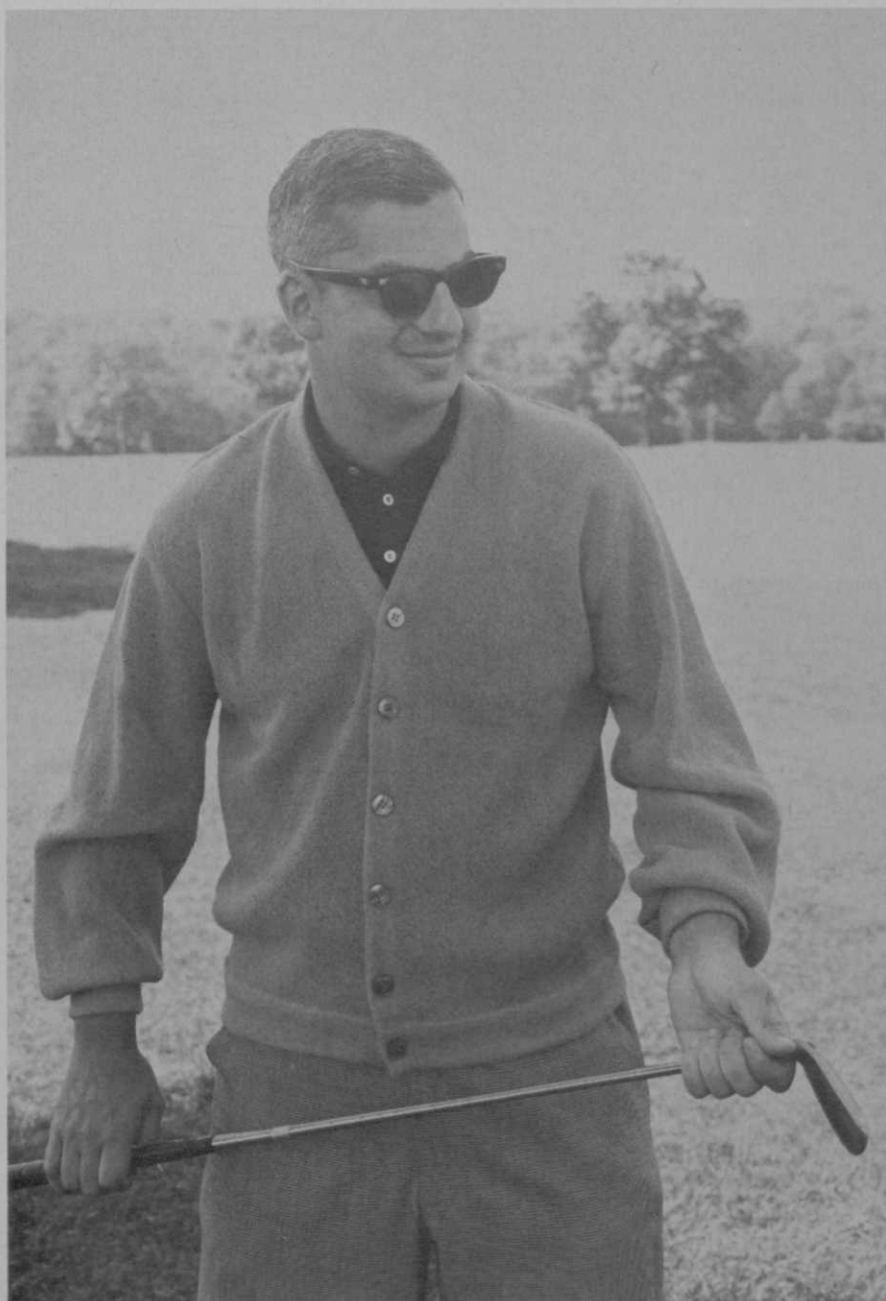


# The Sweater Guys announce the revolutionary new Touring Pro Mohair & Wool Golf Sweater.



At last, a quality golf sweater at a reasonable selling price. Touring Pro has just created the exciting, new, Mohair & Wool Golf Sweater in 75% mohair and 25% wool with all the look of luxurious alpaca at half the cost: retailing around \$15.95. Choose from a complete rainbow of colors: white, red, navy, light blue, maize, black, olive and brown. Cash-in on the handsome profits. Order your Touring Pro Mohair & Wool Golf Sweaters for April 1 delivery. Write now. The Sweater Guys are waiting.

