

Step 2

USS VERTAGREEN Professional Turf Program

Vertagreen...the professional fertilizer for professional turf

USS Turf Specialists are just that...turf professionals. And it naturally follows that the fertilizers that they recommend are professional products. VERTAGREEN turf foods are professionals. Each one has a particular specialty. VERTAGREEN Tee Green. VERTAGREEN Tournament

for fairways. VERTAGREEN Weed and Feed for Professional Turf. And VERTAGREEN's superior grass-growing nutrients act quickly to provide steady, healthy growth...the kind of turf that stands up to heavy play...beautifully.



Tee-Green Technical Turf Food is formulated specifically for proper fertilization of golf course greens, tees, and aprons in the desirable 4-1-2 ratio with half of the available N. derived from Urea-Formaldehyde to achieve controlled and long lasting nutrition. Also contains guaranteed, formulated amounts of calcium, magnesium, sulfur, copper, iron, and zinc.

Vertanite is a long-feeding, slow-acting nitrogen fertilizer derived from Urea-Formaldehyde. The uniformity of this granular plant food makes it ideal for use on greens, tees and fairways.

Tournament Plus is a long-feeding, controlled-release granulated fairway fertilizer in a 3-1-2 ratio. 25% of the nitrogen content of Tournament Plus is derived from Urea-Formaldehyde. Also contains guaranteed, formulated amounts of important calcium, magnesium, sulfur, copper, iron, and zinc.

VERTAGREEN is "the" professional weed and feed for turf. Contains famous BALAN for effective control of poa-annua and crabgrass. And it's combined with 12-4-8 VERTAGREEN to provide full feeding.

Balan™ is the trademark for Benefin, Elanco Products Company, a Division of Eli Lilly and Company.

VERTAGREEN for Professional Turf is manufactured in your part of the country to meet specific nutritional requirements. Your VERTAGREEN representative will recommend the specific grade for special conditions.

Step 3

USS VERTAGREEN Professional Turf Program

Vertagard...the "protector" of professional turf

The greatest professional challenge to you as a course superintendent is the efficient control of weeds, fungi, and destructive insects. VERTAGARD Turf Protection Chemicals are the best in the business.

Vertagard Herbicides

"Vertagard" MCPP

Active Ingredients:

Potassium Salt of MCPP—
2-1/2 lbs./gal.

Vertagard MCPP is specifically adapted for safe use on sensitive grasses such as used on golf greens and fairways. Bent greens and fairways are quite safe when Vertagard MCPP is used at the correct rate of application for the control of chickweed, clover, plantain, and knotweed.

"Vertagard" MCPP/2,4-D

Active Ingredients:

Diethanolamine salt of MCPP—
2 lbs./gal.

Diethanolamine salt of 2,4-D—
1 lb./gal.

Vertagard MCPP/2,4-D is a selective weedkiller providing a broad spectrum for control of weeds, including dandelions, clover, chickweed, plantain, lambsquarter, pigweed, knotweed, and many others. It can be applied to turf containing bluegrass, bent grass, fescues, and Bermuda grass that is maintained at fairway cutting height.

"Vertagard" 2,4-D, 4 Lb. Amine

Active Ingredients:

Dimethylamine Salt of 2,4-D

A low volume broad spectrum for use on established turf containing blue grass, fescues, and Bermudas. To control broadleaf weeds such as dandelions, plantain, and creepers like ground ivy, pennywort, and others. Not to be used on bent grasses.

"Vertagard" Betasan 4EC

For Pre-Emergence Crabgrass, Poa-Annua control, Vertagard Betasan is a selective grass herbicide for use on golf course greens and fairways. It controls smooth crabgrass, hairy crabgrass, goosegrass, poa-annua, and certain annual broadleaf weeds. It is safe to use on established turf including bent grass, fescues, blue grass, and many others.

"Vertagard" Betasan 12.5% (Granular)

Vertagard Fungicides

"Vertagard" Fore

The ingredients in the formulation effectively control a broad spectrum of turf grass diseases such as fusarium blight, brown patch, dollar spot, and snow mold.

"Vertagard" Thiram-PMA

An especially prepared formulation to prevent and cure some of the more difficult to control turf diseases. 75% Thiram, 3.3% PMA.

"Vertagard" Liquid Cadmium

A turf fungicide especially prepared for the prevention and control of dollar spot, copper spot, and red thread. The cadmium content as cadmium metal (the actual disease control agent) is 12.3%.

