

**The new
Bull's Eye MLO:
how can a big,
empty head
putt so well?**

The head of our new MLO putter is just a little larger to give you extra confidence when lining up a putt. And, it's hollowed out so that like *all* Bull's Eye putters, its unique feel and balance are right at your finger tips.

Then we added an extra little loft for a very good reason: so that our

new MLO would be designed for every conceivable kind of putt you might face – from lightning fast to slow, grainy greens. Whether it's a short putt, or long, MLO's slightly greater loft assures you of putting cleaner, truer, on the crest of the grass . . . as opposed to putting *down* into the ball and getting a bouncing, erratic line. MLO hates 3-putt greens.

Also: MLO's loft makes it perfect for those "Texas Wedge" situations. Those times when you're close

enough to chip, but you'd love the control of a putter.

Bull's Eye MLO: a great new putter that knows what it's doing.

ACUSHNET GOLF EQUIPMENT 
Sold thru golf course pro shops only

**Acushnet:
we're out to
improve
your game.**



Rent the best...Harley-Davidson.

Because Harley-Davidson doesn't cost any more to rent than an ordinary golf car. Rental fees are all pretty much the same. It's the cars that are different. And Harley-Davidson golf cars make the difference. Running, our gas car makes less noise than your own

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designed to let you put everything into your game. That's why it's Harley-Davidson, exclusively, at nearly 3000 clubs all over the golfing world. If your club isn't one of them, you might well be wondering why. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

For more information circle number 275 on card

Step 2 in the TERSAN 1-2-3
Total Disease Preventive Program

Spray now with TERSAN[®] 1991
TURF FUNGICIDE
**to prevent summer turf diseases
before they start.**

Dollar Spot and Large Brown Patch and Fusarium Patch (Pink Snow Mold). Stop these turf diseases before they have a chance to cause trouble. Begin spraying your greens, tees and fairways with TERSAN 1991—the only turf fungicide that works systemically as well as by contact for long-lasting control. TERSAN 1991 provides both curative (eradicator) and protective action.

The use of TERSAN 1991 in the summer is the second step in the **Du Pont TERSAN 1-2-3 Total Disease Preventive Program.**

With any chemical, follow labeling instructions and warnings carefully.



DU PONT **TERSAN 1991**

A highly effective and economical program that controls all major turf diseases on all grasses all year long. TERSAN products have been tested around the country on golf courses like yours and have proven the most effective available. They are low in human toxicity, have a large safety factor on turf, and are all non-mercurial.

For complete information on the **Du Pont TERSAN 1-2-3 Total Disease Preventive Program** and a supply of TERSAN 1991—call your golf course supplier.

Note: to control Pythium, which can develop in the summer, applications of TERSAN SP should be used.

For more information circle number 241 on card

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



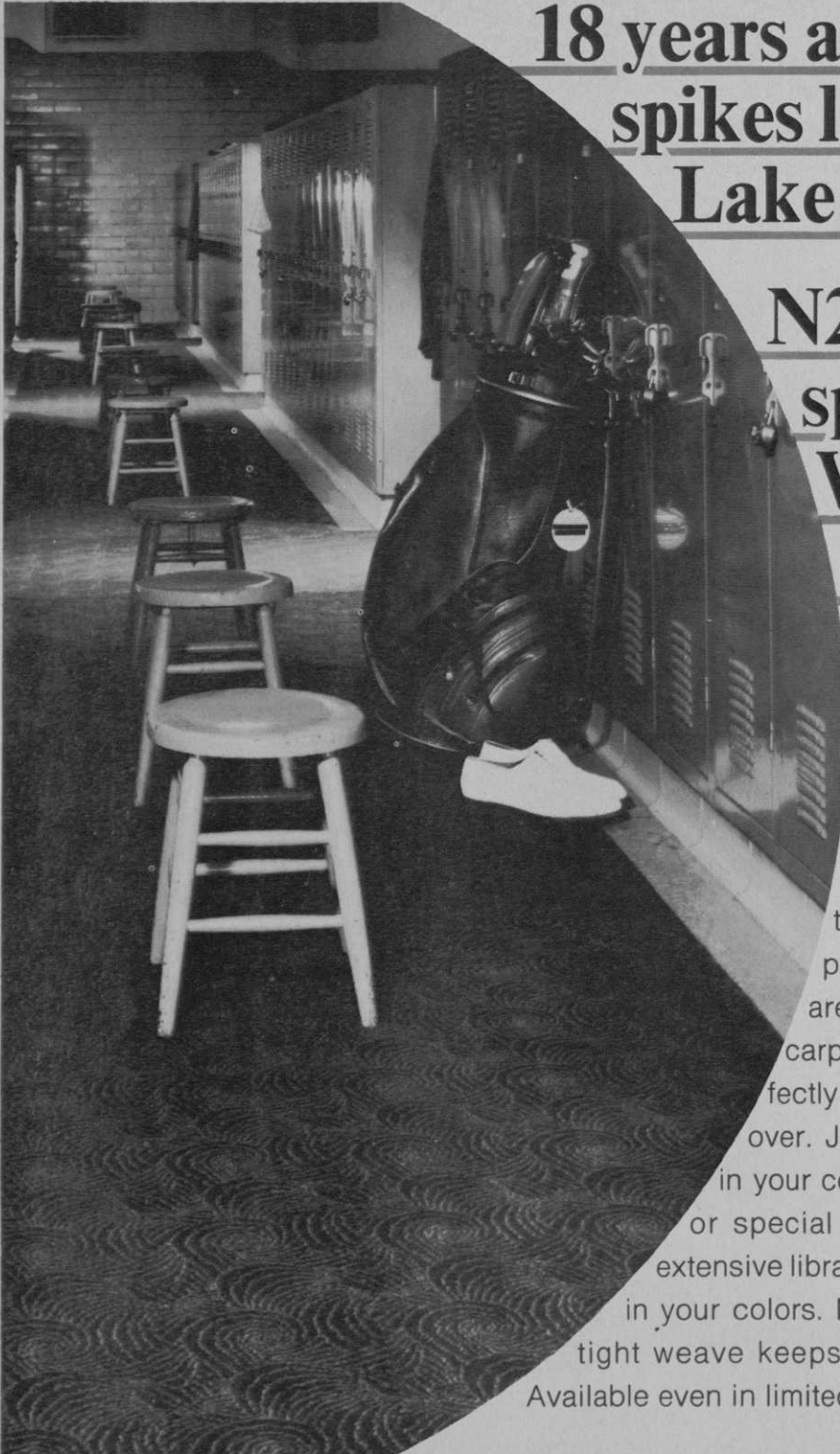
A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch.

