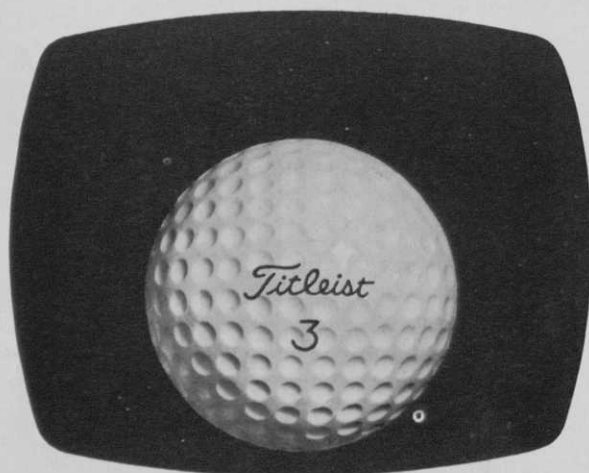


A first: Acushnet is going to sell you and your pro shop on network television to millions of new prospects.



We're not selling discount stores. We're not selling department stores. We're selling you and your pro shop as the only place to get real, honest value and golfing advice. Which is something no other company has ever done before. Acushnet is a major sponsor of four big televised tournaments: the PGA, the U.S. Open, the British Open and the Tournament of Champions. But beyond that, we're devoting a substantial part of our budget for commercials that sell you and your pro shop *exclusively*. This will be the first time any company has ever done this. And, naturally, it would be Acushnet that leads the way. After all, we're the only company who strictly follows the "pro only policy." So look for us on TV. You might even spot yourself.



ACUSHNET SALES COMPANY

Sold thru golf course pro shops only

For more information circle number 131 on card



Westinghouse electric golf cars earn you bigger profits. They're built to last.

You can make bigger profits with the Westinghouse 437. They're built stronger to last.

Added strength didn't just happen. We planned it that way. We knew you wanted a golf car that's tougher than your toughest customer—that takes to tough terrain, rough handling, and downright abuse. Westinghouse electric golf cars give you this and more.

The Westinghouse 437 is the answer to your challenge. It was born on the rugged torture track we created. The world's worst golf course. Potholes, partially submerged logs, rocks, even tangled underbrush.

The 437 was driven over obstacles full tilt. It was crashed through matted underbrush. Churned through mud and debris.

Out of this tough, torture-track testing came the car that's built strong, inside and out. The car that's tougher than your toughest customer. Yet, it's quiet, fumeless, smooth to handle.

Earn a bigger slice of profit. Contact Westinghouse Electric Corporation, Electric Vehicles, 26701 Redlands Blvd., Redlands, California 92374.

