

# GOLFDOM

INCORPORATING GOLF BUSINESS

## GOLFDOM

### A MEMO TO ADVERTISERS

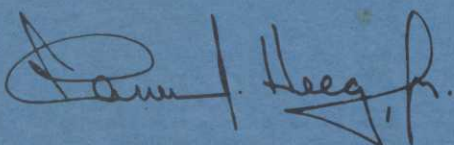
Welcome to GOLFDOM'S second annual Marketing and Research issue... an issue which is fast becoming the single most important source of information of and for the industry anyone has yet developed.

And for a good reason. It satisfies a definite need. Two years ago, in the midst of the golf industry boom, this need was recognized by the publisher and editors of GOLFDOM and the decision was made to develop the information. This meant a not inconsiderable expense of creating, fulfilling, and compiling the results of 6,000 surveys to golf course superintendents, club managers, and club professionals, but we at GOLFDOM feel the results were worth the effort. The overwhelming response to that first annual marketing and research issue was, to say the least, gratifying. And we are equally gratified that it was GOLFDOM, the oldest and largest golf trade publication in the field, which brought the service to the industry.

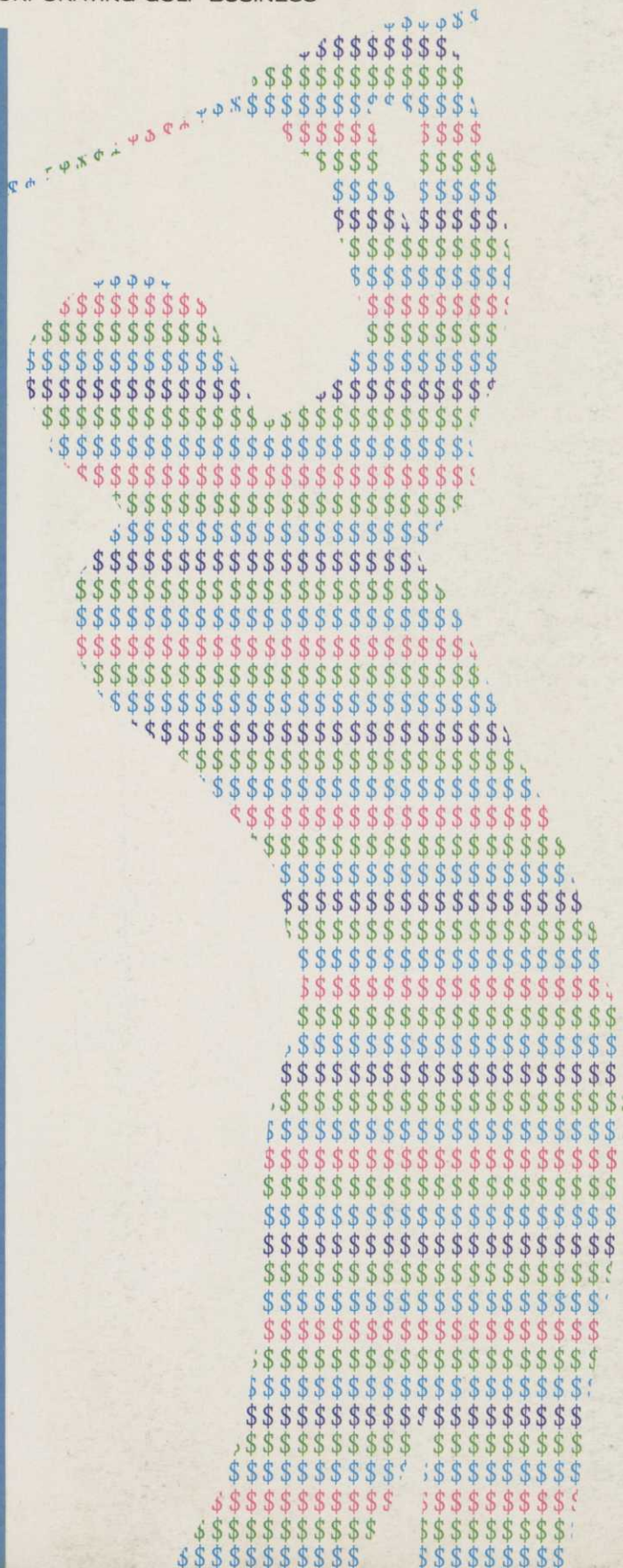
February GOLFDOM had always been the issue between two special issues, January's pre-show and convention issue, and the March spring buying issue. Those days are over. The Marketing and Research information makes February one of the must issues of the year for advertisers who want to reach the key buying influences at the peak of their receptivity. We wish to thank you Mr. Advertiser for having sufficient knowledge of our industry to know a good purchase when you see one, to have the confidence in your judgment to act upon it, and thus to make this issue one of the most important in the year.