"Vertagard" Mercurial Turf Fungicide (Granular)

Active Ingredients:

Mercurous Chloride—1.8%

Mercuric Chloride—0.9%;

Total Mercury 2.2%

A granular mercury, containing turf fungicide for effective and long lasting specific control of snow mold on putting greens and other fine turf.

A proven, field tested product; formulated especially for standard spreader application and the superintendent's needs.

"Vertagard" Mercurial Turf Fungicide (WP)

Active Ingredients:

Mercurous Chloride—60%

Mercuric Chloride—30%

Total Mercury Content—73.2%

A wettable powder to be used wet or dry for snow mold and other turf diseases.

"Vertagard" Thiram W.P. 75

For control of brown patch, snow mold and other turf diseases. This product is formulated especially for golf course use.

"Vertagard" PMA 10%

For control and prevention of turf diseases and crabgrass.

Vertagard Insecticides

"Vertagard" Chlordane 8.0 E.C. (Liq)

Active Ingredients:

Technical chlordane (72%)

For control of ants, army worms, chiggers, sod webworms, grasshoppers, and other turf insects.

"Vertagard" Chlordane 25% (Granular)

For control of surface pests such as ants, army worms, chiggers, earwigs, turf moths, or sod webworms.

"Vertagard" Malathion 5 E.C.

For control of flies and mosquitoes, around greens, tees, and clubhouse. Also for control of insects on ornamentals (roses, camellias, chrysanthemums, evergreens, and many other flowers and shrubs).



For great turf in the 70's, call the professional today... your VERTAGREEN Representative. With the VERTAGREEN Professional Turf Program, you're just three steps away from the kind of course any professional would appreciate.

USS Vertagreen

NEWS OF THE INDUSTRY

JI Case annual report

Net sales of the **JI Case Company** for 1969 were \$430,793,620 compared with \$357,001 for the previous year. Comparable earnings figures were \$2,411,983 in 1969 and \$3,591,620 for 1968. J. L. Ketelsen, president and chief executive officer and N.W. Freeman, chairman of the board, stated, "the financial results of this past year were not satisfactory." They indicated that three factors had a major impact on the results: escalating costs of borrowing money; costs involved in introducing a new agricultural tractor line, and continued decline of farm equipment sales beyond the anticipated level. Steps to correct the situation include further lowering of inventory, curtailing overhead, reducing costs and improving profit at all operation levels.

Under one roof

The executive directors and executive secretaries who administer the affairs of the North American Continent's approximate 200 national, state, district and local golf associations will meet in Tucson, Ariz., February 18 through 20 to conduct business and to become charter members of the newly-organized **International Assn. of Golf Administrators**. The organization was formed to promote and conserve the best interests and true spirit of golf.

Attending the meeting will be P.J. Boatwright, executive director, United States Golf Assn.; Bob Creasey, executive director, Professional Golfers' Assn. of America; Ken Emerson, executive director, National Club Assn.; and Ben Chlevin, executive director, Golf Course Superintendents of America. Additionally, the administra-

Continued on page 84

let Mock help you **TURN ON THE GREEN**

We'll confess that we're one of those "over 30 squares" . . . we have difficulty communicating with the younger generation.

A good explanation for this might be that we've been busy helping folks like you with their turfgrass program or problems. For over a quarter of a century we've been preoccupied with providing our customers with ideas for better turfgrass growth and management.

But just to prove that there's no "generation gap" in our product line, we call your attention to these Mock specialties: Pelo Perennial Ryegrass; Manhattan Perennial Ryegrass; Fylking Kentucky Bluegrass; and Prato Kentucky Bluegrass.

For ideas and service 1970 style, call on Mock—the grass specialists. Phone or write for special prices.

MOCK SEED CORPORATION

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For more information circle number 274 on card

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Outstanding opportunities exist in a fast growing and very profitable leisure time franchise development for individuals who meet the following requirements:

1. Good Credit Rating
2. Can spare 4 or 5 hours per week
3. Low cash requirement

If you can meet these qualifications we will be pleased to discuss the unique "Mulligan" leisure time franchise with you. This new franchise will give you the highest franchise gross profit now available, and it:

1. Requires NO permanent work force
2. Is strictly a cash business
3. Lets you grow at your own pace
4. Is fun to manage
5. Gives you a minimum 25% return on your investment annually

Personal interviews are now being arranged for state and local franchise areas. If you are interested in remarkable earnings, write to:

ATTENTION: Golf pros and club managers—this is an excellent extra income opportunity. Write for name of "Mulligan" franchisee in your area.

