




The Titleist still costs \$1.25.

Here's why. We haven't raised the price of the Titleist golf ball. And the reasons are simple.

For one thing the golf ball is the highest turn-over item in the pro shop. We didn't want to hurt that turn-over by pricing it higher. And if we'd raised our price, a golfer might have been tempted to save money on a pair of cheap shoes. Or maybe on a set of not so great clubs.

It's the golf ball that builds traffic in the pro shop. We don't want the golf ball to be what builds traffic in the downtown stores. Because we're in this together. In the pro shop. And only in the pro shop. And that's where we want to keep the golfers.

ACUSHNET SALES COMPANY 
Sold thru golf course pro shops only

For more information circle number 140 on card



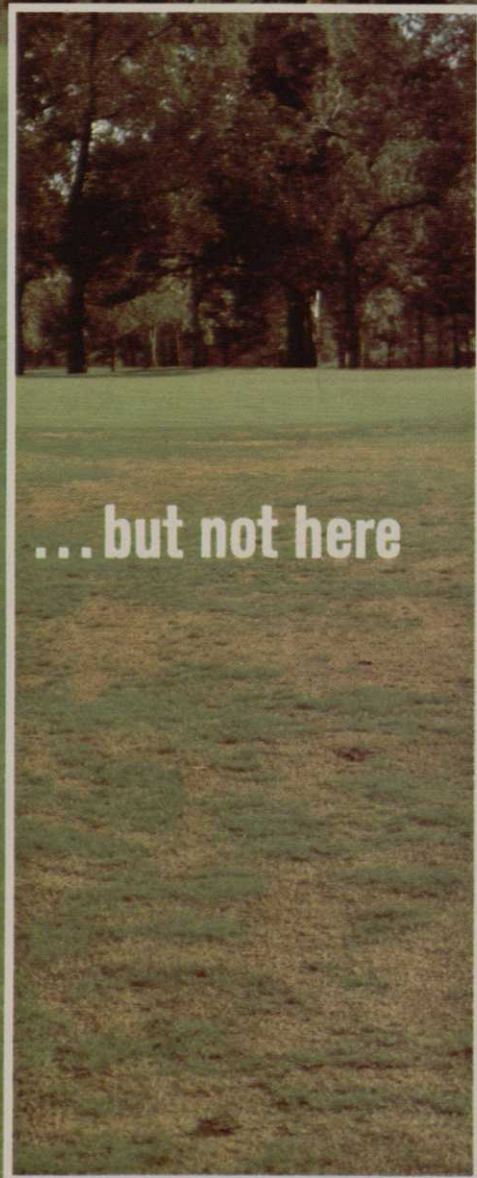
The great silent majority...Harley-Davidson

Harley-Davidson sells more gasoline golf cars than anybody else in the business. And we do it by making the least noise. Our golf cars make fifty percent less noise than any other gasoline golf car. Less noise, in fact,

than a voice in normal conversation. And when you want absolute silence, you simply lift your foot from the accelerator. Just get up to play your next shot. That's all there is to it. To start our car? Just depress the accelerator. Harley-

Davidson golf cars. Both gasoline and electric models. From the people who prove everyday you don't have to make the most noise to make the great majority happy. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

ACTI-DIONE® was here ... but not here



Use ACTI-DIONE® on Tees Greens Fairways

THESE PROVEN TURF FUNGICIDES HELP PREVENT OR ERADICATE

- Leafspot
- Dollarspot
- Melting-out
- Fading-out
- Going-out
- Brown patch
- Pink patch
- Rust
- Powdery mildew
- Pythium

**Your golf course
looks better
and plays better
when you have
healthy turf**

The unretouched photographs on the opposite page were taken the same day at golf courses less than 40 miles apart. The relative conditions of the two courses show what a difference diseases can make.

When you invest up to \$50,000 a year in fertilizer weed control, water and management practices (verticutting, aerifying, mowing and the labor they require), your investment deserves the protection of a complete disease control program.

Many superintendents have discovered fairway disease control programs actually pay their own way by keeping golfers happier and by eliminating the problems and costs which arise when fairway turf is lost. The increased play from growing numbers of golfers is too much of a challenge for anything less than healthy turf.

The same basic principles and practices used to control disease on the greens apply to tees and fairways, even though the level of control on fairways is not so critical as that required on greens.

Although Acti-Dione turf fungicides can eradicate many turf diseases, prevention is always less expensive than cure. You should start your fairway spray program in the spring as soon as possible after the first mowing and continue the program on a scheduled basis—usually an interval of 21 to 30 days.

TUCO has both the proven products and the experienced personnel to help you in your scientific turf management program. Just a call will put one of our highly trained and expert field representatives to work explaining how you can maintain healthy tees, greens and fairways.