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



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GOLFDOM

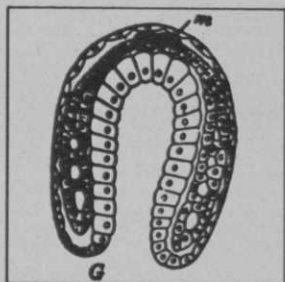
INCORPORATING GOLF BUSINESS

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AUGUST, 1971

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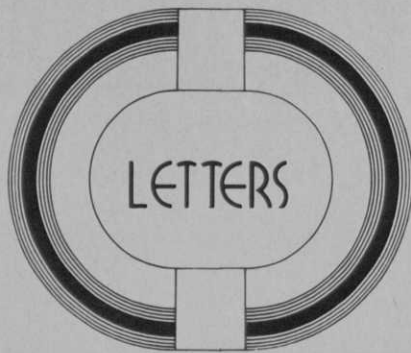
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GOLF AWARDS



Paying the price for snobbishness

I read with interest the article in GOLFDOM's June issue entitled, "21 Ways to Build Golf Course/Community Relations." I am usually good for two or three suggestions that have been overlooked, but in this instance I cannot recommend any additions or deletions. This is an article that should have been written at least 10 years ago. I only hope it is not too late.

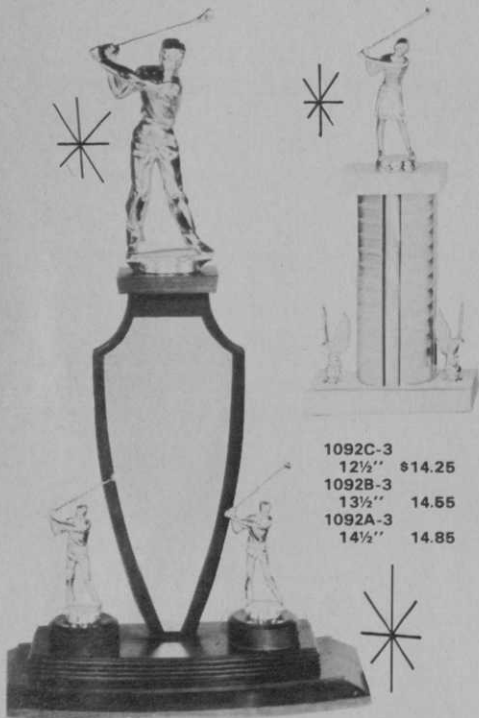
I don't personally fault the superintendent, golf professional or club manager as much as I do the membership. It is the members who become all too snobbish about their membership in an exclusive club and create the jealousies and envy so apparent in practically any city in the country having one or more private country clubs.

Members of private country clubs should try to avoid the clecks that quite naturally develop and make certain they get involved in bridge clubs, church and social activities outside the country club.

Membership in many of the outstanding and very selective country clubs has become a status symbol, and I am sure women are especially guilty of lording it over non-members when they get the chance. When complimented on certain apparel, I have heard women jump to the chance to explain that they bought the outfit in their pro shop, knowing that the other women don't belong to her club and don't have access to the same clothes.

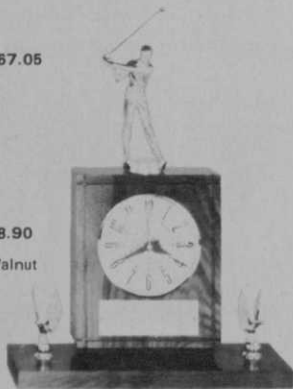
You can be certain that those many country clubs within the city limits will pay and pay for the snobbishness of the past.

Robert L. Balfour
Vice President-Marketing and Sales
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For more information circle number 195 on card



Country Club Championship of America.

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