

What our million dollars adds up to, is you.



Acushnet is spending well over a million advertising dollars on you.

To make sure your players buy at *your* shop.

Not downtown.

Here's how they're going to do it.

First, Acushnet will co-sponsor 6 major golf tournaments on TV that will reach 117 million adult viewers: Hawaiian Open, Tournament of Champions, Byron Nelson, Colonial Invitational, U. S. Open and the British Open. Then, a saturation print campaign in the top golf publications will feature the Titleist golf ball, the new Titleist iron, plus Acushnet's full line of products. Also, a continuing Sports Illustrated campaign will run during the spring and summer months, plus an additional campaign will run in major national magazines.

What it adds up to, is this.

Acushnet will spend well over a million advertising dollars to tell your players that *you're* the man to buy from, and your pro shop is the place where true value happens.



ACUSHNET SALES COMPANY

Sold thru golf course pro shops only

For more information circle number 238 on card



Photographed at The Homestead, Hot Springs, Virginia.

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 voice. And exclusive instant

ignition eliminates idling. Gives you absolute silence on every shot. The electric runs farther between charges. That means you'll never be stranded out in the middle of the 16th. Gas or electric, both are the smoothest riding golf cars you ever played a round with. Cars 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, Wis. 53201.



For more information circle number 189 on card



YOUR HAND IS YOUR TOOL KIT.

Toro's Spartan® 7 gang mower gives you more cutting time, by reducing your adjustment time up to 75%. A single knob adjusts the bedknife to the reel, easily, without tools. Increased structural rigidity allows it to hold the adjustment longer, and lowers maintenance costs.

Made with a 7 blade reel for semiformal and formal turf, the Spartan adjusts from ¼ inch to 2 inches. New 5-blade reel for golf roughs. And new 9-blade reel for Bent and Bermuda Fairways, and other fine turf areas, make the Spartan even more versatile.

Changeable wheels meet varying traction and transport needs. See the Spartan 7 at your local Toro Turf Distributor.



TORO

Longer
driving
starts
here.....and here!



DON'T HANDICAP YOUR GOLF CARS.

Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.

For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...

GO ELECTRICALLY...GO TROJAN

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

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spikes later...at East
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**N282
spikeproof
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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.

**SEND COUPON FOR FREE CARPET
SAMPLE AND LIST OF CLUBS USING IT**

Philadelphia Carpet Co.
Allegheny Ave. & C St., Philadelphia, Pa. 19134

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

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Club _____

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For more information circle number 139 on card

GOLFDOM

INCORPORATING GOLF BUSINESS



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

4TH ANNUAL GOLF INDUSTRY MARKETING & RESEARCH REPORT 1971

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For more information circle number 244 on card

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The car of the year.

This year, when almost everybody else is introducing a '72 golf car that's really a '71, we're introducing a '72 golf car that's really a '72. With changes that amount to a lot more than plastic surgery.

Such as the new side rub rail and foot rest that we added to protect the fiberglass body and dash assembly. Coupled with our spring steel bumpers, this new feature gives our car the most protection ever.

Then there's an improved body hold down system to permit easy access to the motor and batteries. Except you probably won't be using it very much. Because what it gives access to is the most efficient and maintenance-free drive system on the market.

There's also an improved speed control system to give you smoother, safer starts. And there's an improved brake system to give you smoother, safer stops.

And you know how some golf cars want to

keep on going even after you use the parking brake? The 1972 Pargo isn't one of them. Because we developed a parking system that holds every time.

For comfort and convenience, we also developed a golf bag mount that protects and holds any size golf bag securely every time. We recessed the wheels to keep water and dirt from spraying the golfer. We installed new drink holders and individual accessory pockets. We added a score card holder to the passenger's side.

We even restyled the body, designing it to fit previous Pargo models. And we did a lot more our sales manager would like to tell you about.

For a demonstration and name of your nearest dealer, write Ron Meade at Pargo, Inc., P.O. Box 5544, Charlotte, N.C. 28205. Or call him at (704) 596-6550. No matter what

you ask him about Pargo, one thing's for sure: He won't tell you the same story you heard last year.



Pargo, Inc.

For more information circle number 226 on card

