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The Lestronic charger totally eliminates over and undercharging on any battery, regardless of age, temperature, or condition. This "fool proof" charger will *extend* battery life and *reduce* required maintenance with precise charging every time.

The Lestronic
knows when to quit.

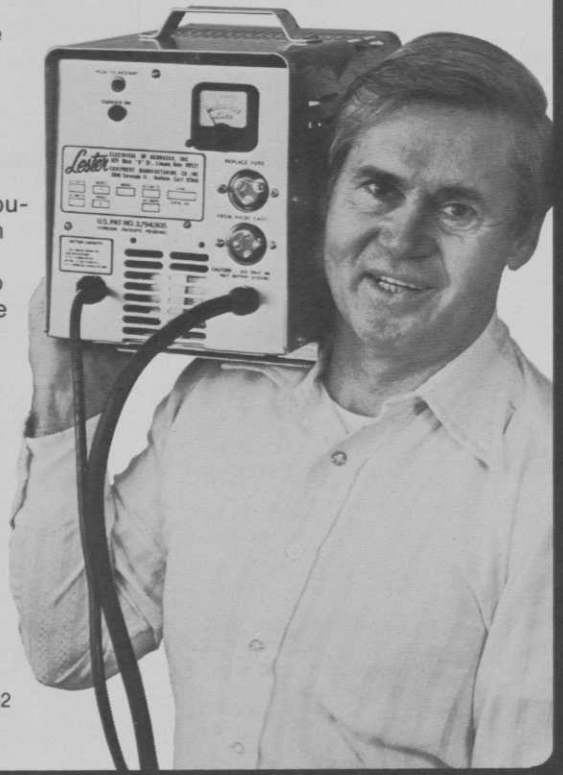
There's no trickle charge to burn your batteries. The patented Compu-Time I timer totally shuts off when the battery is fully charged. Left connected, the Lestronic will keep batteries charged indefinitely since the Compu-Time I timer will automatically turn on every 2½ days.

**"The charger
with a brain."**

Lester Electrical

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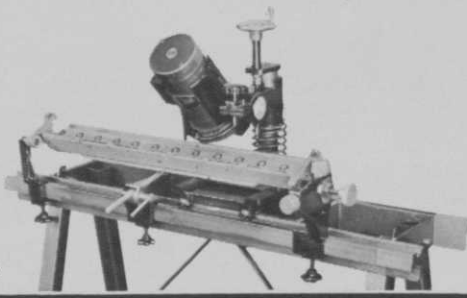
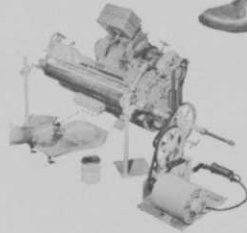
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The old pro

"Amateur" code is shocking

The new "amateur" status code of the United States Golf Association — approving amateurs taking up to \$350 cash as prize money and all the golf playing equipment, apparel, and shoes they can panhandle from manufacturers — at first numbered golf professionals, veteran amateurs, regional amateur association officials, golf manufacturers, and golfers in general.

Now the USGA abandonment of the game's traditional amateur principles has most golfers in a state of shock. They can't understand why an organization unquestionably of true amateurs (who pay in cash, time, and brains to serve the game) could vacate its position as the last ruling sports body in the United States to maintain a code designed to preserve the sport as mainly for enjoyment.

The decision was made without polling the nearly 600 men and women members of USGA committees who have had high pride in the USGA amateur principles and conduct.

Although no golf professionals were queried, a considerable part of golf pro shop merchandise volume is for golf goods bought as prizes for competitions of club members, trade associations, social and political organizations. USGA approval of taking cash as amateur golf prizes will mean a reduction of more than 10 percent in sales revenue at many pro shops.

Golf playing equipment and apparel makers are puzzled by the "amateur" get-it-free item of the new code. The manufacturers say there is nothing else like it in sports business. One remarked, "The ruling makes no more sense than the USGA announcing it was not going to take money for its television rights for the Open."

The USGA has made no reference to the possible effect of the new "amateur" ruling on such international amateur competitions as the Walker Cup and Curtis Cup matches — where USGA teams of "paid" amateurs play against the unpaid amateurs of Britain, Ireland, and other countries who are governed by the no-money amateur code of the Royal and Ancient.

Cynical and possibly realistic golfers, while inclined to view the new code as a disaster to the USGA record of governing golf as a game, ask, "What can anyone expect with amateur sports vanishing in colleges and pro football, despite widespread comment on questionable decisions, still has such slight regard for what sport used to call ethics as to feature a big-time gambler giving odds on pro bowl games?"

The excellent amateur is an endangered species, and so may be the USGA. Look at what happened in tennis.

By the time you read this, the USGA will have met to discuss the future of its amateur status ruling. Our editors would like to get your opinions on the subject, however. Write to: Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.