

# A W.I.N.ner fertilizes less often!

W.I.N.ners use fewer fertilizer applications . . . at no sacrifice in vigor or growth. They use Blue Chip® fertilizers containing W.I.N. (water insoluble nitrogen) from Nitroform® organic nitrogen.

W.I.N. from Blue Chip feeds turf for months because the nitrogen has different rates of release. Think about time-release cold capsules. It's the same basic release idea.

How does a Blue Chip fertilizer treat your turf? Beautifully! Blue Chip helps you maintain green, vigorous turf. It feeds slowly and steadily to avoid the sudden growth that can induce stress. Even inexperienced labor can apply it without danger of burning. Once in the soil, it doesn't leach away.

It's tricky to maintain fine turf, but it's a lot easier with Blue Chip on your side. You apply it less often than most nitrogen sources, so you're way ahead in savings on labor, equipment use, and time.

## Why not be a W.I.N.ner? Feed turf with a Blue Chip fertilizer

containing water insoluble nitrogen from  
Nitroform organic nitrogen.



TURF & HORTICULTURAL PRODUCTS  
SYNTHETICS DEPARTMENT  
WILMINGTON, DEL. 19899  
STH74-26

Watching the pros was another fulltime job (at right), as Ajay's Dick Lindsey, left, and Chuck Cumming survey prospective customers. Discussions on a variety of products was the rule in the Wilson room (below). Indications of early show sales found Wilson in the position of surpassing '74 show efforts after the second day. Company spokesmen told GOLFDOM that even with the advent of a tight money situation, Wilson showed strong gains. At right center, Shakespeare/Plymouth's national sales manager Bud Cross, right, makes some points with some pros. At lower right, Custom Sports' Jack Smith made a major impact on the pros with woods made out of exotic wood from South America. Smith's firm featured both Ya and Chakopte woods, both of which are extremely rare and in short supply. Lynx, once again, had a goodly amount of its faithful looking over its wares. The California firm spotlighted its new line of women's clubs.



action to the show and the business outlook for this year.

"The accommodations for the show are physically nicer this year, but logistically it's bad because things are so spread out," commented Hank Leist, head pro at East Point C.C., Rivera Beach, Fla. Leist noted that he has deemphasized softgoods business in his shop and found this type of merchandise the hardest to sell.

Skip Meyn, pro at Lawrence Park C.C. in Erie, Pa., noted that the effect of the "Pro-only" litigation would probably effect his walk-in business in the shop and that in general, clubs were getting harder to sell with higher prices.

With the uncertainty of the economy, pros tended to take a wait and see attitude on purchasing during the show's first two days, but by the Wednesday opening sales for a majority of the exhibitors had reached a new high.

There was plenty of new products news, as the equipment and apparel people brought out the latest in their lines. Many of the smaller firms were introducing new merchandise for the first time at Disney World. Con-Sole came out with a titanium head in its new iron, while Pedersen highlighted the material in its shafts.

Babcock & Wilcox announced that its DynaTorque graphite shaft was now available to all equipment manufacturers and pro shops. There were several new firms making their first splash at the show, Lil' David and Square Two both came up with impressive lines. Shamrock featured a complete line of putters with graphite shafts and heads, while Action Golf came out with a new line of investment cast stainless steel irons. There was quite a range of new articles to see.





\$ 35  
for this  
tee  
console  
?



### Available with a "donor"!

If this Standard 'tee console' was priced at \$35 instead of \$135, wouldn't you be interested in having one on every tee on your course? This would be \$2,430 worth of equipment at a course cost of \$630 for 18 tees.

All that is needed is one donor per console at \$100 each. The 'donor' name can be permanently attached to the console, as shown above, as a continuous reminder to the golfer. He may be a banker, an insurance agent, an auto dealer, a realtor, etc.

These special donor signs are fastened to the bottom of the Tee-Data sign. They are laminated in plastic with white, routed letters against a black background. Wording is limited to three lines, 22 spaces per line.

If your club budget is tight, here's one easy way to improve your golf course appearance and playability with very little extra cash out of your budget. If you need tee benches, you can use the same approach. Ask a donor to contribute \$75 for a \$97.25 steel bench. Your course out lay then is only \$22.25 per bench with a 'donor'.

