



Burgett...finest quality Golf Gloves!

That's because only the finest leathers are used, and expertly tailored to Burgett's exclusive, modern, time-tested design. Preferred by the professional, requested by the amateur.


K.L. Burgett Co.
PEORIA ILLINOIS

Step up to better golf

By VINCENT J. PASTENA



DRIVER SEQUENCE

1. Pro-Shu blue "baby 'gator" Corfam and white finely-grained Corfam; in a bal saddle golf shoe (Style #824: \$29.50).
2. Foot-Joy bal saddle, shield-tip golf shoe in Border blue patent and white washable shrunken calf (Style #5141-7: \$45).
3. "Jack Nicklaus" by Plymouth; golf shoe in black smooth and white DuPont Corfam (Style #9106: \$29.95).
4. Stylist "Plum Beautiful" golf shoe; white Corfam with plum patent toe and trim in bal saddle, wing-tip style, with kiltie (Style #2000: \$45).
5. "Arnold Palmer" by Eaton; Loden and white shield-wing golf shoe in Corfam (Style #P509: about \$38).
6. "Mulligans" by Weinbrenner; Oxford golf shoe in white crushed-grain leather with red "Crockagator" saddle and kiltie (Style #V2234: about \$22).
7. Dexter golf shoe in red and white Corfam; long-wing blucher styling with kiltie (Style #4026: \$25).



Brilliant color in golf shoes has become an accepted fashion fact. With this concept firmly established, manufacturers are turning their attention to textures and styling details. Reptile grains, shiny Corfam and suede finishes are used liberally to heighten imaginative toe and throat treatments.



FIVE-IRON SEQUENCE

1. Lazy Bones moc-style golf shoe for ladies with kiltie, in black alligator grain and white smooth leather (Style #641: \$17.95).
2. Bass wing-tip, saddle ladies' golf shoe with kiltie; golden brown, lizard-grain Corfam and white smooth Corfam (Style #W3105: \$20).
3. "Lady Mulligans" by Weinbrenner; moc-style golf Oxford in white leather and faded blue Laramie glove leather; with matching kiltie (Style #VX2431: about \$20).
4. Lady Pro/Line Par-Pals; gold and white shiny Corfam wing-tip shoe with sewn-on kiltie (Style #W890C: \$19.95).
5. Etonic's orange and white El Paso square-toe golf shoe in Corfam, with kiltie (Style #8256: \$29.95). Square-toe models also available for men.
6. Titleholder wing-tip golf shoe in white crushed calf with Calcutta lizard; calf trimmed (Style #371: \$28).
7. Foot-Joy monk-strap golf shoe with wing-tip, in white washable shrunken calf (Style #9076-1: \$39).

Continued on next page



Among new styling features, the square, or blunt, toe, which has caught on in street footwear over the past year, now makes its debut on the golf course in both men's and women's models.



WEDGE SEQUENCE

1. Johnston and Murphy blucher golf shoe with attached shawl; in dark ruby shiny and white grained Corfam (Style #2713: \$45).
2. B.F. Goodrich golf shoe with Posture Foundation construction; brown and white blucher Oxford of Vynarich vinyl (Style #M8-871: \$17).
3. Hyde shield-tip saddle golf shoe of Corfam; in Cordo Mira and black shrunken grain, with kiltie (Style #475: \$24.95).
4. Byron Nelson Stroke-Master by E. E. Taylor; shawl wing slip-on in polished shining burgundy Corfam and white grain Corfam (Style #6702: about \$35).
5. Hush Puppies by Wolverine; the "Blarney," a blucher saddle golf shoe in black smooth pigskin and copper brushed pigskin (Style #10956: \$16).
6. Bridgewater wing-tip golf shoe in white crushed calf and burnt orange simulated alligator (Style #2001: \$37.50).
7. Towncraft by Penneys; bal saddle golf shoe with kiltie in shadow grain green and Ming green shining Corfam (Style #606-8796: \$27.95).



LUXURY

New elegance for 1968...gleaming beauty...unequaled design...performance tested. The popular Lady Staff golf bag with matching Country Club bag and the men's Staff bag with matching carryall...by Golfcraft, of course.