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Royal Poinciana G.C., Naples, Fla.
Longboat Key C.C., Sarasota, Fla.
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NEW GRIP-GARD SLEEVE



Ferrule for golf club grips

Recommended by JACKSON BRADLEY . . .

Jackson Bradley, Managing Director of River Plantation Golf and Country Club, Conroe, Texas is widely recognized for his mechanical knowledge of the structure of golf clubs and procedures for their repair.

PUTS A "FACTORY LOOK" INSTANTLY ON A REPLACED GRIP

Anyone can install in seconds—no skill or experience required. The **only** ferrule that stretches intact over the large end of a bare shaft and returns to shape.

Made of good-looking, thoroughly baked black vinyl, the Grip-Gard Sleeve* removes forever the problem of wrinkled tapes and jagged ends when replacing golf club grips. Its taper is specially designed to fit the shaft and grip of any iron or wood. No glue required.

Inexpensive to buy, easy to install—builds customer good will. Grip-Gard Sleeves have been used on thousands of repaired golf club grips by some of the largest golf repair shops in the country.

*Patent Pending



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For more information circle number 259 on card

NEWS

Continued from page 83

tors of about 50 other state, district and local associations will attend.

Condominiums going up on PGA National

A \$5.5 million, 160-unit condominium complex, **The Longwood**, is being erected on a 10-acre site on the PGA National GC, Palm Beach Gardens, Fla. Building the project are Edelpi Builders, Inc., of Miami and West Palm Beach. Model apartments are now open for inspection.

The dwellings are designed for about 16 apartments per cluster and surround a man-made lagoon. All apartments have their own front porches and most have a view of the PGA course.

Steiniger receives Green Section Award

Eberhard R. Steiniger, Laurel Springs, N.J., has been named recipient of the 1970 Green Section Award of the United States Golf Assn. The award is presented annually in recognition of distinguished service to golf through work with turfgrass.

Presently, Mr. Steiniger is the golf course superintendent at Pine Valley GC, Clementon, N.J. An early experimenter with adaptation of turfgrass, he was instrumental in selecting the C-7 Cohansey strain of creeping bentgrass that has been widely used on golf courses.

Professional Golf reports sales up, earnings down

Professional Golf Company reported record sales of more than \$16 million for its fiscal year ended September 30, 1969. At the same time, the firm reported earnings below 1968 levels.

Net sales for fiscal 1969, including contributions from acquisitions for certain periods, were \$16,069,374 compared with \$9,622,429 for the same period in 1968. Net income was \$384,297 compared with \$440,144 for 1968. Ralph J. Thompson, president of the company, characterized the year as "disappointing."

Continued on page 90

Convention Flashback

CMAA



Convention Notes

The 43rd conference of the Club Managers Assn. of America followed the trend that began late in 1969 and continues into 1970: a bringing into focus broad and diverse problems, which will ultimately affect the club industry.

Today, a club manager must know about the problems of labor, but he must also know about the problem of narcotics. Not only must the manager know what wine to select, he is expected to be aware of the current unrest on America's campuses. He must plan exciting menus, he must know about taxes. Simply put, a club manager must be as familiar with national problems as he is with the problems that are peculiar to his profession.

It was this type of awareness on the part of the association that prompted it to hold meetings covering areas, which at first glance, might seem to go beyond its jurisdiction. Titles such as "Americanism and Space," "Narcotics—Can You Spot an Addict?" "Teenagers—In Your Club?" mingled with the traditional areas of concern to managers: "Eliminating Dullness from Your Menu," "Club Insurance Policies Contain Sand Traps" and "Step into Wine Country."

This moving away from the

traditional problems of managers into the broader arena of national issues indicates that the association recognizes that it can no longer operate successfully in isolation from the rest of the country.