## **Gilson Knitwear Co. Inc.**

America's leading manufacturer of Golf Sweaters.

65 W. John St.

Hicksville, N. Y. 11802

Tel.: 516/WE 1-0041



*Write for free catalog of men's and women's golf sweaters. Touring Pro Sweaters are sold exclusively in America's finest golf pro shops.*

# Golfwear Forecast.....

## WHITE ON WHITE

By Barbi Zinner

**W**atch for white to blossom forth on the golf course this coming season. White clothing, long traditional to tennis courts, is about to make it on the links. The appearance of white is refreshing. Its entry into the world of golf is largely due to the emergence of large numbers of new washable and soil resistant fabrics. With these easy-to-care-for fabrics, manufacturers no longer hesitate to allow their workers to handle white materials; distributors can abandon concealing white clothing behind plastic bags; and with

clear consciences, pros are able to promote and sell white merchandise that is guaranteed washable.

White has turned the fabric manufacturer's attention to texture. The surface interest of the materials—the slubs, nubs, waffles, added dimension of puckers and ribbings, and the weaves of doubleknits and twills—is shown off best on white. For variety and interest, rough weaves can be played against one another or teamed with smooth surfaces.

*Textured fabrics make  
white come alive:  
a new look on  
the nation's courses*

Materials such as sculptured piques have taken on new importance.

The white story can be followed through with all-white golf shoes and extended to include a white golf glove; or it can be accented instead with brightly-colored accessories. In either case, eye-catching displays and promotions can be easily achieved by using white on white. The look is fresh, yet sophisticated. For further proof, see GOLFDOM's white on white presentation on the opposite page. □

PHOTOGRAPH BY ALEXIS WALDECK

White on the links in, left to right, play dress over shorts (\$28) from David Smith. Etonic shoes (\$30). TexAce hat; Par-Mate glove. He wears permanent press slacks (\$20) topped by a v-neck cardigan (\$14) and mock-turtleneck (\$9), all Grand Slam from Munsingwear. Ben Hogan shoes from Brockton Footwear (\$32). Arnold Palmer glove. Haymaker's textured dress over shorts (\$21). Shoes from Foot-Joy (\$38). Promark Signature glove.



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May be used for any wood in the set. Available in all models.

MODEL 60L ILLUSTRATED

For more information circle number 204 on card



## Answers to turf questions

by Fred V. Grau

### Q's and A's

*Q.—At our club we have had lousy luck with overseeding bents and bluegrasses. We can't always water when we need to in order to save the Poa annua so—we lose most of it. We've seriously considered overseeding with Kentucky 31 fescue for two or three years to see if we can produce better fairway turf that won't need so much babying. Your comments will be welcomed.*

*(Virginia)*

*A.—Before I encourage you to proceed with Ky 31 fescue on your fairways you should be fully aware of several conditions with which your Green Committee should be acquainted.*

1. The seed must be planted in August and early September while the soil is warm. Tall fescue germinates and emerges poorly when nights get cool.
2. Rate of seeding must be heavier than with smaller-seeded grasses. A rate of 200 pounds

*Continued on page 51*



### FROM THE FIRST TEE TO THE 19TH HOLE... A ROYER SHREDDER MAKES A BETTER COURSE

Royer Soil Shredders are currently being used at most of the best-known golf courses in the country. And for good reason. These shredders provide the most efficient means available for preparing top-quality soil mixes. The kind of mixes that produce greener greens, smoother fairways, tighter tees and overall, just a better-looking better-playing golf course. □ Consider our Superintendent Model—the Royer that's intended *especially* for golf courses. It's big enough to handle expansion and reconstruction jobs (produces at the rate of 15 cubic yards per hour), yet small and mobile enough to use when top dressing greens and tees. (It thoroughly mixes, cleans and aerates any formula to a top dressing that spreads easily, doesn't stratify, and guarantees ready percolation of water and fertilizer.)