ME-10-70

You can be sure... if it's Westinghouse

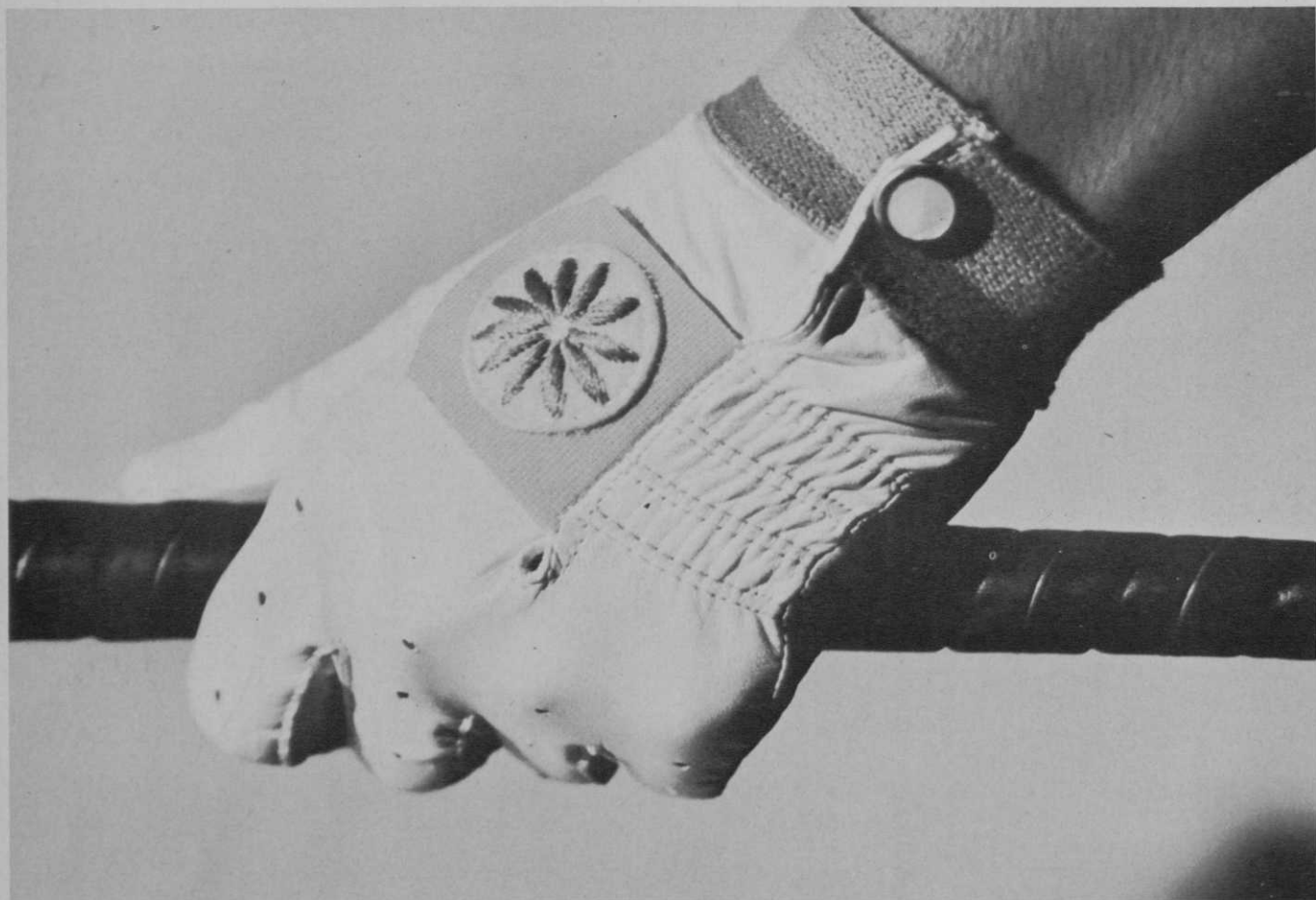


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"WHY DON'T THEY
MAKE A GOLF GLOVE
DESIGNED JUST
FOR WOMEN?"



PARKER FINALLY HAS.



Flattering, slim cut fingers; feminine daisy crests; soft pastel colors . . . all add up to styling girls can't resist. The adjustable Velcro closure assures perfect fit from the first time the glove is worn until the last.

And the new counter-top display tree puts these gloves where they can be seen.

New exclusive tube storage packaging completes the picture of the finest and most irresistible glove we've offered.

Lady Parker gloves are also available in pairs—suitable for driving or casual wear as well as golfing.


PARKER GLOVES

1450 VALENCIA STREET
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GOLFDOM

INCORPORATING GOLF BUSINESS

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

VOL. 45 No. 1

JANUARY, 1971

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Superintendents attending this year's convention will discover in Denver hospitality, good eating and a bit of nostalgia
- 71 PGA Merchandise Show**
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- 88 A Pro View of Palm Beach** **Dick Miller**
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Illustration by Martin Trossman

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it's out in the open Jantzen is turning pro.