We sincerely hope you enjoy this February issue, and have the opportunity to refer to it throughout 1970.

CORDIALLY,



WARREN J. HEEG, JR.  
ADVERTISING SALES MANAGER



# big 3 winners

A red leather golf glove is the central focus, holding a white Titleist golf ball with the number '1' and the brand name 'Titleist' in black script. Several golf clubs are tucked into the glove, including a wooden putter with a light-colored head and a driver with a large, flared head. The background is dark and textured.

## Bull's Eye Putters:

Since their introduction in '56, Bull's Eye Putters have been the overwhelming choice of top professionals and leading amateurs. Why? Because Bull's Eye Putters are almost custom-made. So there's sure to be a flange, blade or mallet with exactly the right grip, weight and feel for you.

## Titleist Golf Ball:

What can you say about the Rolls Royce of golf balls? The Titleist golf ball has been tops on tour for the past 20 years. And this year, our exclusive K2A construction actually makes Titleist better, makes it longer. Will wonders never cease?

## Double-A Golf Glove:

Also tops on tour since we started making them. Because of the non-slip grip, the super-thin, hand-cut Cabretta leather. Or maybe it's the extra elasticized backing. Or the beautiful choice of wild colors. Who knows?



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# GOLFDOM

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VOL. 44 No. 2

FEBRUARY, 1970

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by Cheh Nam Low

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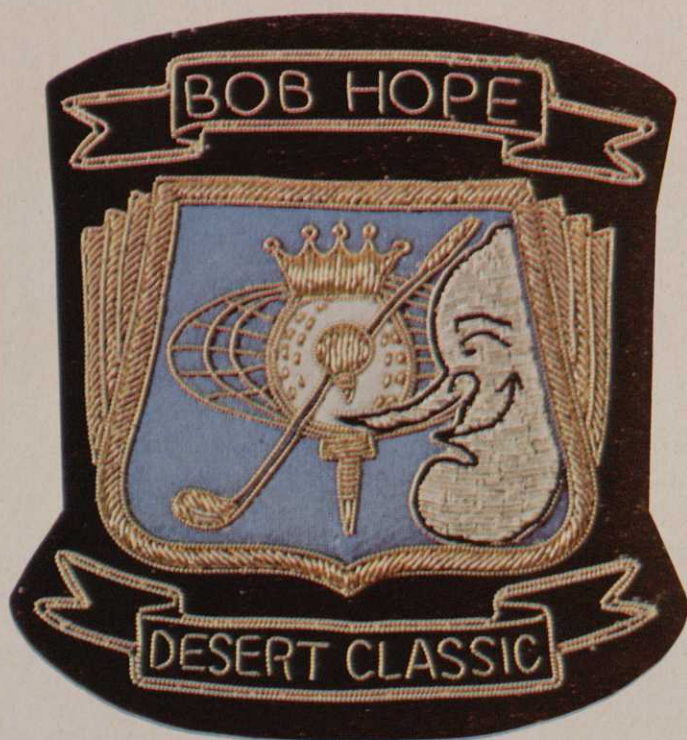
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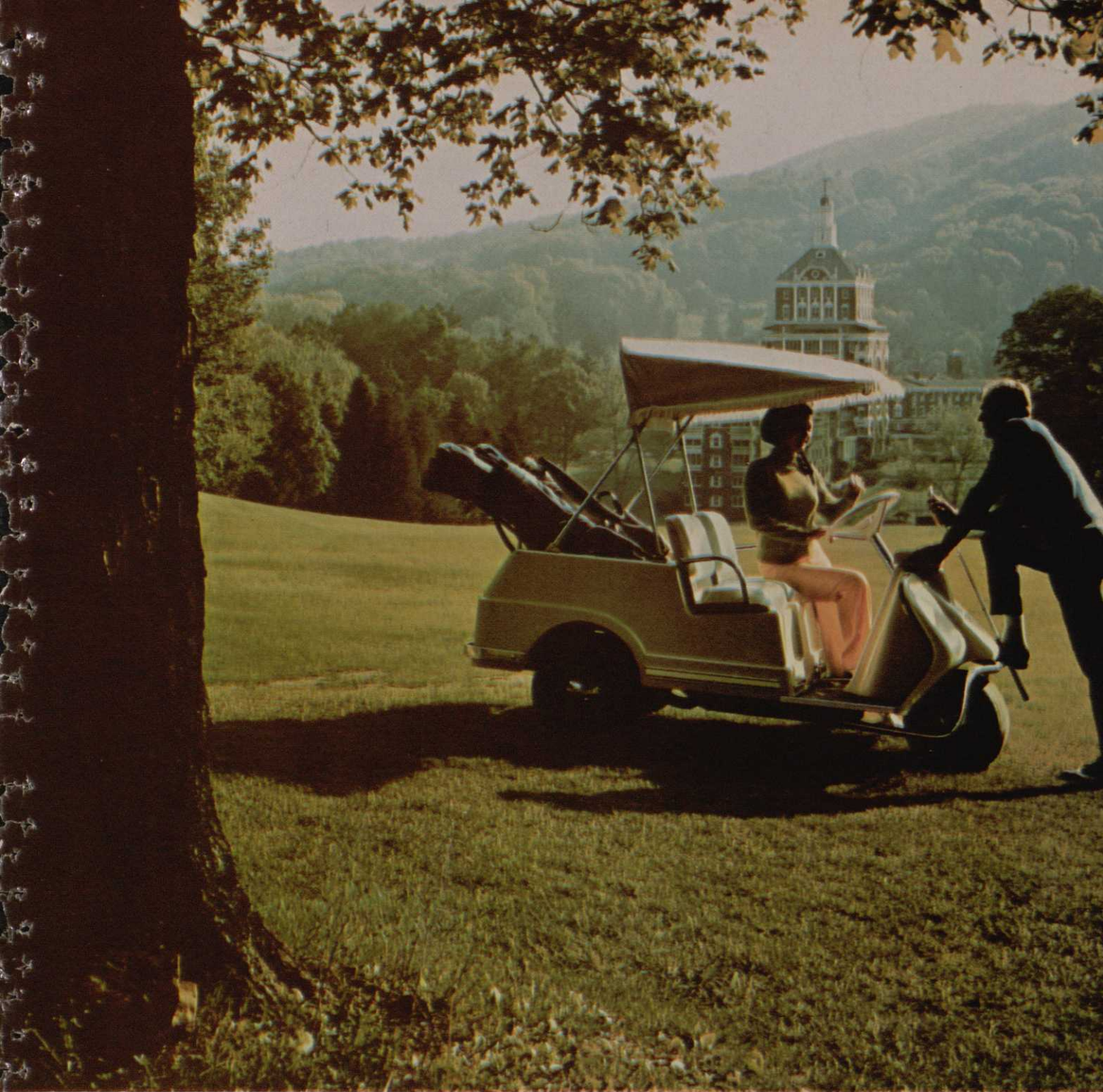
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Photographed at The Homestead, Hot Springs, Virginia.