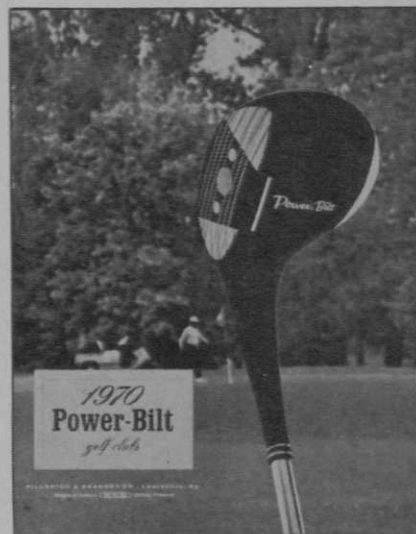
Elections

William A. Tucker, Lauderdale Yacht Club, Ft. Lauderdale, Fla., was elected president. David H. Ripper, Detroit Club, Detroit, was elected vice president, and L.T. Hall, Pinehurst CC, Littleton, Colo., was elected secretary-treasurer. Re-elected as directors were Josef Auerbach, Wichita CC, Wichita, Kan., and Peter A. D'Angelo, Hampshire CC, Mamaroneck, N.Y. Newly elected directors were John R. Simmons, Tacoma G & CC, Tacoma, Wash., and L.J. Griffis Jr. Vestavia CC, Birmingham, Ala.

Idea Fair Winners

First place went to Charles Bjernold, Hillcrest CC, Los Angeles for a party-planning guide. Runners up were: Thomas J. Rice, St. Paul Athletic Club, St. Paul; Claude W. Gallaway, California Club, Los Angeles; Harry Barba, Beverly Hills Tennis Club, Beverly Hills, Calif.; and Bruce C. Lloyd, University Club of Los Angeles, Los Angeles.

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PGA



Show Notes

The spectacular, immense, bewildering success of the Professional Golfers' Assn. Merchandise Show at the PGA National GC, Palm Beach Gardens, Fla., was far ahead of anything else that's happened in the trade division affairs of professionals, superintendents and club managers.

A veteran in golf business said to me at Palm Beach Gardens: "This is the revolution. We came in wondering how to sell. Now we wonder what to buy."

How right he was. Because of the wealth of golf fashion merchandise displayed at the show, there was confusion and danger for many professionals.

"What should I buy out of all this clothing to sell to women at our place?" was the query of hundreds. The answer isn't easy, and if the pro doesn't get it, he'll get stuck with plenty of merchandise he will have to sell at less than

overall cost before his season closes.

Pat Williams, PGA educational director, heard much about the buying problem, and his listening and hunting for solutions will be reflected in the professional association's business school program. Despite the progress professionals have made in clothing, shoe and headwear merchandising at private and fee clubs, their success mainly has been the result of having wives with fashion foresight or women shop assistants who knew what to buy.

The men's sportswear pro shop pioneers, such as DiFini and Izod did a grand job of opening the pro shop market for women's apparel and have cashed in nicely. Ernie Sabayrac was saying at the show that his company last year sold 100,000 of the new Lacoste golf outfits for women through pro shops. At \$32.50 a dress, this compares nicely with any

one line of woods or irons.

One thing that has baffled pros is that what sells to women at one club won't at another club, two miles down the road. And when the specialists who buy women's wear for stores can't come up with the right answers, it's no wonder the pro worries about what to buy at a large show.

Henry Lindner, pro at Lost Tree Club, North Palm Beach, and one of golf's smartest businessmen, came along while I was listening to some pros telling of their indecision about buying at the show.

"Three-quarters of my dollar volume down here is men's and women's apparel. It wears out soon and without complaint, and fashions change. I wish we could say the same of clubs and balls, but they are such long-lasting big bargains that the customers seem to wear out first," he said.

—Herb Graffis





Fashion Notes

It was obvious from the show that golfwear is moving into a place of importance not only at the PGA exhibition but back home in the pro shops. Buying was heavy, as more and more active sportswear manufacturers were offering golfwear lines to be sold exclusively to the pros.

Manufacturers are no longer concerning themselves with the total, coordinated look, but are concentrating their efforts on producing ready-to-wear and accessories that are not only functional, but fashionable. New among this year's merchandise are wrap skirts with matching short shorts underneath and wrinkle resistant Treviera polyester stretch

slacks designed with a diagonal weave. A new golf glove is now on the market made of Lycra spandex (the classic underwear fabric), which doubles as an exercise glove. Lightweight, water resistant golf hats are being featured made of Astrolon, the cloth used for the astronauts' uniforms. Also available are extremely flexible all-weather golf shoes with vinyl uppers.

