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CON-SOLE[®] TITANIUM IRONS EXTRAORDINARY!



"The Clubs by which all clubs
will eventually be judged"

CON-SOLE® TITANIUM IRONS

The result of the marriage of exotic metals and advanced design . . .

- ✓ – THE ULTIMATE IN TOE/HEEL WEIGHTING
- ✓ – LARGEST SWEET-SPOT IN GOLF
- ✓ – LOWEST CENTER OF GRAVITY

THE CONCEPT OF TOE/HEEL WEIGHTING . . .

in club head design is both popular and viable. Many fine companies have been proving this over the past decade, since the introduction of investment casting of stainless steel for club heads, by changing the configurations of club head design and in some cases by toe and heel weight inserts to expand the sweet spot. Such methods have limitations due to the weight of stainless steel.



1. Tungsten weighted stainless steel
2. Traditional concepts
3. Heavy bar behind hitting area
4. Cavity backs

THE CON-SOLE CORPORATION . . .

has taken an important new direction in the development of the toe/heel concept to significantly enlarge the sweet spot. CON-SOLE reasoned that if they could find a metal with the properties of steel, but much lighter in weight, which would permit greater concentration of mass in the toe and heel, they could make a club head with the sweet spot larger than any present steel club. Titanium offered the properties they sought. Now, after two years in the development stages, breakthrough in casting techniques have made it possible for CON-SOLE to introduce a set of titanium investment cast irons with tungsten

peripheral weighting that establish a new standard for club head design.

THE PROPERTIES OF TITANIUM . . .

in all instances of utility requirements for club heads, exceed those of stainless in hardness, strength, and corrosion resistance. Most important, however, is the light weight of Titanium compared to the weight of steel.



TITANIUM STAINLESS STEEL TUNGSTEN

Titanium is 55% the weight of steel
Tungsten is 4X the weight of Titanium and
twice the weight of steel.

CON-SOLE'S DESIGN CONCEPT . . .

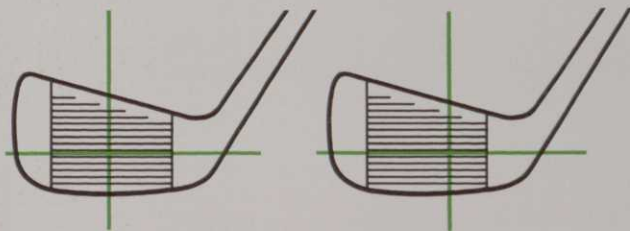
of a lightweight Titanium head with three heavyweight tungsten inserts for peripheral weighting, produces a club with an inertial advantage 307% greater than that of a popular club extensively advertised as having the "BIGGEST SWEET SPOT IN GOLF".



The CON-SOLE investment cast Titanium club head with three tungsten inserts.

THE SWEET SPOT (ZERO TORQUE POINT) . . .

on any CON-SOLE TITANIUM IRON, regardless of swing weight is positioned in the exact geometric center of the club face.



CON-SOLE
SWEET-SPOT in exact
center of club face

CONVENTIONAL
SWEET-SPOT approximately
1/3 in from heel

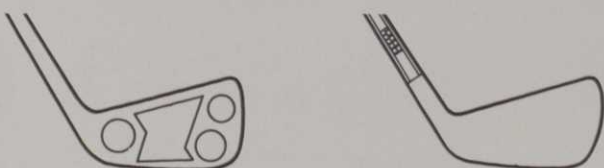
With the titanium-tungsten combination, the mass is concentrated the greatest distance from the center of the club face to give the CON-SOLE the largest sweet-spot ever built into an iron. And with toe inserts high and low, the sweet-spot is increased both vertically and horizontally.



CON-SOLE widens sweet-spot both vertically
and horizontally.

SWING WEIGHTING . . .

in the CON-SOLE is controlled by the tungsten inserts, putting the weight where it should be while always maintaining the sweet spot in the center of the club face. It is common practice of many steel club makers to adjust swing weights by pouring lead down the shaft and sealing it. While this makes for good readings on the swing weight machine, it obviously does not put the weight where it is most useful.