 **Golfcraft**

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NEW RANGE BALLS
from one source of supply

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SUPER & SUPER V
WHITE OR YELLOW



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IMPROVED
"SOLID" BALL
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- RANGE "FLOATERS" AVAILABLE.

WRITE IN FOR 1968 CATALOG

WITTEK GOLF RANGE



SUPPLY CO., INC.
3650 Avondale
Chicago, Ill. 60618

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66 • GOLFDOM/1968 APRIL

If I were a pro

Continued from page 38

season—a highly volatile and short season dependent on weather just as is the golf season.

In ski merchandising, we stock the "pro shop" with all the pro-quality items such as "Head" skis, "Bogner" clothing (imported) etc. We have a clientele that consists of people that belong to all the fine clubs in the area, and we have been doing business with them for 14 years.

We sell at full markup from October through the winter ski season until February, when, even though there are still great ski conditions, the ski sales wane dramatically. We now prepare to have a sales cleanup. In the ski business, you must order and stock heavily or you lose too many profitable sales or you lose business to your competitor who has a better and deeper inventory of fine goods.)

So, at a given date in late February, and even though our competitors start advertising their cleanup sales heavily in the newspapers, we send to our customers a small, formal, well-done invitation that states we are desirous of offering them the opportunity of coming in and making great buys on quality merchandise (exclusive, of course, of restricted franchised items not allowed, such as "Head" skis).

Would you believe that we are so swamped in our store that \$20,000 plus is rung up in one day? Note one important admission: The ski season is still on, and the items bought can still be used right away. Timing, and not being afraid to clean up though you have some remaining play are the keys to success.

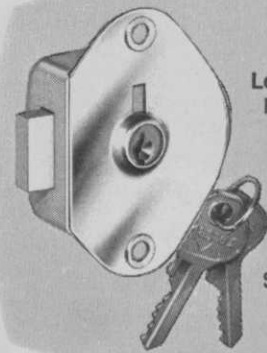
Also, when you can, ask any prominent expert in the soft goods field and he will tell you that style goods carry only 45 to 48-day merchandise life expectancy. So, if you have your sales when you have the *least* play, you won't and can't get much response. *Sell it and let them use it.*

Please dispel from your mind that we are "defensive buyers." We are not afraid of competition, nor do we worry that this big sale

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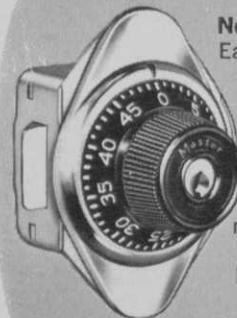
Master

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PROTECTION



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Finest 5 pin
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Dead Bolt
(illus.);
No. 1714
Spring Bolt.

No. 1525 Key
Controlled
Stainless steel
case, double
wall security.
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supervisor
access to
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No. 1654 Built-in
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locker has own
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Supervisor
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500 COMPLETELY REBUILT GOLF CARS

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**Up to 40% Discount to Pros and Clubs on New Batteries, Tires, and Chargers.
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\$1.60 each
10" x 7"

TEE MARKERS
14" x 7" Steel
Just \$4.89 ea.



80¢ each 10" x 3"

Write for new catalog

Custom made tee markers! Your choice of size, beautiful colors and wordings. Die embossed in 24-gauge steel or .025 aluminum. Baked enamel finish will last for years. Signs shown have white letters on grass green background. Just send your score card with purchase order, delivery within three weeks.

Grimeco Signs

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If I were a pro

Continued from page 66

will cause us to slump next year. Other circumstances may promote sales slump—but not this attitude of honest sales.

Don't play around with small bogus sales that insult the intelligence of the customer. Of course, I don't advocate for sales, hard goods that can be easily held off such as clubs, balls, etc. But don't commit the cardinal sin of holding soft goods too long.

Pro golf shop or city sporting goods shop, the rules of merchandising are not really that different. The aggressive pro shop will not lose much business to the city shop or to his fellow golf pro. But, the pro who does not educate himself through methods promoted by the PGA, such as the merchandise show, business schools, and sectional meetings, had best beware because there are retail people who recognize what a well-stocked, city "pro-quality" store can do for their sales.