TUCO

Division, The Upjohn Company, Kalamazoo, Michigan 49001

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C-1686

**18 years and millions of
spikes later...at East
Lake C.C., Atlanta.**

N282

**spikeproof
Wilton carpet
...still fresh-
looking,
unscarred.**

This unretouched photo, taken 18 years after installation, is the most convincing salesman possible. N282's specifications are the same today! This famous carpet is performing just as perfectly in busy spike shoe areas all over. Jacquard Wilton custom woven in your colors with club emblem, initials or special patterns. Or select from our extensive library of country club designs, also in your colors. Maintenance is simple . . . the tight weave keeps dirt and caked mud on top. Available even in limited yardage orders.

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Please send free sample of N282 spikeproof carpet
and brochure listing clubs where it is installed.

Name _____

Club _____

Address _____

City _____ State _____ Zip _____

PHILADELPHIA
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Since 1846, the quality of elegance underfoot

Weaving Division: Allegheny Ave. & C St., Philadelphia, Pa. 19134

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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. 5

MAY, 1971

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Illustrated by Art Sudduth



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Golf club covers make sense. Ours make sales.

Country Club Sox stand out in your store. When customers see them, they buy them.

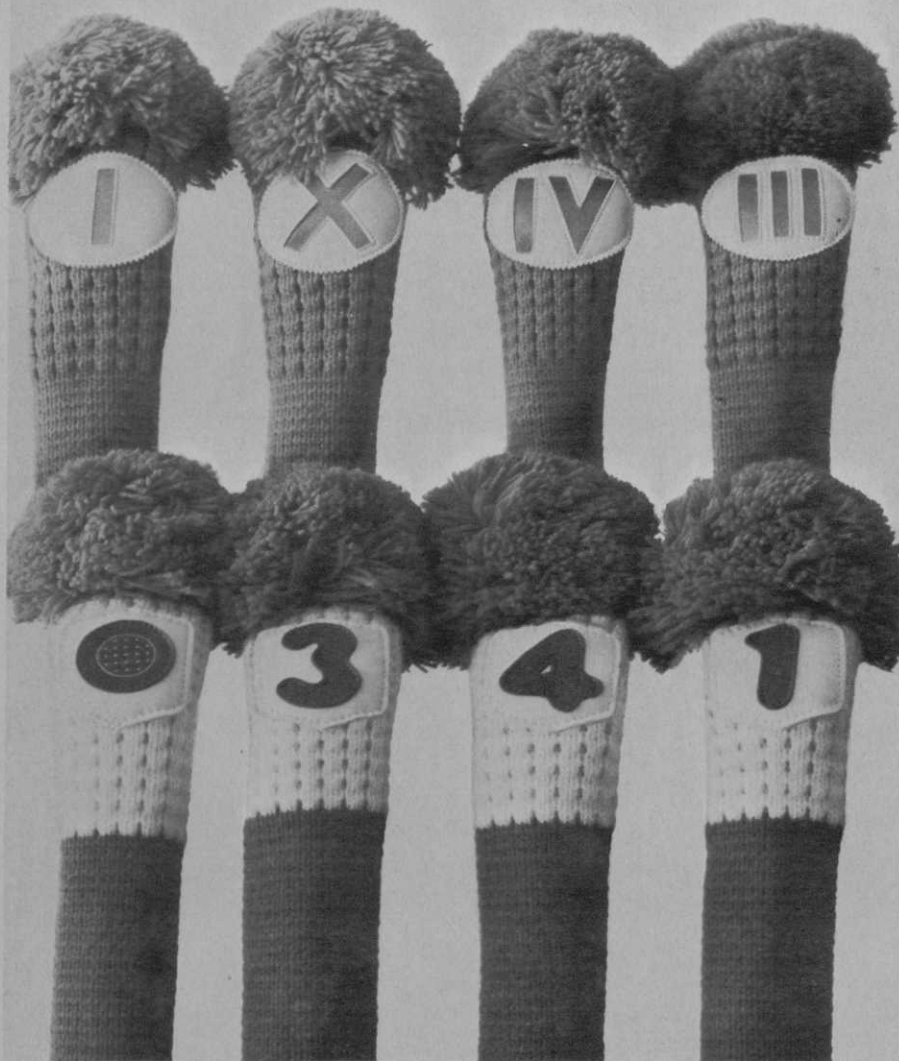
They have many styles to choose from. Our two newest: Americana—#5027—a very patriotic red, white and blue combination. And Roman Numeral—#5026—in 8 classical colors. Both have oversized pom trims and are made of 100% Creslan® acrylic fiber. So there's no shrinking, stretching, or fading, even after countless washings.

Country Club Sox. Two swinging new ways to drive up your sales. Suggested retail: \$3.50 each. Styles #5026 and #5027. Other styles to retail from \$2.00. Write for catalog showing complete line of golf accessories.