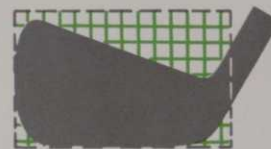
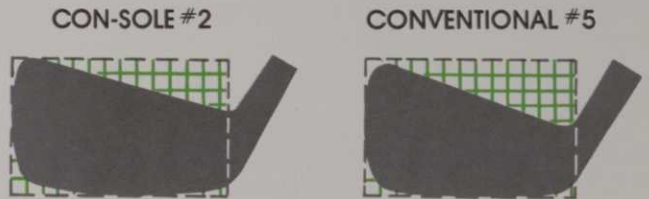


CON-SOLE
Swing weight controlled
by TUNGSTEN inserts

CONVENTIONAL
Swing weight adjusted by
lead in shaft

LONG IRONS . . .

Another significant advantage of using titanium in the club head is the ability to make the head larger. The CON-SOLE #2 head, for instance, is larger than the #5 in conventional irons.



CONVENTIONAL #2

This provides not only a larger hitting area on the club face, but will build the golfer's confidence that he can strike the ball. Club heads on conventional long irons have necessarily been small because of swing weight requirements. As a result, many or most amateurs have eliminated the #2 iron from their set. CON-SOLE TITANIUMS will bring them back.

SO WHAT WILL THESE CLUBS DO THAT OTHER CLUBS WILL NOT DO? . . .

A shot hit on the sweet spot of a CON-SOLE TITANIUM head will not travel any further or straighter than the same shot hit on the sweet spot of any other stainless steel or forged head. However, it is extremely difficult to hit on the sweet spot. Most touring professionals with consistent swings do not hit the exact sweet spot more than seven times per round of golf. The problem, of course, becomes more aggravated as you move up the range of handicaps. Obviously, miss-hit shots result in loss of both distance and accuracy. One solution is to enlarge the effective hitting area, thus substantially increasing the margin for error. This is exactly what CON-SOLE has accomplished with its titanium head with tungsten toe/heel weighting . . . the largest sweet spot and the most forgiving club in golf.

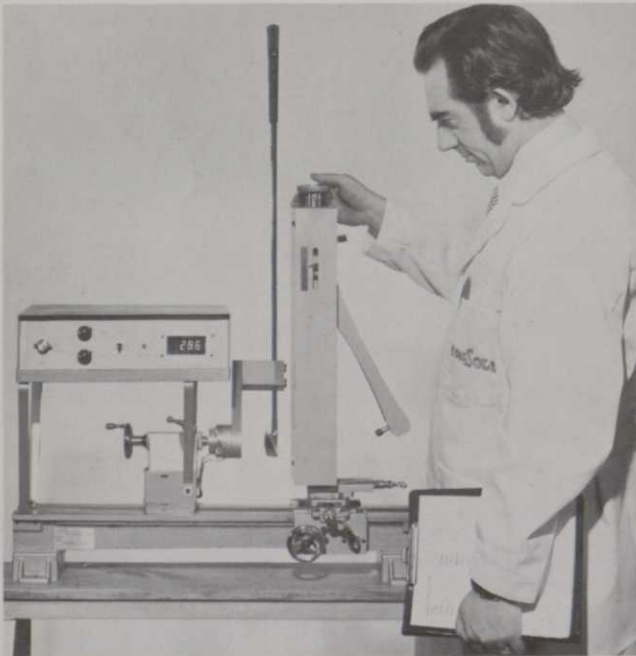
A shot, miss-hit with a CON-SOLE TITANIUM IRON will give any golfer better distance and a desired line of flight far greater than any other club.

WHY HASN'T SOMEONE MADE A TITANIUM CLUB UNTIL NOW? . . .

Possibly for two reasons: First is technology and the second is cost. The investment casting of titanium is much more complicated than steel. The casting process, developed for application within the aircraft and aerospace industries, is confined to a vacuum, utilizing a titanium ingot in the form of a consumable electrode. This elaborate casting process, coupled with the high price of raw titanium makes the cost of a set of titanium irons to the golfer about 2-1/2 times the price of a set of conventional premium irons. Because of cost, it's recognized that CON-SOLE TITANIUMS are not for everyone—we wish they were!

