



Part of the demonstration included rambling up the hills of the Chicago club.

Golf Car Show

Several hundred Chicago golf course operators, supts., golf professionals and private club officials took advantage of the opportunity to personally examine and test drive the widest selection of golf cars — 46 different models — ever assembled in one location at the first Midwest Golf Car Clinic and Field Demonstration held May 2nd at Hickory Hills Golf Club, near Chicago.

The 'by invitation only' event was sponsored by the Chicagoland Golf Assn., an

organization of semi-private course operators, in cooperation with the nation's leading car manufacturers and GOLF-DOM magazine. The committee, which organized and conducted the program included CGA president John Coghill of Silver Lake in Orland Park, Ill.; William Freund, sales mgr. of Victor Car Co.; Marty Walsh, mgr. of Hickory Hills GC and Joe Graffis, Sr., publisher of Golfdom and Golfing Magazines.

The day's program began with a gen-



Speaking of nicely turned-out chassis, here is one that's hard to beat.

eral meeting in the Hickory Hills clubhouse and featured talks by Bill Freund, Frank Olivieri of Cushman Sales Co., and Bill Burdick of Goodyear Tire & Rubber Co., who showed a color-film of the Terraire's use on golf cars.

The outdoor program featured an impressive parade of 46 golf car models through the huge Hickory Hills parking lot and over a portion of the golf course. Following the parade, the individual cars were made available for 'guest driving.'

One of the outstanding features of the program was the opportunity to compare and examine 46 different golf car models exhibited by 20 manufacturers and distributors.

Search for Assets in Washington Golf Promotion Scheme

War for control of the assets of the Lakewood CC in the Washington, D. C. area has uncovered curious aspects of high-powered country club promotion but hasn't uncovered much of the \$1.5 million paid by Lakewood's 1800 members. Of these, 1,151 are "life" members who are not required to pay dues, under terms of their membership agreement.

Promoters of Lakewood are Troy V. Post, Jr., Bill M. Allen and Leroy W. Pickett. Their other affiliations in golf, at one time or another, have included Rainbow Hill CC, near Baltimore; Eden Roc CC in the Pittsburgh area, Quidnessett Hotel and CC, North Kingston, R. I.; Glen Haven CC, Dallas, Tex.; Golf Contractors, Inc., of Texas; and Shore Club Estates, a project for the Maryland Eastern Shore. Allen once had rights to sell franchises east of the Mississippi for the Sam Snead Schools of Golf.

What the Lakewood CC assets are to fight about are not clear. Dissatisfied members of the club ousted the original officers and directors and voted in their own men.

Vinton E. Lee, a Washington accountant and consultant widely known in the club management field, was appointed "conservator" of the Lakewood project by the Federal Court in the Dist. of Columbia.

Lee filed suit in the District Court to recover approximately \$150,000 of the amount which he claims was loaned to other projects, in which the Lakewood promoters were interested, and to Post, Allen and Pickett. The latter filed four counter suits asking \$10.5 million dollars

in damages from the new Lakewood directors.

The Federal Government has filed suits against Lakewood for \$419,041 in corporation taxes and \$100,703 for unpaid excise taxes on membership fees. Companies which had been engaged in the Lakewood clubhouse construction filed liens.

Lee said his examination showed that of the \$1,544,341 paid to Lakewood by its members as of Dec. 31, 1960, \$643,230 had been spent for capital improvements, including an 18-hole course, two swimming pools, a wading pool, cabanas, tennis courts and a partially completed clubhouse. He said that of the remainder, about \$530,000 went to the promoters for sales commissions, advisory and management fees, salaries and loans to the promoters and their companies.

Liberal with Fees

C. Wayne Freeland and James E. Hayes of Texas are listed as having been paid \$98,887 for "management and advisory" fees. Freeland and Hayes had a contract with Lakewood promoters providing that they were to get 10 per cent of the original selling price of each membership and a continuing contract of \$1 per month from each dues paying member.