## One of the strongest parts of our electric car is made out of paper.

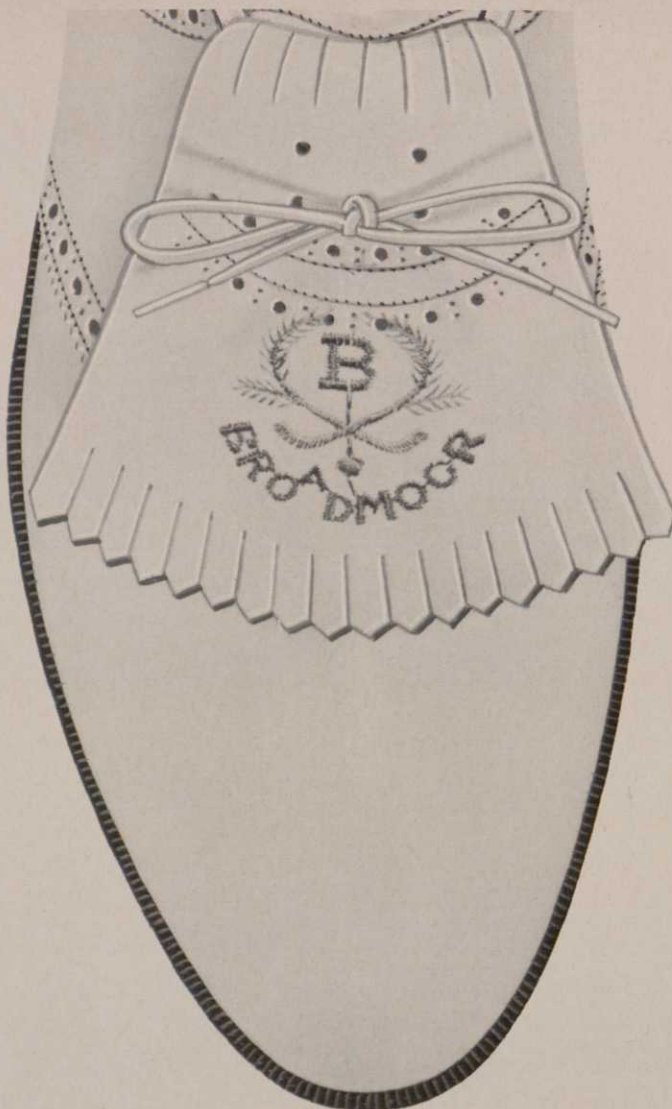
It's our exclusive two-year warranty on all major electrical components including batteries. What makes it all possible? For one, the painstaking care and attention to detail that goes into each of our electric

cars. For another, the unique electrical circuit Master Drive. At low speeds, it taps fifty per cent less battery power than any other electric car. It's one reason why Master Drive provides greater operating range. Why battery

life is extended well beyond two years. And why battery charging costs are reduced. Pretty strong story, isn't it? Harley-Davidson Motor Co. Inc., Milwaukee, Wisconsin.

## Harley-Davidson

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Show — and sell — your club colors!

Now ETONIC, world's largest selling golf shoe, will embroider your own club crest or insignia in full color, on handsome black or white lace-in kilties.

Your cost, only \$3.00 a pair. You sell them for \$5.00 a pair. Minimum order, 20 pair. Quick delivery.

Write for full information. Better yet, send a sketch of your club crest along with an order. You might as well start making money on them right now!

*Isn't it just like ETONIC  
to come up with ideas like this?*



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# **"Play AstroTurf® tees. They stay in championship condition all season." says Julius Boros.**

"I'm not one of those guys who goes around endorsing everything that comes his way. Especially when it comes to the game I love—golf. That's why I'm so excited about the AstroTurf® tee.

"A tee's condition can affect your game—no matter how good a golfer you are. And a heavily-used tee can look like a battleground.

"But the AstroTurf tee changes all that. I've given it the toughest workouts I could think of. But its tough nylon surface stands up to heavy trappings—and keeps it in as perfect shape at the end of the day as it was at the beginning.

"Rain won't hold up your game either, if greens and fairways aren't awash. AstroTurf drains quickly. Snow won't turn your tee into mud. And AstroTurf resists freezing. You can play earlier in the spring, and later in the fall.

"Since there's no mowing, watering, seeding and feeding on an AstroTurf tee, you play right through—any time, any day.