TESTING THE CON-SOLE TITANIUMS . . .

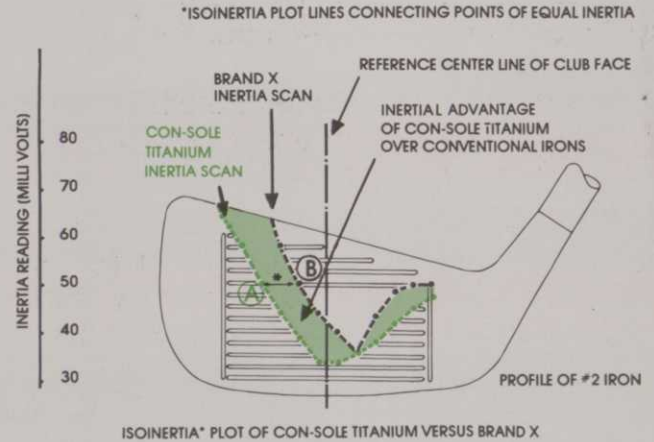
The testing of prototype CON-SOLE TITANIUM clubs involved several of the leading tour professionals over a period of seven months. They have been tested on swing machines, and static tested using an electronic inertial scan device of our own design, against numerous competitive clubs. All three phases of testing confirmed the validity of the design concept.



CON-SOLE'S INERTIAL SCANNER . . .

Since no equipment had been designed to measure inertial forces at various points on a club head, the CON-SOLE Corporation, in conjunction with Precision Force Measurement Corporation of Cinnaminson, NJ, developed the inertial scanning device shown above. A club is mounted with the club face

in front of a dual axis transducer. A pendulum with a constant force is set to strike the club head in preselected points in front of the transducer thus measuring the resistance to torque, both vertically and horizontally. To attest the validity of the CON-SOLE Inertial Scanner, it has been selected for exhibition at the 21st International Instrumentation Symposium held at Philadelphia in May of 1975.



The above chart depicts an inertia scan of the Con-Sole Titanium #5 iron versus the competitive #5 iron, advertised as having the "Biggest Sweet Spot in Golf." Relating points of equal inertia (isoinertia) a shot hit at point A on the Con-Sole green line will have the same results as a shot hit at point B on the black line of the competitor. Translated, the shaded portion of the chart shows the advantage of the Con-Sole Titanium over conventional irons.

THE PREMIUM CLUBS OF TOMORROW—TODAY! . . .

The CON-SOLE TITANIUM club set is the finest ever made. The perfect balance and highly functional design will up-grade the play of every golfer from touring pro to highest handicapper. These extraordinary clubs have set a new standard for excellence in irons.

(Available in men's and ladies sets—right hand only, 2 to 9 plus pitching wedge on dynamic shafts—A, L, R, S, XS, with rubber, cord or leather grips.)



GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 5, May 1975, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

This month marks the second club repair feature by Ralph Maltby for GOLFDOM. The author of the book, *Golf Club Design, Fitting, Alteration & Repair*, will be doing several articles on repair in future issues. A graduate of the University of South Florida, Maltby majored in marketing in college, but gained enough credits to qualify himself as an engineer. He joined Spalding in 1969 as a product engineer. While there he developed the popular Top-Flight Dynertial wood. He joined Faultless in 1973 as director of marketing. To this day, he still maintains his own repair shop.

PRO CREDIT: ARE YOU A BAD RISK? In a concise report, GOLFDOM surveys the industry to get the atmosphere surrounding credit questions for the pro in '75. Twenty percent of the nation's pro accounts are over 90 days. Some manufacturers' credit managers say the situation is the worst they have seen. Must reading for the pro _____ **13**

CLUB REPAIR: EXPAND AND PROFIT There's money in repair. Expert Ralph Maltby analyzes and explains the way to more profits through expanded service in the shop. Better service to your membership and more money in the cash register through this largely untapped business. Maltby also examines how the problems of the swing might start with the club _____ **18**