The Internal Revenue Service claims Lakewood is operated for the profit of the promoters and so shouldn't receive exemptions given private clubs organized and operated on a non-profit basis.

The Lakewood club had a contract with Sam Snead and Gary Nixon and Snead and Nixon were mentioned in negotiations to bail out the sagging club. Snead, as chmn. of Lakewood's advisory board, was to get \$3000 a year which called for one exhibition a year and operation of the pro shop by Snead and Nixon, with all proceeds of the shop and 75 per cent of golf car revenues going to them.

Ralph M. Bogart and Robert W. Brownell, prominent Washington amateurs, were on the Lakewood advisory board. They got Lakewood's insurance business. Rep. Jack Westland, former National Amateur champion, also was on the Lakewood advisory board. Westland said he had not been asked for advice by the promoters.

PAP, Inc., one of the promoters' organizations, leased the Lakewood grounds for a basic rental of \$15,000 a year for 50 years then leased it to Lakewood CC for \$60,000 annually for 3 years, according to Internal Revenue in denying a tax-exempt status to the Lakewood promotion.

The Super Maxfli is good news twice



*Good news for your players
because it plays so well.*

*Good news for you
because it sells as well as it plays.*

That's the 1961 story of the Dunlop Super Maxfli, the ball that won its first major tournament when it was just eight days old and has been winning new friends and breaking sales records ever since.

The Super Maxfli sells so well because it plays so well. It consistently delivers extra yardage and playability. It is consistently accurate and it consistently stays whiter longer.

The Super Maxfli is consistently advertised! Fourteen national publications, carrying millions of selling messages, are your salesmen-in-print all season. These ads sell the Super Maxfli to people who must come to you to buy.

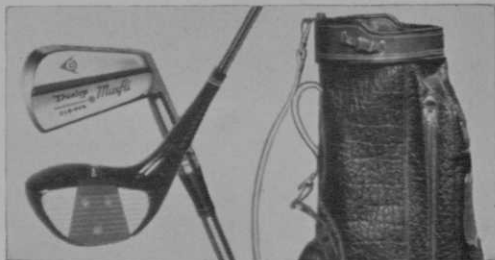


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These all-new Maxfli woods and irons are fitting companions to the Super Maxfli. Each club is balanced as a unit and as a set. There's handsome profit in Dunlop Tufhorse golf bags and matching accessories.

Sold only in pro shops. Unconditionally guaranteed under the Dunlop Bond of Master Craftsmanship.



Figures Show Juniors Are Golf's Neglected Segment

By HERB GRAFFIS

WHAT do you know about the Junior golf situation?

Junior golf is the insurance of the golf business. It is undergoing change due to the bag cart and golf car altering the traditional caddie picture, the big increase in women's golf reducing summer time available for Junior play on many courses, private and public, and the swimming pools at private clubs providing a welcome for the kids that often is not extended at the golf course.

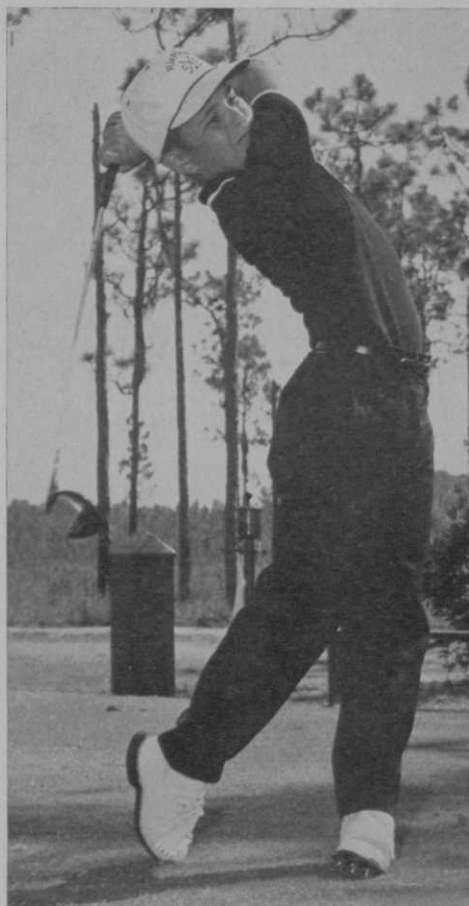
Any phase of the golf business is of urgent importance to the professional, course supt. or mgr. who qualifies as a golf businessman. Being qualified only in one's specialized field as a professional, supt. or clubhouse mgr. is not enough to do the job exceptionally well at a club of any size or character these days. The man who is serving his club best and getting a better than average salary is the golf businessman.