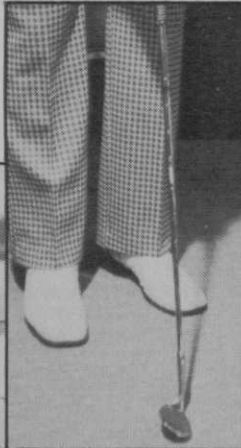
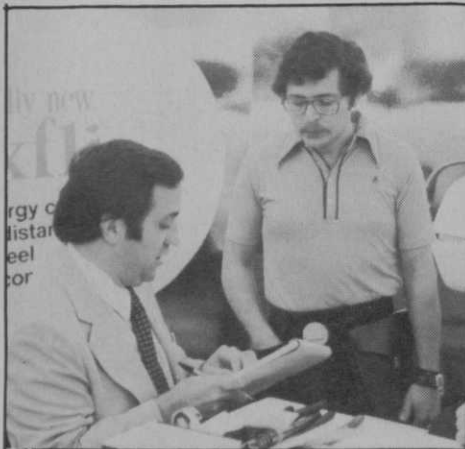
Ask your local Standard distributor for complete details. Or write to Standard and ask for their complete four-color, complete line catalog. It's FREE.



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# PGA



Transactions were commonplace all during the show, (clockwise from left) as Dunlop's John Tomasko, seated, makes out an order. At top, the feet of Fast Eddle, and his No. 1 product, while Difi's Jack Just is positioned below. At top right, Miller Golf's Dick Marchetti holds down the fort in that company's booth, while below Spalding's Clothing Division's national sales manager Bill Preston puts the ink to another order. At right center, A pair of pros examine some heads at the Dunlop booth. At bottom right, Pedersen vice president and sales manager Ron Miller discusses the advantages of his firm's new line of titanium clubs. At bottom left, it was time for a gettogether with E-Z GO's executive vice president Bill Dolan and GOLFDOM's Associate Publisher Joe Graffis. At lower left, Pinseeker president John Riley examines his latest in woods along with Roger Kreuter, Columbia C.C., Columbia, Mo. Pinseeker laid heavy show emphasis on the wood line and its variety of investment cast putters. Pro Dyn's Gunder Rask was a busy man with the pen the whole show. The Cincinnati-based firm featured a new order offer for the pro that guaranteed an additional 10 percent discount if their order was not shipped within 10 working days.





# NEW FROM Coot

## BAMBOO AND PERSIMMON WOODS FOR THE PRICE OF MAPLE

Choice persimmon is in short supply. And bamboo, with its super-strength, is just coming into its own. Both types of woods always have commanded premium prices. But Coot is changing that.

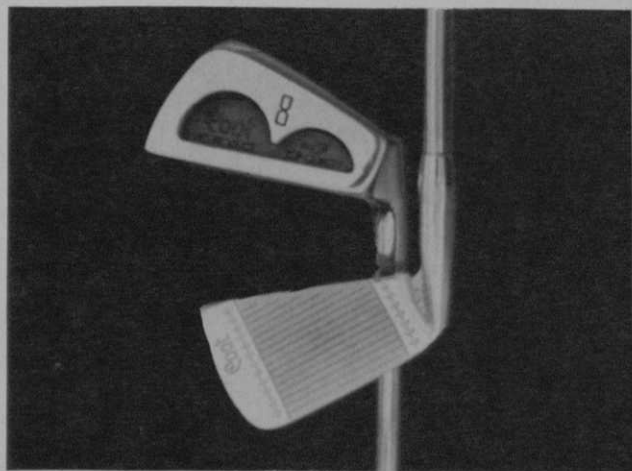
Coot has come up with a new automated process for making quality clubs. Woods that have the precision, look and feel of custom equipment. So now we can offer our pro-line bamboo and persimmon woods for the price of the average clubmaker's maple woods.

### Ultra-hard Persimmon. Resilient Bamboo.

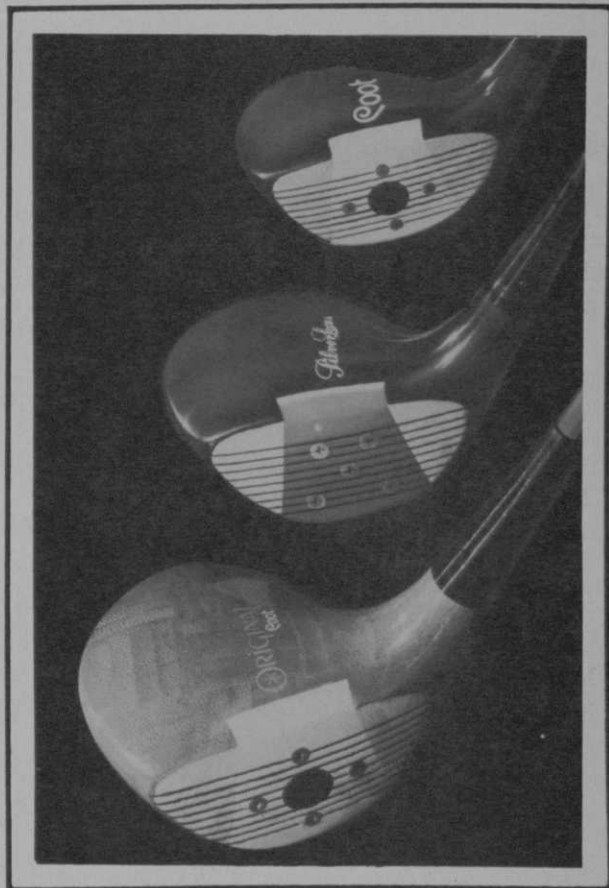
We use only choice, fine-grained, ultra-hard persimmon. And the finest bamboo. These clubheads are made with layer upon layer of laminated bamboo. Bamboo is resilient, yet extra strong. It has a "sweet feel" at impact. And many golfers are discovering extra yardage off the tee with our Coot bamboo drivers.