Hopefully, manufacturers at next year's show will display their soft goods merchandise more attractively and give the pro more instructional guidance to help him choose clothes that would be appropriate for his particular club and his members' needs.

—Jean Conlon

Exhibitor Notes

Exhibiting members of the Golf Manufacturers and Distributors Assn. met to discuss the fate of the Professional Golfers' Assn. West Coast Merchandise Show. Members present unanimously decided that they would not exhibit at the Western show, but would concentrate their attention on further strengthening the Florida show. They felt that last year's "poor attendance" at the show in Los Angeles revealed a lack of pro interest.

However, the PGA has not altered its plans for this year's

Western show, tentatively slated for September 27 through 29 in Oakland, Calif., according to a PGA spokesman. It still is early in the year, he said, and many manufacturers and distributors may change their minds when show time approaches.

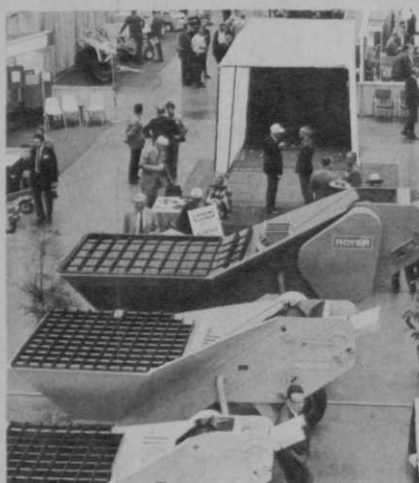
At the same meeting, members of the Golf Manufacturers and Distributors Assn. elected a slate of officers. John P. Murray Jr. of Atlantic Products will serve another term as president. Bill Kaiser of Hilberich & Bradsby and Jack Lust

of DiFini Originals, formerly on the advisory board, will be first and second vice presidents, respectively.

There apparently were no complaints about attendance at this year's Florida show. Some 4,600 people were under the "Big Top" at some time during the four days—an estimated 50 per cent increase over last year's total, according to a PGA spokesman. And it took 291 booths—33 more than last year—to display 1970's equipment and apparel.

—Vincent J. Pastena

GCSAA



Show Notes

Future host cities for the Golf Course Superintendents Assn. of America Conference and Show are likely to be measured against Houston for the quality and convenience of their convention facilities. Superintendents and exhibitors at the 41st conference were delighted with the layout of the massive Albert Thomas Convention Center. Exhibits showed off to best advantage under the well-lighted ceiling of the hall, and the record traffic (some 3,600 people) moved easily and comfortably.

Attendance at the educational sessions also appeared to have broken previous records, perhaps due to the easy accessibility of the conference rooms from the exhibit hall. Some 35 speakers dealt with topics related to such themes as, For a Better World, Man and His Fellow Man, Research—A Basis of Progress, and Automatic Irrigation. Among the distinguished group were research scientists, agronomists, top golf course superintendents,

including John Campbell, Links Supervisor of the noble St. Andrews GC in Scotland.

Superintendents took time out to elect new GCSAA officers. Norman W. Kramer, superintendent at Point O' Woods CC, Benton, Mich., will serve as president and Richard C. Blake, superintendent at Mt. Pleasant CC, Boylston, Mass., will fill the position of vice president. Palmer Maples Jr., Charlotte CC, Charlotte, N.C.; Garold Murphy, Somerset CC, St. Paul; and Clifford A. Wagoner, Del Rio CC, Modesto, Calif., were elected to two-year terms as directors.

All was not business, however. At the close of Monday's session, superintendents and their families were treated to a glimpse of Houston's Western heritage at the host association's rodeo and barbecue.

Along with providing outstanding facilities, Houston even put its best foot forward with mild, sunny weather.

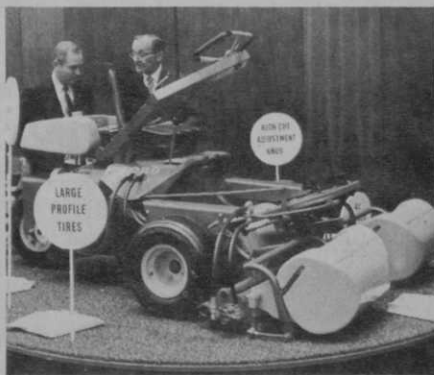
—Bill Smart



A GCSAA Tradition

GOLFDOM once again recognized the heritage of many golf course superintendents, with its traditional Father, Son and Son-in-Law Luncheon at the Golf Course Superintendents Assn. of America conference. Association Executive Director Ben Chlevin introduced the GCSAA officials at the luncheon, and GOLFDOM's Associate Publisher Robert J. Abramson offered some startling predictions on the growing importance of the golf course superintendent during the seventies. GOLFDOM's and the industry's Joe Graffis Sr. and Andy Bertoni, superintendent at Rolling Hills G & CC, Davison, Mich., provided the humor and memorabilia.

