

# GOLFDOM

## GOLFDOM

### A MEMO TO ADVERTISERS

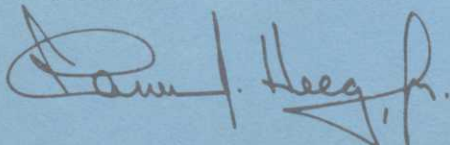
#### A RECOGNITION OF COMMON INTERESTS

At an historic "summit" meeting this past fall, the professional and trade associations of the private club industry joined forces to work together at long last. And logically so, since so many of their problems and concerns are mutual. Calling themselves the Allied Association, representatives assembled from the Club Managers Assn. of America, Golf Course Superintendents Assn., National Assn. of Club Athletic Directors, the National Club Assn., National Golf Foundation, Professional Golfers' Assn. and the United States Golf Assn.

Of particular note to us is that this new group stands for the same principles that have motivated GOLFDOM's successful 44-year-old Horizontal Selling Approach, as indicated by our 40,000 subscribers consisting of owners, managers, pros, superintendents; etc: the key buying influences of the golf course complex. As they have so acknowledged, and as we have always realized, their interests intertwine. In pro shop operations, golf course operations and club house operations, there exists today, and will even more so in the future, an extensive overlapping of responsibility, authority and action—particularly in the buying area.

GOLFDOM has always been cognizant of the aforementioned as a result of the variety of buying titles in its 1,800 odd monthly reader service inquiries. The conception of the association only serves to reaffirm our convictions.

CORDIALLY,

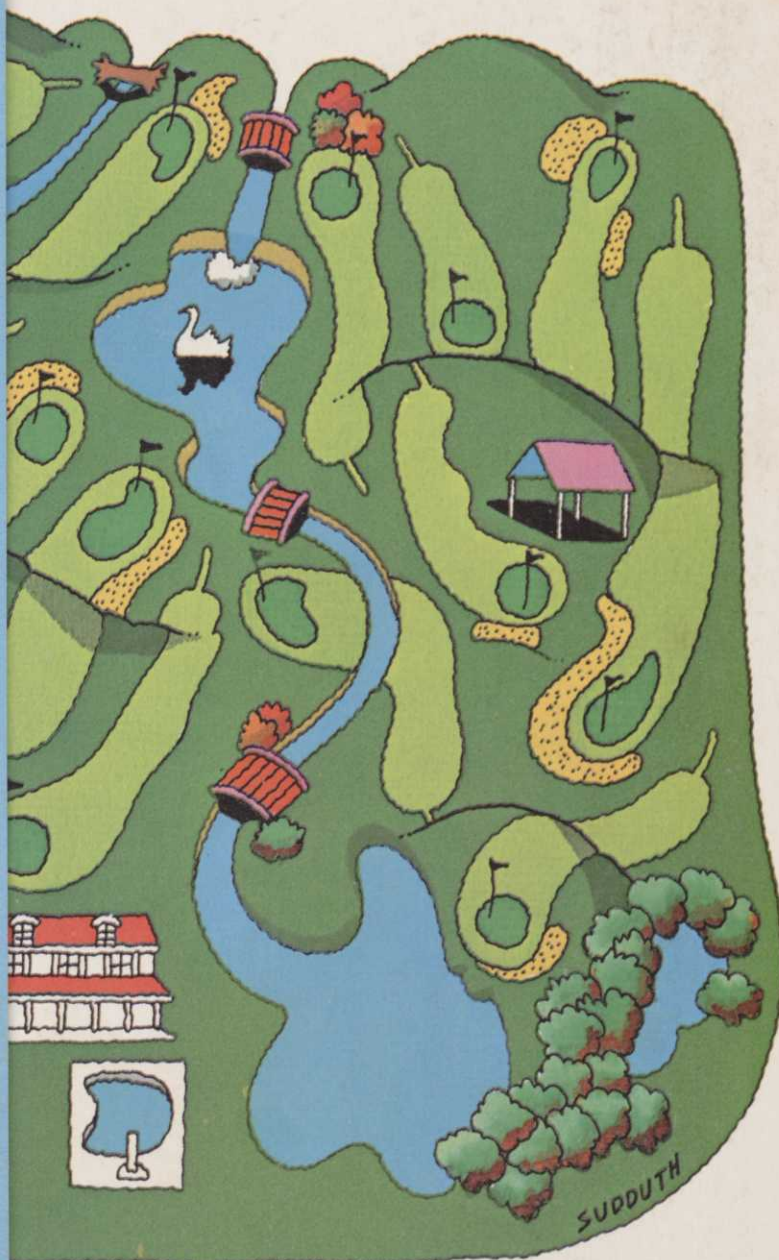


WARREN J. HEEG, JR.  
ADVERTISING SALES MANAGER

AVOID THESE 3 PITFALLS

HOP'S UNIQUE SUCCESS STORY

EFFECT: COMMISSION OR FEE?