HAVE YOU CREATED A MAINTENANCE MONSTER? Midwest superintendent Paul Voykin feels his profession has been short-changed by the economy in more ways than one. Labor staffs have been reduced. Machinery parts are more expensive and less durable, he says. Equipment and supplies are more costly every year and deliveries are slow. But all the time without any let-up in sight, the demand for agronomic perfection keeps hammering away at superintendents. And this constant pressure on grooming has increased budgets to alarming proportions. Voykin contends that if superintendents did less grooming, country clubs could save money and have a more challenging golf course in the bargain _____ **22**

MANAGERS TAKE A LONG RANGE LOOK When John Simmons of Tacoma Country and Golf Club in Washington took the president's gavel of the Club Managers Association of America from Peter D'Angelo at the annual meeting in Vancouver earlier this year, it did not take him long to dig right in and begin working at his new job. He has said it is a good time for club managers to sit back and evaluate trends and procedures that have become standard over the years, and appointed a long range planning committee to see where managers will be in 10 years. The CMAA is in for a productive year with the English-born Simmons at the helm _____ **24**

DEPENDABLE UNDER STRESS When *Poa annua* and goosegrass get a foothold, George Thompson says a superintendent gets desperate and is willing to try anything. In his 11 years at Columbia Country Club in Chevy Chase, Maryland, he has tried just about everything. He presents a case for a planned fairway program and the new perennial ryes, which he says germinate faster, eventually overwhelm *Poa* and are more dependable under stress periods _____ **28**

STOCKED TO THE RAFTERS With a standing inventory of around \$400,000, West Hills pro shop in suburban Pittsburgh has come from an idea to a \$1-million operation in 14 years. Utilizing five crammed buildings for storage, including their own homes, the Evanko family has made a lot of hard work pay off in the cash register _____ **30**

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SWINGING AROUND GOLF

Two calls tell career golf stories: There was a wide span of golf course maintenance history in a couple of telephone calls I got in the same hour one day recently.

The first one was from Adelor (Bud) Petit, a former Western Golf Assn. president who also had been a president of the Knollwood Club in Lake Forest, Ill. Petit and James Royer, also previously a Western and Knollwood president, headed a Knollwood committee arranging a tribute to Lindo (Butch) Bernardino, who is retiring after 46 years of service to Knollwood. He has been superintendent most of that time.

Bernardino is one of an era of geniuses who changed golf course maintenance from a chore of play pasture growing and mowing to a profession and art of landscape management that has had more influence on the beautification of the United States than any other sport has been able to offer. There has been plenty of hero worship of the great players of golf but very little written and said about the marvelously versatile artists who have developed golf course management. In the Chicago area alone there has been an array of these colorful characters. Among them were GCSAA presidents John McGregor, Ray Gerber, Norman Johnson, Bob Williams, Roy Nelson, Norman Kramer and the first PGA president, Robert White, who was also a pioneer in course management schooling. There were the Dinellis, the Bertuccis, Joe Roseman, the Millers, Eddie Dearie, Bob Duguid, the Stupples, Emil Mashie, John Coutre, the Boyds ... you could name 50 of them who helped make golf history. Yet they remain unsung.

The other call was about tomorrow in course maintenance.

Clyde Raible, owner of a golf course in Knoxville, Ill., asked about a school which his daughter could attend in learning golf course management. Clyde says his young lady is deeply in love with golf course work and confident there would not be a happier career in the working world than that of developing a beautiful golf course that could be enjoyed by many who need beauty brought into their lives. A little about where golf course maintenance has been and where it is going.

"Replace divots" an old plea found useless? "Replace divots" requests now seldom are players' responsibilities on well-managed courses. The reason is simple. The divots do not heal.

Repair of divots with soil, fertilizer, seed or even stolons is quicker, more effective, provides good playing condition, is better looking and does a needed job without adding appreciably to the costs of first-grade maintenance, according to superintendents whose courses identify them as authorities. Scattered divots in a shot area quickly get to be a sloppy mess. Mowing does not shred the divots so the Bermuda of bent chunks are distributed for healing. Seniors who have played a lot of golf all over this country will tell you they have never seen what they would consider a course maintained in good condition that has tees and shot areas scarred by unattended divots.