Our woods are designed on classic lines. No bizarre, freaky gimmicks. The fairway models have medium-shallow faces to get the ball airborne quickly. The brass soleplate keeps the center of gravity low. Three models — bamboo and persimmon. And laminated maple at a very sensible price too.

### New COOT Investment Cast Irons.



Sales Representatives Inquiries Invited



Most irons are rounded at the top of the toe. An area that seldom contacts the ball. But Coot adds weight here, squaring the top. This extends the sweetspot clear out to the center of the blade. And we reinforce this vital contact spot. With extra density of steel on the back of the clubhead. Two-thirds of the weight is below the center line. The net result — more power, greater accuracy. And the ball gets up fast.

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Write or phone for our free brochure, with full descriptions and prices. Immediate delivery on most models. (213) 675-7155



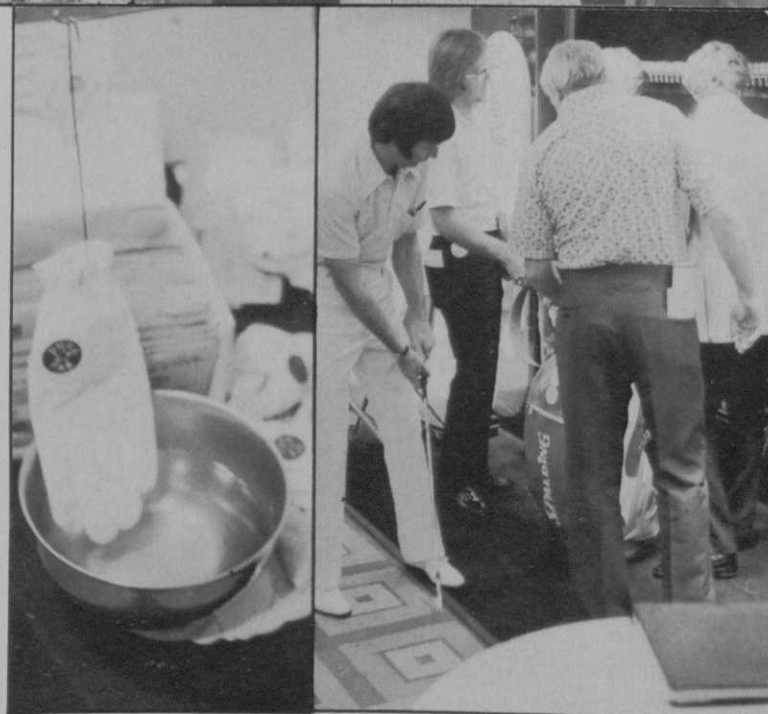
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# PGA

Clockwise from left, Cushman's Jim Leventhal (left) talks golf cars with a visiting pro. Fred Akel takes a low look at his golf ball washer that can clean 750 range balls in two minutes. At top right, Ken Maemoto of U.S. Precision admires his company's Coot wood. U.S. Precision got good reactions from the buying pros at the show. At right center, Ralph LaCroix (left), national sales manager for Royal converses on business. Royal accented its complete line of equipment at Disney World, but continued its promotion of its Daisy woman's line of clubs and accessories. At bottom right, a trio of pros size up the advantages of some new Spalding Irons. The Dura-Fab glove got rave reviews at the show, as Golden International began its campaign for the item. The glove is supposed to hold its grip even in the rain. Still in its first year of operation, Lil' David Gawfe was out in full force for Orlando. The San Diego-based firm highlighted its new line of Slinger Irons. The contingent included: Saul Gealer, Teri Murphy, Jim Flood, Bud Nations, Chuck Strurmer, Charlene Mathis and Barbara Burks.





**Add<sup>®</sup> NEMACUR to the growing line of high-performance Chemagro pesticides that help keep your turf in top playing condition**

NEMACUR 15% Granular is a fast-acting nematicide that provides months of residual control of all major turf nematodes. Requires no injection—apply with a granular applicator and water in.