# Now the Acushnet policy has a string attached.



The string attached to this new tag will appear on every piece of Acushnet equipment. It's a brief statement of our pro-only policy, in words that make sense to your customers. It will tell them what you and we have known all along: the golf course pro shop is where you find quality equipment, and that's the place where Acushnet belongs. It's designed to do something even more important – to bring more customers into your pro shop.

This is only one way we're telling your customers about our exclusive pro-only policy. Every Acushnet ad, in every important golfing and general consumer magazine, carries that same message. We want everyone who plays golf to know that it's important to buy their golf equipment from the best source: the golf course pro shop.



**ACUSHNET SALES COMPANY**

Sold thru golf course pro shops only

For more information circle number 131 on card

# Take the pressure off your turf with Terra Tire low pressure tires



A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch.

That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

## **GOODYEAR**

TERRA TIRE — T.M. The Goodyear Tire & Rubber Company, Akron, Ohio





**Put your ear to this page.  
That's how quiet our gasoline car is.**

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And you get it fast. Just take your foot off the accelerator. All you hear is silence. There's no distracting idling to cause you to lose the line on your thirty-foot putt. And no unnecessary revving to put up with. To start our

gasoline car, just depress the accelerator. That's all there is to it. Nothing else. Harley-Davidson gasoline golf cars. Harley-Davidson Motor Co. Inc., Milwaukee, Wisconsin.

**Harley-Davidson**

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# Sold only by Golf Professionals

Our five favorite words.  
After all, if it weren't  
for Golf Professionals,  
no golfer could buy a Maxfli!  
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Because Maxflis are "pro-only,"  
and they'll always be.

So are *all* 1970 Dunlop  
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Susie Maxwell Signatures.

And the magnificent 1970  
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All top line products for  
the golfer. The golfer who respects  
his professional. Depends on him  
for advice and encouragement.

And equipment.

Sold only through Golf  
Professionals.


Five beautiful words.

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# GOLFDOM

A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION  
FAMILY OF SPECIAL INTEREST MAGAZINES.



VOL. 44 No. 5

MAY, 1970

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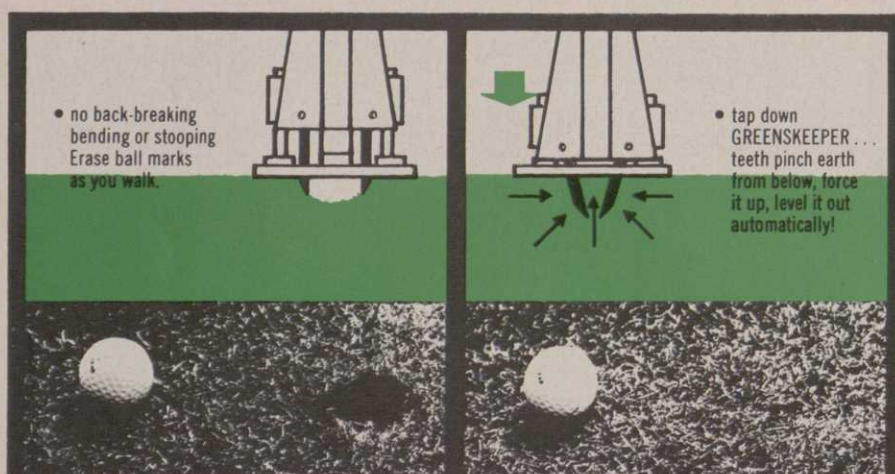
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When we introduced the new Titleist golf clubs, we never expected such a stampede. It takes time to turn out clubs of this quality. The demand for them has been far greater than we expected, and there's no way we can speed up the handcrafting and the special care that go into these clubs. The woods have an exclusive brass-backed insert. It practically eliminates vibration when you hit a ball. You'll notice a more positive, sweeter feel, and more power at impact. The irons are perfectly balanced to add more accuracy to your game. Their square-toe design makes it easy to align the blade at right angles to the line of flight. Naturally, we put everything into them. Improving your golf game is our business. If you order these clubs now, we'll deliver as soon as possible. And remember: like all Acushnet equipment, these clubs are sold through golf course pro shops only.

**ACUSHNET GOLF EQUIPMENT**   
Sold thru golf course pro shops only



# the handy GREENSKEEPER takes the work out of keeping your greens in good shape!



These unretouched photos show a few taps with the GREENSKEEPER erases ball marks completely. Let the putt roll true into the cup.

If you're tired of watching those course maintenance bills mount, tired of the old fashioned, back-breaking effort, try the GREENSKEEPER. It will erase ball marks and dimples fast while standing up or while you're playing the course or resetting the cup. The drawings above show how simple, yet effective the GREENSKEEPER replaces the divots in the turf.

Position the lightweight, rugged GREENSKEEPER over the ball mark. A gentle pressure on the handle forces the steel teeth into the ground around the mark, raises the earth beneath it and fills the dimple. A tap or two and the green is level and unscarred . . . ready for perfect putting. This quick, yet simple method of repairing greens will save you plenty of time and money.

**GREENSKEEPER No. 27200 Wt. 4 Lbs. Packed 1/Cartron**

## STANDARD MFG. CO.

220 East Fourth Street  
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LITHO U.S.A.

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FORM NO. 332-70



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