We're turning pro with a collection of knitwear under the Jantzen Open label, crafted to meet the special demands of the golfer and the economic realities of the pro shop. Judy Kimball, one of the LPGA's most tasteful champions and Dave Marr, the pro's pro, helped us create this easy-care line of golfwear to the professional's precise standards.

For a look at the Jantzen Open line, to be sold only through finer golf and country club shops, contact the Jantzen representative nearest you, or write the Active Sports Division of Jantzen, PO Box 3001, Portland, Oregon 97208.

Go the Open route in 1971. We go well with green.





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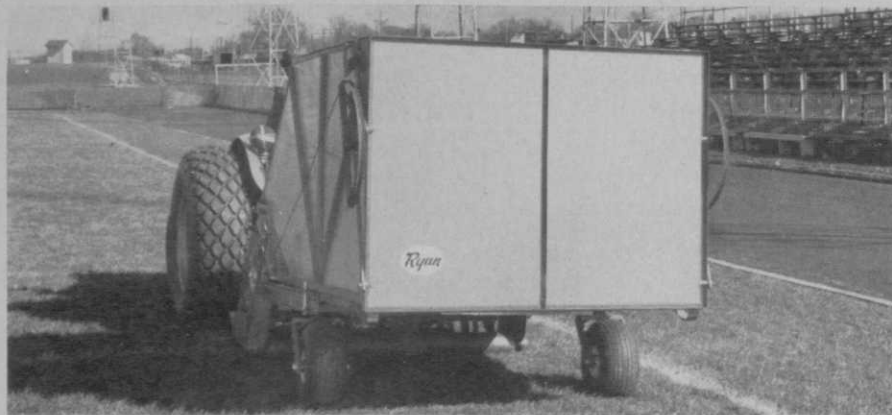
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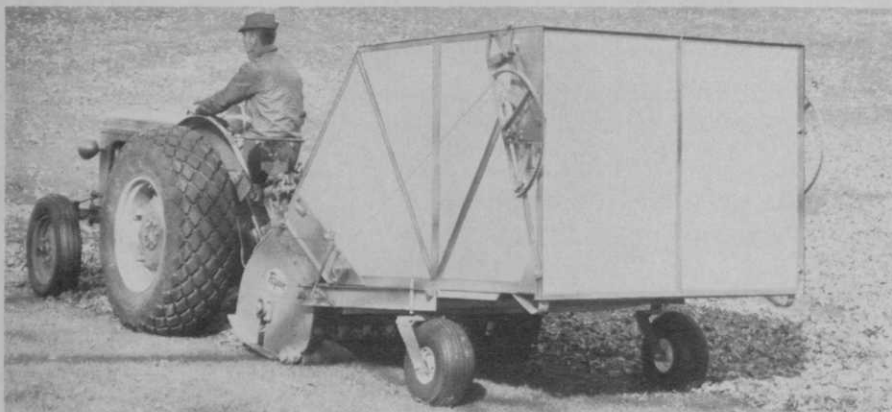
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The world's largest power rake . . .



that also sweeps turf debris



. . . and flail mows.

Got an acre or more of turf to maintain? Then you need the Ryan Grounds Groomer. It dethatches, sweeps and mows large turf areas. Even prepares seed bed for overseeding.

The tractor-drawn Grounds Groomer has vertical blades that slice and literally blow lifted thatch, leaves, twigs, pine needles and cones, and other debris into the big 5-cubic-

yard hopper. Even picks up eucalyptus leaves.

Reel is designed to dethatch while mowing. Reel is easily converted for complete flail mowing of rough grass. Reel can be raised or lowered from the tractor seat . . . and hopper can be dumped. Use the versatile Grounds Groomer all seasons for general turf maintenance.

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COMING EVENTS

Mid-Atlantic Turf Conference,
Holiday Inn, Baltimore, Md., Jan-
uary 11-12.