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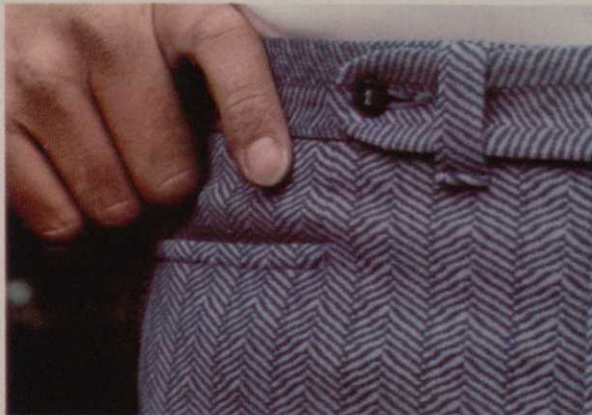
Double-Knit Top Pocket Continentals of Dacron® let you sell real par-bustin' value — slacks that feel, fit and look expensive at a just plain "pants" price. Stretchy, deep-breathing knit of 100% Dacron* polyester assures maximum comfort. Never wrinkles, never needs ironing. Machine washable. Two fashion-right patterns: new Mock Herringbone and ever-popular Twill — in thirteen eye-catching color choices. \$20 retail. Also, Double-Knit Tack® Flares, \$18; Double-Knit Windsors, in classic Ivy style, \$22.

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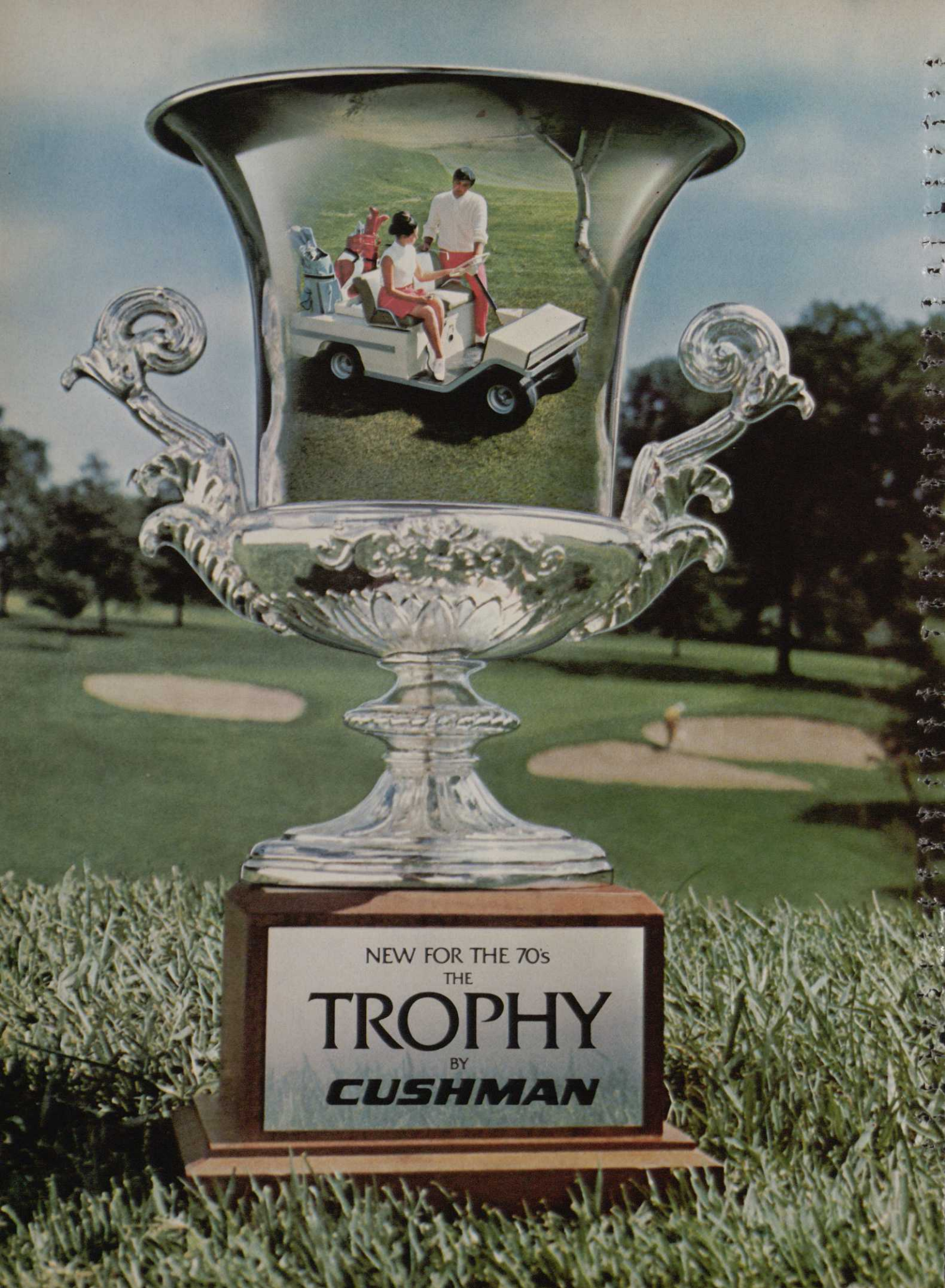
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