When the golf businessman looks at the figures on golf play, as recently compiled after a COLFDOM survey, he sees that there are 3,200,000 men, 857,000 women and 341,000 Juniors playing at least 15 rounds of golf a season.

Figures Are Conservative

These figures are conservative. Since 1927 COLFDOM has been making surveys with the cooperation of pros, supts., mgrs. and club officials or owners in an effort to determine what the score actually is in the golf business. The surveys often are used in establishing marketing quotas and checking results, so they can't be the wild guesswork that sometimes is handed out as golf market data.

Comparing the latest available U. S. Bureau of the Census estimates of U. S. population by age with the estimates of golfers, it appears that there is about 4 per cent of the U. S. population between 10 and 74 years playing golf but the 10-19 age group seems to have fewer than one per cent as golfers.



Ralph Colla, Jr., Youngstown, O., is a star among the Junior set. He finished second in the 10-12 age class in the 1960 Orlando (Fla.) Pee Wee tourney.

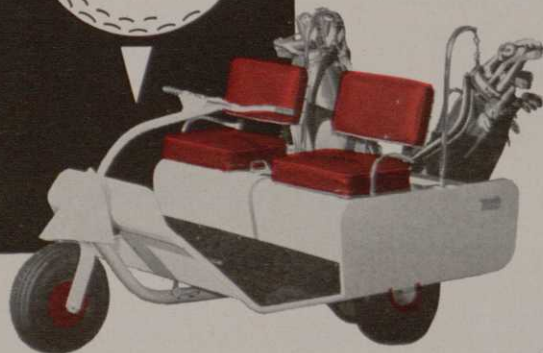
The figures on juvenile golf activity probably are more nearly generous than the estimates on other age groups. When the youngsters get the benefit of coordinated municipal course and high school physical education programs they get to play a fair amount of golf after school and during summer vacations. Otherwise, pros have to get the kids into 9 holes of play one morning a week during the summer, usually after their junior class lessons are held.

Colleges Lend A Hand

An increasingly large part of the Junior golf development is being done at the 140 college and university courses and as promotion by enterprising owners and professionals at daily fee courses, Par 3 and miniature courses. The miniature courses
(Continued on page 76)

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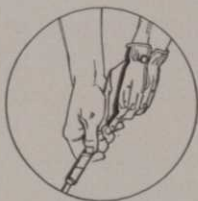
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For Medium Size Operation . . .

\$3,500 Can Stretch A Long Way in Building Pro Shop

By JOE REDANTY

Professional, Le Roy (N. Y.) CC

If you have a building no larger than 20 by 40 ft. and around \$3,500 to spend, you can build a very serviceable if not pretentious pro shop. I know, because I have just done it. The photos on these pages give you some idea of my handiwork.

LeRoy CC is a semi-private setup with 18 holes. Owned and operated by the Bra-Cal Corp., it is located about 20 miles from Rochester. I have been pro at LeRoy since 1950.

My shop is divided into three sections — sales display area, office and the back section, in which are located storage racks that hold nearly 250 sets of clubs, a work bench and miscellaneous equipment.

After Redanty's new shop was completed, one of his first visitors was Nancy Cornish, a member at LeRoy. Railing in bottom photo is aid in club handling on busy days.



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Play **glasshaft**—the prestige club

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Redanty's office, located in center of pro shop building, has doors leading to sales room and storage and club cleaning area.