**Annual University of Massachu-
setts Winter School for Turf
Managers,** Amherst, Mass., Jan-
uary 11 to March 5.

New Hampshire Turf Seminar,
New England Center for Contin-
uing Education, Durham, N.H.,
January 14-15.

PGA Business School I, Oakland,
Calif., January 17-22.

**Club Managers Assn. of America
Conference,** Grosvenor House
Hotel, London, Eng., January 17-
24.

Lawn and Utility Turf Course,
Rutgers University, New Brun-
swick, N.J., January 18-20.

Golf and Fine Turf Course, Rut-
gers University, New Brunswick,
N.J., January 20-22.

**Professional Golfers' Assn. Mer-
chandise Show,** Palm Beach Gar-
dens, Lake Park, Fla., January 23-
26.

Michigan Turfgrass Conference,
Kellogg Center, Michigan State
University, East Lansing, Mich.,
January 26-27.

Virginia Turfgrass Conference,
Sheraton Motor Inn, Fredericks-
burg, Va., January 26-27.

**PGA Executive Management
Seminar,** University of Maryland,
College Park, Md., January 31 to
February 3.

**Golf Course Superintendents
Assn. of America Annual Con-
ference,** Currigan Hall, Denver,
Colo., February 7-12.

**University of Massachusetts An-
nual Fine Turf Conference,**
Highpoint Motor Inn, Chicopee,
Mass., March 3-5.

LETTERS TO THE EDITOR

Mill River Club's enterprising Mr. Montgomery

I have read the article, "Everyday, A Sale Day," about Ray Montgomery's pro shop operation, in the October/November issue. No doubt about it, this is an exciting concept for golf professionals.

I feel that it could work in many private clubs where there is limited membership. One real advantage is that the plan would promote buying in the pro shop without competing with other professionals. Over the past 5 years or so retailing in general has changed drastically. So has club membership. Many private club members do not feel they have an obligation to "support the pro" as before, unless he is competitive.

Certainly, this concept would work in every shop where the professional is as enterprising as Mr. Montgomery and especially because he has turned "supporting the pro" into a "want to" instead of a "have to."

It would appear also that this concept would not fit every pro shop. There are other aspects of merchandising that must be evaluated before putting it into effect.

- It would solve the problem of loss of business in pro merchandise being bootlegged by downtown stores.

- Club membership would seemingly have more of a voice in purchasing if they are paying monthly pro shop dues.

- Professionals would have to take objective rather than personal point of view on buying items.

Over-all it could very well be the answer to bringing the business into the pro shop. We applaud Mr. Montgomery on his ingenuity.

*Allan P. Hansberger
Vice President Marketing
Ram Golf Corp.
Melrose Park, Illinois*

THE NAME OF THE GAME! IN GOLF IT'S Warren's® A-20 Bluegrass



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LEADING UNIVERSITIES AND
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How much Cushman

the new Trophy

...all the basic Cushman features, plus 4 wheels, at a new low cost

Now you can choose from two great Cushman golf cars. Get the car that fits your course and your budget. And still have Cushman engineering and dependability to please your committees *and* your golfers.

The new *Trophy* gives you the famous automatic seat brake so the car can't move 'til the driver sits. Automotive steering. Strong, silent electric power gives plenty of muscle plus power reserve for a full day of golf.

The *Trophy* has four wheels for stability and safety. Prime-coated terneplate steel construction

for rust resistance. Bucket seats. Totally enclosed, dust-free Cushman sliding contact switch for smooth takeoff. And "station wagon" sized storage space behind the seats.

But if all that's not enough for your course, take a good look at the use-proven *Gran Cushman*. All those features and more in a golf car that's almost a sports car. Deluxe styling. Rugged and rust resistant terneplate steel construction. Yet, suspended to give a pleasant, comfortable ride no matter how up-and-down the course.

The *Gran Cushman's* luxurious vinyl bucket seats team up with wall to wall carpeting in the passenger