□ Between these jobs you can use the Superintendent for many other chores involving soil mixing. Like building a turf grass nursery, preparing a compost pile, emergency turf repairs and even landscaping at the 19th hole.

□ Our new booklet, "Golf Course Superintendent's Guide to the use of Royer Equipment" outlines these uses and several others. It also includes some tips on using the Royer Powerscreen. There's no obligation; a copy is yours for the asking.



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PORTA-SPAN is made of steel-based 5-inch laminated Cedar beams with 2" x 6" Fir flooring. All pre-drilled, pre-treated and ready for bolt-easy assembly. Wide enough for the biggest golf cars and strength tested to five tons. Side rails available as optional equipment. Talk to your STANDARD man or write for prices and specifications on the new PORTA-SPAN.

STANDARD MANUFACTURING CO.



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For more information circle number 218 on card

# PGA Show Hints at Fashion Trends



**C**ertain trends in golf apparel were revealed under the tent at the 1969 Professional Golfers' Assn. show in Florida. Although there were no radical style changes, new fabrics, subtle design emphasis and expanded color charts did appear. GOLFDOM took a careful look up and down the aisles and recaps its observations below.

## FABRICS

Knits, invading every facet of the apparel industry, have also made an impressive entry into the golf market. Trousers as well as dresses appeared in the new polyester knits and doubleknits in various weaves. Added dimension

and texture are key words in other fabric news as seersuckers, sculptured piques and new waffle weaves make headway in both the men's and ladies' lines.

## SHIRTS

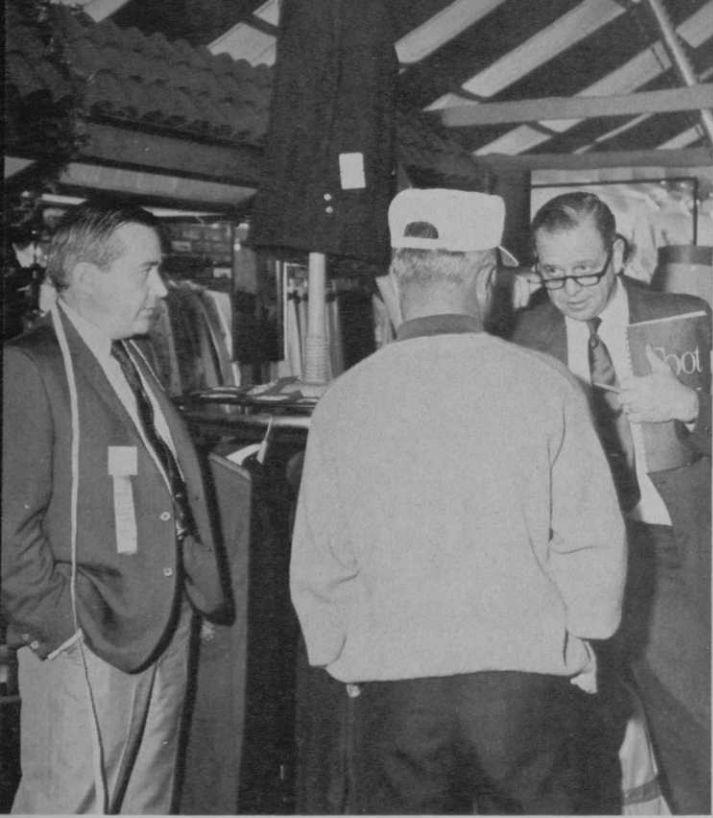
The classic golf shirt with placket collar came on strong in most lines. New styles, however, are giving this classic some competition. The raglan sleeve has made a definite impression. The mock-turtleneck seems to be holding its own with slight variations in the height of the mock. It seems to be a safe bet in most lines. The Nehru collar is all but obsolete; the crew neck and collarless placket hint at a stronger future. Back

zippers have been added to many of the shirts in the women's lines. There has been and still is some hesitancy for a strong support of the v-neck sleeveless shirt for women because of "suntan lines." The jewel neckline is still popular. New easy-to-care-for-synthetic yarns appeared in both the men's and ladies' shirt lines.