There was a time not too long ago when the good caddie was taught how to do the best possible job of replacing a divot. Even when fairway watering systems came in, the divots rarely healed and a player found himself with the difficult task of playing a delicate approach off a

to page 11



Still the champ.

Ask Joe Holman of Lawn and Golf Supply Co. in Phoenixville, Pa. what he thinks about the Jacobsen Greens King.

Like the rest of us Jacobsen Distributors, he's an independent businessman. He carries Jacobsen equipment because he wants to, not because he has to. So when he says the Greens King is still champ, he's worth listening to.

He'll tell you how it does the job of 3 or 4 men with hand mowers. How it cuts 18 greens in about 4 hours.

Then he'll reach over to the control panel and show you how the driver can operate the

mowing units either singly or in any combination. Just by moving levers.

Next, he'll have you sit in the cushy seat. He'll even adjust it for you. He'll explain the transmission that has 3 forward and one reverse speed. He'll have you start the big 14 HP engine, and while it's quietly purring he'll put your hands on the wheel and ask you to see how easy it is to steer. Then you'll go out for a test run on your greens.

And you'll end up coming to the same conclusion Joe and the rest of us came to. The Greens King can't be beat. It's still the champ. So if you can't beat it, why not buy it?

Your Jacobsen Distributors.

Before we sell it, we buy it.

Introducing **TREBLER**



The new kind of golf spike that can actually help your game

If you never give a second thought to those spikes on your golf shoes — except when they need replacing — the Trebler will be a real eye-opener.

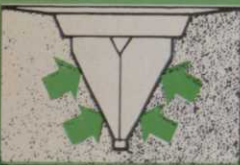
Sandvik scientifically designed this unique spike to give you the firmest grip you've ever had on the turf or in the sand. Its three-sided shape gets hold of more ground to assure a new degree of lateral stability. And because the Trebler tip is made of tungsten carbide (used to crush rock) it is immune to normal wear. This means you won't encounter a variable in foot movement during your swing... which occurs when ordinary spikes start to wear down and lose their grip. That seldom thought of "variable" could have a negative effect on your game without your realizing the source of the problem.

The Trebler is so tough, in fact, that it will outlast any shoe no matter where you walk. Yet it is so 'gentle' on the turf that greenskeepers will be happy to see them on your shoes. That unique Trebler design minimizes spike lift, twist, and drag marks... really takes it easy on carefully manicured greens.

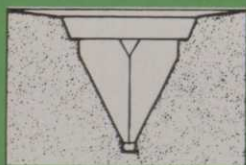
The Trebler will cost you \$6.50 per set. But it's a premium performer. When you consider what Treblers can do for your game, and that they'll never need replacing, they're a bargain.

You really owe it to your game, your wallet, and your greenskeeper to get Trebler spikes on your shoes.

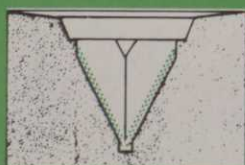
Here's the Trebler 3-way efficiency story



1. Unmatched stability. Tetrahedral-tip provides greater ground contact area. The 3 sides give you lateral stability not provided by any other spike.



2. Maximum wear-resistance. Tip projecting beneath support flange is 100% wear-resistant Coromant cemented carbide. They'll outlast your golf shoes.



3. Better greenskeeping. Spike lift, twist, and drag marks on greens are minimized because Treblers are 1/3 shorter than ordinary spikes and have a Tetrahedral-tip.



Look for this **TREBLER** blister-pak at your favorite pro shop or sporting goods store. If **TREBLER** isn't yet in stock, you can order direct (for a limited time only) by sending your check or money order for \$6.50 with the coupon. Send to the **TREBLER** supplier located closest to you, and your spikes will be shipped promptly, postage paid.

USE THIS COUPON TO ORDER YOUR TREBLER SPIKES

Send \$6.50 (check or money order) made out to the supplier closest to you for a set of 22 **TREBLER** golf spikes, plus wrench.

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Enclosed find Check Money Order for \$ _____ for _____ set/s of **TREBLERS**.

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TREBLER  three-way efficiency golf spike by **SANDVIK INC.**