There is also a prediction here that, in the future, as the golf business expands, that the manufacturers who have protected the pro and attempted to market their goods "through pro shops only" will come to realize that city golf "pro shops" may be more ideal because of better merchandising tactics and attitude on how to move goods.

Sophisticated advertising by these same manufacturers telling the golf customer that they can find the goods in specialized city "pro shops" would definitely motivate many golfers. The day may be nearer than some of us suspect.

The only way the pro shop can forestall this day is by becoming a better merchant and adopting modern retailing tactics in moving merchandise. Otherwise, it may be a completely new ball game. □

About the Author

Jimmy Brown, a native of Salt Lake City, graduated from the University of Utah with a B.S. degree in Marketing and Business Administration. In 1954, he became co-partner with Tally Stevens, in Steven Brown Sports, Salt Lake City.

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. . . Many pros are afraid to tell their members and players.

The PGA further elevated its high standing in golf public service by having the 21 per cent of National Golf Day revenue, usually applied to the PGA Educational account, be turned over to relief and benevolent funds, sectors in which pro golfers are far behind pro baseball and football players . . . The transfer is offset by educational money taken from other PGA funds . . . Substantial economies were effected in the promotion of 1967 National Golf Day and its operation, a project in which all officers are unpaid and pay their own expenses.

Eventually many of the better clubs may bill members \$1 a year for National Golf Day on the pattern followed by a considerable number of the top clubs in billing members for caddie scholarship and local association handicap cards.

Par-3 development has settled down to a solid business gait and out of the boom stage . . . These par-3s are much older than you may think . . . *Ted Woolley*, president, Golfcraft, when he was a smart young pro fresh from Scotland, was an early builder and operator of a par-3 . . . It was around San Diego and about 40 years ago . . . *Sonny Ryan* now starting his tenth year as teaching pro for *Dave Felder* at *Dave's Golf Center* in Minneapolis says *Dave's* new nine hole par-3 about 1,250 yds. long opens about mid-May.

Bantam Books, Inc., will publish this December the first of the annual round-ups, that the late *Charley Bartlett*, Golf Writers' Association secretary, had been preparing for years . . . *Bartlett's* oldest son, *Mike*, will edit the book . . . *Bob Cromie*, Chicago Tribune book editor, a golfer and former sports writer, arranged the deal with Bantam . . . *Marshall Dann* of Western Golf Association, *Carol McCue* of Chicago District GA, *Waxo (Dudley) Green*, Golf Writers president, and others are collaborating.

Ted Swanson, Wakefield, Mass., and a founding member of the New England GCSA when he was superintendent Bearhill GC, Stoneham,

Continued on page 78



PHOTO COURTESY SAN DIEGO C.C.—OVERSIZE TIRES (AS SHOWN) OPTIONAL.

FOR 18 OF THE BEST-DRESSED GREENS... USE THE ROYER SUPERINTENDENT SHREDDER

For a top-notch top dressing that leads to plusher greens with truer putting surfaces, you just can't beat a Royer Superintendent Soil Shredder. It efficiently makes up any top-dressing formula in a single continuous action—raw ingredients in one end, top dressing out the other—at the rate of 15 cubic yards per hour. You can prepare and store or take the mobile Superintendent right to the green. □ Equally important is the quality mix you get. Using a patented cleated-belt action the Superintendent breaks up lumps without damaging soil structure, mixes and blends thoroughly to eliminate formula stratification, cleans out oversize, and discharges a "Royered" blend into a stockpile, truck or trailer. □ When large amounts of coarse organic matter and small stones are present in the soil, further screening may be desirable. Here's where the Royer Powerscreen is important. This fine-mesh, vibrating screen receives the discharge from the Superintendent and produces a final mix that is uniformly textured and completely trash-free . . . a top-quality mix that allows powered top-dressing spreaders to operate at their highest efficiency by minimizing downtime. And, a mix that mats in (not off) the green to eliminate trashy aprons. □ Detailed tips on operating the Superintendent and Powerscreen are contained in a booklet, "Golf Course Superintendent's Guide to the Use of Royer Equipment." Why not write for a copy.



ROYER

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For more information circle number 167 on card

News of the industry



This tee marker is very useful for the resort clubs that cater mostly to strangers and has no caddies to direct them.