## SWEATERS

The traditional alpaca v-neck cardigan continues to strongly influence the golfer's wardrobe and the pro's stock. There seems to be a newly exerted emphasis on color range expansion as well as an effort to introduce patterns for

*Continued on page 44*



*Under the PGA tent,  
big enough to house  
any circus, the pros came  
to look and stayed to buy*







Golf business is learning to buy and it takes a lot of learning. Under the big tent at Palm Beach Gardens some 1,200 progressive professionals turned out for the PGA show. Estimates of how much buying was done at the PGA ranged from \$3 million to \$5 million. At \$5 million the average per buyer, pictured here on the buying floor under the tent, spent \$4,200 and average sales per exhibitor ran to about \$40,000. Considering that the four days of business consisted of only a minority of the PGA pro-businessmen who have done most of their major buying of playing equipment the preceding fall, this is quite a total.



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SWING RECORDER

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## O. J. Noer Memorial Library established at MSU

Charles G. Wilson, research director, of the O.J. Noer Research Foundation, Inc., announced that the turfgrass library collected during the career of O. J. Noer has been donated to Michigan State University. Included in the collection are over 250 turfgrass papers, journals, trade publications, turfgrass conference proceedings and books. Mr. Wilson indicated that the addition of the O. J. Noer Library to the existing turfgrass library at Michigan State University makes the combined library the largest single collection of turfgrass literature existing in the world.

Arrangements have been made through Dr. James B. Beard, Department of Crop Science, Michigan State University and Dr. M. Kabalin, science librarian at Michigan State University, to prepare a bulletin in which is compiled a list of all turfgrass publications available at the Michigan State University Library.

Although this is the largest turfgrass library now in existence it is not yet complete, and the O. J. Noer Research Foundation is still actively promoting donations to the O. J. Noer Memorial Library at Michigan State University. The goal is to make this collection of turfgrass literature as complete as possible. Individuals possessing proceedings of turfgrass conferences, old U.S.G.A. Green Section Bulletins, Turfgrass Culture publications, the early publications of the Golf Course Superintendents Assn. or similar publications are encouraged to contact Mr. Wilson, P. O. Box 2079, Milwaukee, Wisc. 53201, regarding the possibility of contributing them to the O. J. Noer Memorial Library.

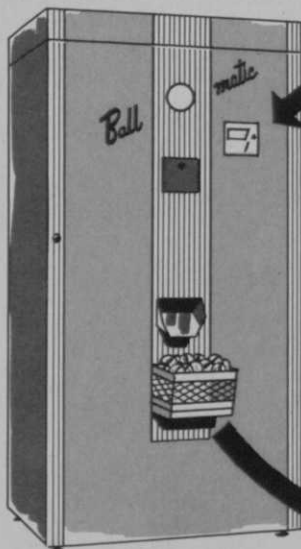
Future plans call for the development of a vertical file system at Michigan State University containing historical collections of slides and pictures of various phases of the turfgrass industry through the years which were collected by Dr. Noer.

# Space Saver - Money Maker

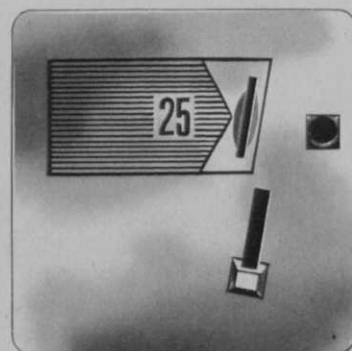
• Accurate ball count

• Maintains inventory control

- Every ball used is paid for
- Makes money from 1st day of operation
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- Increases ball life by rotation of stock
- Decreases labor cost
- Increases storage space



The improved Ball-o-Matic automatic golf ball dispensing machines are rolling off the assembly line in South Bend. The new 2D models are equipped with a new long life, service-free electric coin drop which eliminates jamming and unnecessary downtime. If profit is your goal — use a rifle, not a shotgun. Take a good look at the Ball-o-Matic line. The dollars you save will be your own.



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