**®DYRENE fungicide.** DYRENE controls dollar spot, plus all *Helminthosporium* diseases—melting out, leaf blight, leaf spot. Also controls copper spot, stem rust, brown patch and snow mold. Its small cost offsets the big cost of repairing after disease gets started.

**®DEXON fungicide.** Stops *Pythium*. This non-mercurial fungicide is also extremely effective in preventive programs to control cottony blight. It's compatible with other turf pesticides.

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microscopic "eel-worm" nematodes that destroy turf root systems, cause grass seedlings to wither and die. Requires no injection that makes turf unplayable for weeks during spring and summer. Easily applied with any conventional granular insecticide applicator. Thorough watering leaches insecticide into root zone for maximum control.

**®DYLOX insecticide.** The fast-acting selective insecticide gives quick clean-up of sod webworms. Dissolves readily in water for application with any type of spray equipment.

**®BAYGON insecticide.** A carbamate insecticide that controls turf insects, including many species resistant to chlorinated hydrocarbon and organophosphate insecticides. Safe to Bermuda, zoysia, rye, clover, colonial bentgrass and other common varieties when used as directed.

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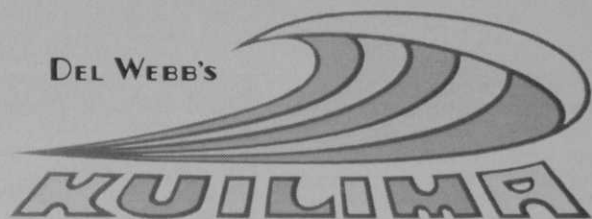


Etonic's Wally Phillips gives apparel king Fred Perry a warm embrace at top left, while below Faultless' vice president of marketing Ralph Maltby takes a break on the floor. The Ohio-based firm had business in full swing promoting its line of clubs and accessories endorsed by pro Lee Trevino. At bottom right, Don Drotman of izoo/Haymaker scans the buyers in his booth. Fansteel's Carl McManis checks out some pictures of his company's production processes, bottom center. At bottom left, it's business as usual and it's usually heavy at the Spalding display. Spalding introduced a new club line at the show for the high-handicapper, called "Esprit." The line will supposedly fill the gap between pro-line clubs and starter sets. Above, Jerry Barber (left) aids pro Bert Croghan, Standard C.C., Louisville, Ky., with a fitting of his Golden Touch club line. In upper left, Westinghouse's Joe Camp gazes over show activity in the golf car area. At the exact middle of the page, Dick Tarlow of Foot-Joy plots the sales of the Massachusetts shoe concern during the Orlando event.





DEL WEBB'S



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NORTH SHORE, OAHU, HAWAII



Pictured above, left to right, are Palmer Lawrence, P.G.A. golf professional at Kuilima, along with Andrew Zorne, general manager, and Mits Tojo, golf cart superintendent.

With them are a few of the fleet of 80 four-wheel Westinghouse electric golf carts, all equipped with Trojan J-217W Mileage Master Golf Cart Batteries.

Shown here on the scenic North Shore of Oahu is Del Webb's beautiful Resort Hotel and Country Club with its own eighteen-hole championship golf course fronting the beach. Just a fifty-five minute drive from Honolulu-Waikiki, but it's like being on an outer island.

All of Kuilima's 500 luxurious rooms have a spectacular ocean view.



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# PGA

There were a number of new products and innovations introduced at Orlando, as the equipment companies attempted to stimulate further business with new merchandise for the pros. From top down, Weffite of Canada highlighted its "Connaisseur" line. Utilizing investment cast heads, the line is an attempt at optimum

design. Pedersen announced its latest entry into the market with a titanium shaft. Lighter than aluminum, yet stronger than steel, titanium allows greater swing control with no change in the swing. To insure uniformity, each shaft is ultra-sonically tested. Dorset brought an iron with an offset profile to Disney World with the pros finding it very much in their favor. Dorset's "Vant-Edge" design offers a new slant on iron play. Square Two offered its own new innovation with totally matched set for the first time on the market, while Mac Hunter featured its Auld Classic wood.

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by anything but the best...

## Easy Rider '75

### TRAP MAINTENANCE SYSTEM

We know we rake traps best! Anybody who has seen a competitive demonstration will agree. Now we have **two** independently operated attachments . . . a weed cultivator and a sand **Super Scooper** . . . cultivate or redistribute sand independently from the raking action, **PLUS**, a lightweight, maintenance-free molded fiberglass body. The driver's seat and rear fender section is hinged and can be raised for easy engine access. Beautiful, simple! The 1975 Easy Rider Trap Maintenance System.



#### Other new '75 features:

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2. Gas foot pedal and foot brake.
3. Lighter rake for hand rake finish.
4. Lower center of gravity.
5. Engine and seat moved forward for better balance and safety.
6. Extra quiet muffler.
7. Convenient gear shift lever.



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