The tee marker is made of wood, about 20 x 24 inches, on which the design of the hole is carved, with different coloring for tees, greens and traps. Included also, are the hole number, yardage and par.



Attending the annual meeting of the American Society of Golf Course Architects at the Boca Raton Hotel & Club, Florida where he addressed the members concerning the growth of golf during the past year was Harry Eckhoff, eastern representative of the National Golf Foundation (center). Pictured with Mr. Eckhoff is out-

going president, William F. Gordon (left) and Edward L. Packard, secretary of the ASGCA.

New Bean catalog

John Bean Division of FMC Corporation has made available a new 12 page golf course sprayer catalog free on request.

The new catalog describes nine different types of turf sprayers, some tractor mounted, others on trailers, and still others on trucks and trucksters.

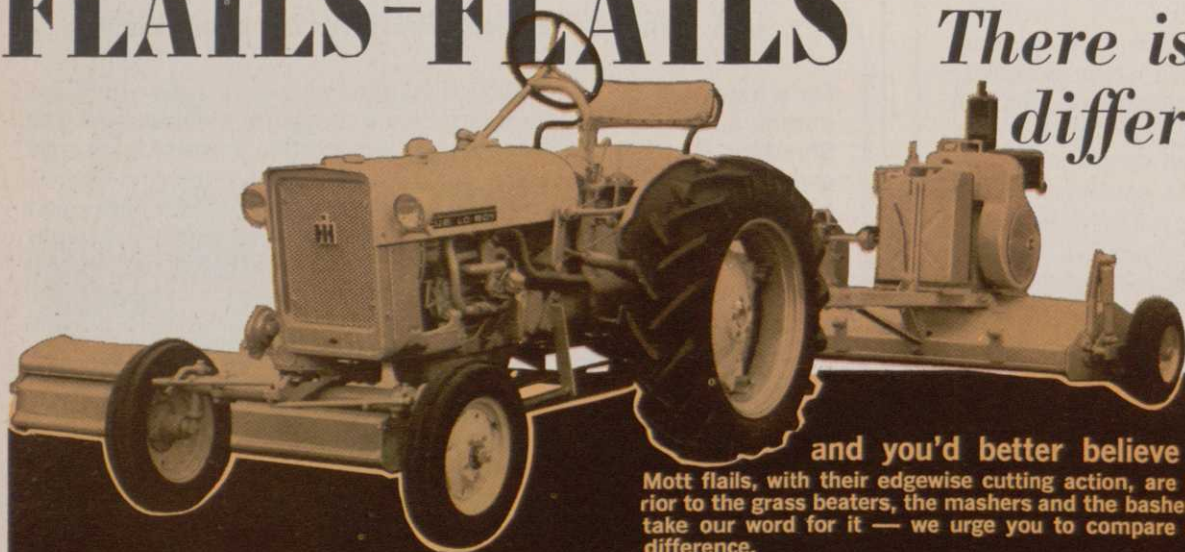
Victor sales rise

The sales and earnings of Victor Comptometer Corporation have reached new record highs in 1967.

A.C. Buehler, chairman of Victor reported sales for the year 1967 were \$139,279,676, up \$35,107,203 over the prior record established in 1966.

FLAILS-FLAILS

There is a difference!



and you'd better believe it!

Mott flails, with their edgewise cutting action, are by far superior to the grass beaters, the mashers and the bashers. But don't take our word for it — we urge you to compare and see the difference.

20 YEARS of know-how . . .

makes the Mott for 1968 greater than ever. Greater in structural integrity . . . greater in maintenance free service . . . greater in cutting ability . . . better cutting with less power!

Mott is the only Hammer Knife Flail mower — none can compare! It isn't built to beat a price line. It's engineered for longer life, greater safety and better performance for a wide range of job applications.

The patented MOTT "hammer-knife" flail blades are made in six different styles — to meet every mowing need — fine lawns, weeds, leaves or renovating. The self cleaning feature assures continued peak performance in the most adverse mowing conditions. The unique design minimizes throwing of struck objects—provides greater safety.



Get a date to see the Mott for 68 — we'll demonstrate.

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