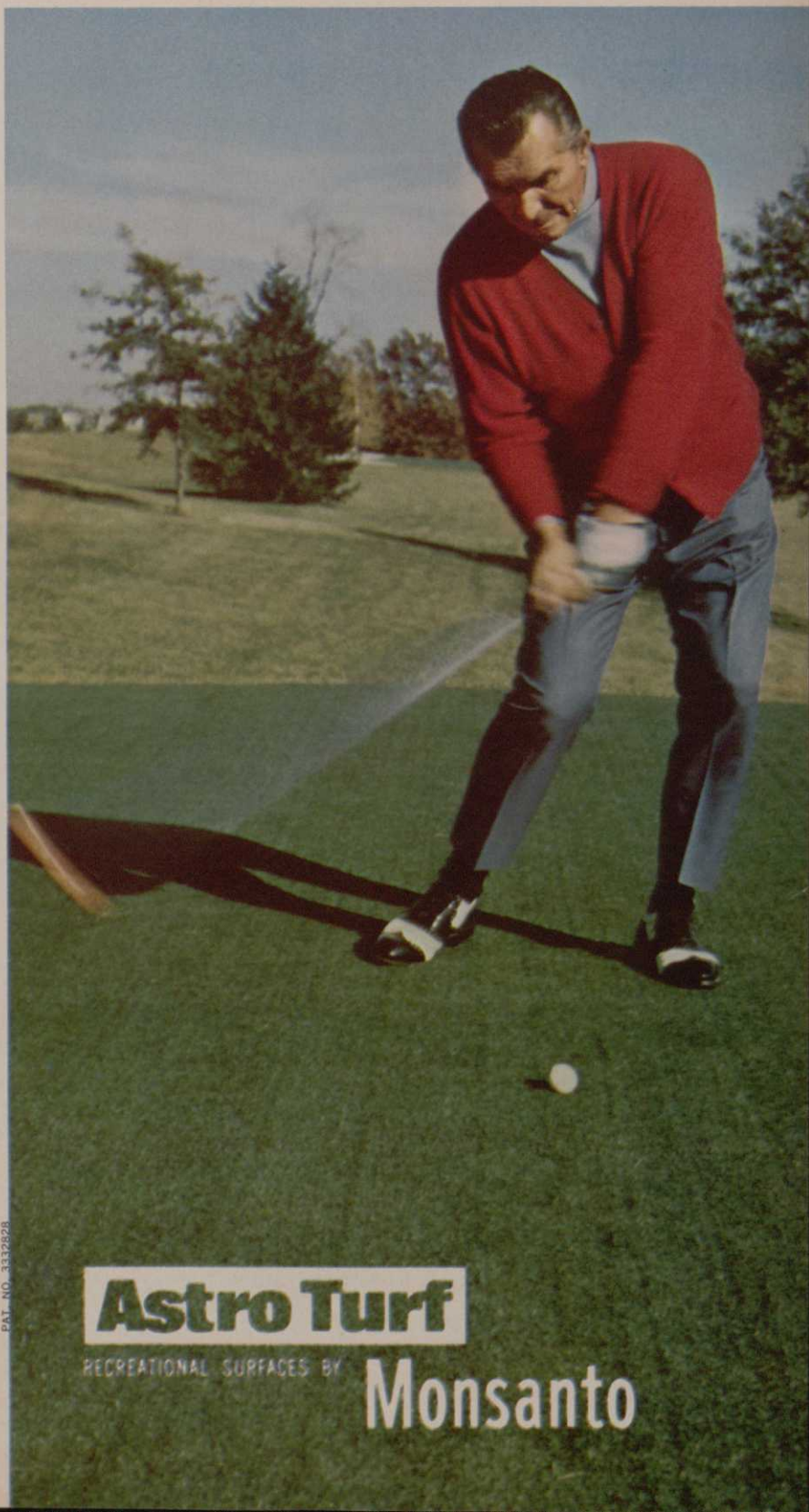
"Best of all, you tee off where you want to. Of course, if you hook or slice, it's hard to blame it on the tee. But then golf players are creative—we'll think of something.

"Next time you throw your clubs in the trunk, head for a course with an AstroTurf tee. It will help your game. *It is one of the most significant advances in recent golf course construction.*"

For a list of installations near you, and information about where to buy AstroTurf, write: Monsanto Company, Dept. 330, 800 North Lindbergh Blvd., St. Louis, Missouri 63166.

Watch the Monsanto Open  
Saturday and Sunday, March 14 and 15.  
Check your newspaper for  
time and channel.

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