Left to right: Jacobsen, Toro and Hahn-West Point



Product Notes

Riding greens mowers took a big share of the limelight at the Golf Course Superintendents Assn. of America show. Large groups of superintendents were continuously surrounding the three entrants in this relatively new product category.

This was evident at the Jacobsen exhibit where the Greens King was prominently displayed. Since its introduction two years ago, the Greens King has received enormous response from superintendents.

In fact, supply still has not caught up with the demand, according to the company.

Across the exhibit hall, Toro unveiled its riding greens mower, the Greensmaster 3. According to the company, the new triplex mower is capable of cutting greens on an average 18-hole course in three to four hours. Toro expects to begin deliveries on the Greenmaster 3 about December, 1970.

Gathering crowds at the Hahn-West Point exhibit was

the new riding Triplex Greens-mower. Among the features being emphasized by the company are smooth hydrostatic drive, self-lapping of cutting units, quick cutting-unit removal and a short wheel base for maneuverability. Hahn-West Point plans to begin deliveries during the fourth quarter of 1970.

All three riding greens mowers are priced at about \$3,000 without optional accessories.

—Vincent J. Pastena

Highland Bent the NATURAL TEE



Highland Colonial Bent is the fine-bladed luxury grass that provides the thick, deep green carpet demanded by today's golfers.

In a mixture or alone, Highland Bent helps provide that natural tee your golfers want. Remember, Highland is one of the most economical of the fine-bladed grasses.

It is adaptable to a variety of climates and soil conditions and will thrive at its ideal cutting height of $\frac{3}{4}$ inch or even when close cut to $\frac{1}{4}$ inch.

With 8 million seeds per pound, you have a great potential number of plants. Drop us a note for free literature on cultural practices as well as a brochure that answers most questions about Highland.

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Choose the capacity you need to handle all your soil preparation, top dressings, mulches and build compost piles. Shred, grind, mix, screen with easily interchangeable shredding rollers and grinding screen. Handle osmunda, peat moss, even phosphate rock with big capacity to cover large areas—fast!



W-W MODEL 4 with optional Detachable Elevator / Process up to 20 cu. yds. per hour with standard 35" x 36" hopper and 9-hp. engine. Independently powered elevator can be used separately when desired. Options include oversize 36" x 52" hopper for tractor loading and 12-hp. engine for increased capacity.

Interchangeable shredding bars and grinding screen are standard on W-W Shredder-Grinders. Replaceable hammer tips are reversible for double life. Solid cast-iron main frames are guaranteed for a lifetime against corrosion. Write for literature and prices.

2-70

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COMING EVENTS

Professional Golfers' Assn. Business School I, Holiday Inn North, Sharonville, Ohio, March 8-13.

Maine Mid Winter Turf Conference, Steer Inn Motor Lodge, South Portland, Maine, March 18-19.

Professional Golfers' Assn. Business School I, Bellemont, Motor Hotel, Baton Rouge, La., March 22-27.

Rocky Mountain Golf Management Seminar, Boulder Country Club, Boulder, Colo. March 30.

Annual Hardware Show, Coliseum, New York City, October 12-15.

NEWS

Continued from page 84

Plans finalized for Amermex

Final plans to form a new Florida corporation, **Amermex**, for the purpose of promoting tourism in Yucatan, Mexico, were made at a meeting in Merida, Yucatan.

The first and exclusive project to be handled by Amermex will be the international sales of memberships to the new Club La Ceiba, the first golf and country club on the Yucatan peninsula. Nine of the 18 championship holes have been completed at the club, which will consist of a 215-acre golf course surrounded by 200 acres of private villas and estates. Planned for the future are an American golf professional, an Olympic-sized swimming pool, tennis courts, a putting green and driving range, sauna baths and massage parlors, hotel facilities, banquet facilities and a 10,000 square foot cocktail lounge. Sales promotions for charter memberships will be directed at first to members of leading country clubs in Florida.

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