All walls of the display room are finished in pegboard which, as most pros realize, provides a backdrop for a practically limitless variety of merchandise arrangements. The most striking thing about my sales room is the recessed section I have under the cash register counter in which bags are displayed. It has prompted a good deal of comment from both players and golf salesman and has resulted in more sales of bags than I ever have experienced before. Right now, I'm trying to think of a companion piece to go with it that can be set up on the opposite side of the room and perhaps attract more attention to the merchandise shown in that section of the shop. In that way, I'll have a kind of one-two display punch that will catch the eye of the golfer from almost any angle.

Captive Traffic

Club storage racks are constructed of $\frac{1}{2}$ in. plywood and are 3 x 3 x 10 ft. Four bags can be stored in each cubicle. I put a lot of thought and work into the building of these racks so that they would be easily accessible to persons of almost any height, and also so they wouldn't cause any damage to bags that are removed or re-placed. The enclosed railing, seen in the photo on page 36, was installed with the idea that bags can be handled more quickly on busy days with it. They can be placed upright inside the railing and kept there until we get enough time to put them back into the racks.

With players who store their clubs at our shop, we are almost sure of two-way

traffic whenever they play. They come through the front end to pick up their clubs. When they are through playing, they drop them off in the storage section and then proceed through the front to leave the building. Candidly, I'd like to figure out a way to increase this to four-way traffic. There's no denying that it gives a big boost to sales.

Some persons seem to feel that \$3,500 is a rather modest amount to put into a pro shop interior. I don't necessarily agree with them. You can do a great deal with that much money. It may take some extra thought in the planning of the shop layout and some shopping around to find reasonably priced and adequate materials, but it can be done. The thing to keep uppermost in mind is simplicity. Build your walls straight without going in too heavily for recessed or overhanging effects because they not only steal space but cost more money. Do the same thing with display counters and shelves. Many times the more you try to put into them in the way of decorative effects, the less you get out of them. The main thing to keep in mind about counters and shelves is to build them so that they can be moved around. In fact, your whole shop should be constructed so that as many things as possible are movable or interchangeable. What we pros need is more mobility and versatility.

Suggest, Don't Boss, to Get Cooperation in Course Care

Supt. Fred Harris, Los Coyotes CC, Buena Park, Calif., has a column in the club's magazine. In a recent issue he suggested that "electric car drivers make a special effort not to drive in the same tracks all the time as excess wear is resulting from this habit. Why not look ahead and try not to make a patch that is becoming worn and brown? Your thoughtfulness will help to make your course much better looking."

This sort of education will solve many problems of golf car and bag cart use.

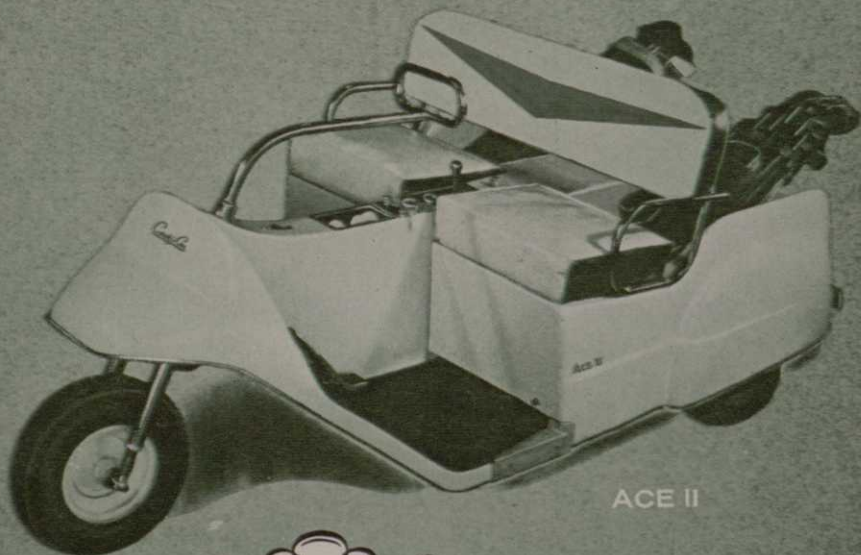
Ohio Turfgrass Council

The Ohio Turfgrass Council, officially formed in late April, hopes to persuade the state legislature and individuals and corporations to make large enough grants to enable the Agricultural Experiment Station in Wooster to carry on a full time turf research program. The Ohio organization is patterned after that of the Council in neighboring Pennsylvania.

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ACE II



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PARTner II

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PGA Rocked by Disputes Over Tournament, Membership Rules

Three bombshells were dropped into the PGA tournament picture in May, causing more furor than had been experienced at any time since George S. May decided to cancel the annual \$200,000 Tam O'Shanter extravaganzas in the spring of 1958.

Involved in the fireworks were the Caucasian clause in the national PGA constitution, a conflict of dates in the scheduling of a regular PGA circuit tournament and an international event, and a protest made by 26 circuit players over exemptions for the 1961 National Open to be played this month at Oakland Hills in Birmingham, Mich. Questioning of the Caucasian clause arose over the playing of the 1962 PGA Championship, and the conflict of tournament dates involved the simultaneous playing in June of the Memphis Open and the International Golf Assn's Canada Cup matches in Puerto Rico.

The PGA Championship, scheduled to be played at Brentwood CC, Los Angeles, July 26-29, 1962, will be played elsewhere. The event was withdrawn from Brentwood by the 13-member PGA executive committee as the result of a dispute with California attorney general over a Negro player, Charles Sifford, who would not be permitted to attempt to qualify for next year's Championship because of his race. The PGA constitution violates California law, said the attorney general, because membership in the professional golf organization is restricted to Caucasians.

Ruled Against Negroes

Exclusion of non-Caucasians was reaffirmed by the delegates to the 1960 annual PGA meeting, held in Scottsdale, Ariz. Admission of Negroes to the pro organization, it was decided, is contingent upon members of that race establishing sufficient clubs of their own to merit recognition of their professionals by the PGA. At that time it was said that there are only about a half dozen private clubs in U. S. employing Negro pros.

However, following the imbroglio with California legal authorities, the PGA's executive committee recommended rescinding the Caucasian clause from the organization's constitution. This again will be voted on at the 1961 meeting, to be held Nov. 2-10 in Hollywood, Fla.



Carolinas section of the PGA has presented a plaque to Gen. George H. Decker (center), Army chief of staff, for his "contribution to golf" while he was stationed at Ft. Jackson. Gen. Decker was responsible for layout and construction of the Ft. Jackson course. With him are Mike Serina (l), pro at the fort, and Joe Davis, pres. of Carolinas PGA.

The dispute over the schedule conflict between the Memphis Open and the playing of the International Golf Assn. matches was brought to a head when sponsors of the Memphis event demanded that all PGA tournament champions of the last 12 months take part in their tourney. Arnold Palmer, Gary Player and Stan Leonard, who had not made commitments to play at Memphis, were threatened with fines and suspensions if they skipped this event to represent U. S., South Africa and Canada, respectively, in Puerto Rico. Sam Snead, the other U. S. representative selected for the IGA matches was not involved in the dispute because the tournaments he had won in the previous 12 months weren't PGA co-sponsored.

Players Side In with Sponsors

Bob Rosburg of the PGA tournament committee said that his group was backing the Memphis Open sponsors. He inferred that the three above players were primarily obligated to play in U. S. tournaments in preference to international events because practically all of the money they have earned has come from stateside tourneys.

The fracas between the backers of the Memphis tournament and the IGA was settled late in May, probably to the real satisfaction of nobody, when Palmer, Player and Leonard decided to pass up both the Canada Cup matches and the Memphis Open. A PGA tournament bureau rule permits any player to skip a regularly scheduled U. S. Tourney as long as he doesn't take part in a simultaneously

(Continued on page 68)