Now the Acushnet policy has a string attached

Our policy is to sell through golf course pro shops and no place else.

We printed this policy on a little card, and we’re attaching it to every Acushnet bag and club. Your customers might enjoy knowing they’re buying the best golf equipment (ours) in the best place (yours). It never hurts to let people know when they’re making a smart move.

ACUSHNET SALES COMPANY
Sold thru golf course pro shops only.
Non-stop. Day in and day out. If your customers could squeeze seventy-two holes into one day's golfing, they can squeeze it out of one golf car. 

Yours. If it's ours, that is. Pargo is like a golf fanatic; it doesn't know when to quit. Which means whenever you've got a customer for a car, you've got a car for a customer. Which means, instead of charging batteries, you're charging rent.

Isn't that what golf cars are all about? Call or write Columbia Car Corporation, Post Office Box 5544, Charlotte, North Carolina 28205, 704/596-6550. 

For more information circle number 280 on card.
We'll reproduce anything you or your designer dream up. Initials, emblems, special pattern... anything. In your colors, too. Or choose from our own designs (the industry's largest country club collection.) Also in your colors.

Our famous N282 quality. Most widely used in the U.S.A. for locker rooms, lounges, grills, pro shops. Woven to do a tough job... still fresh and sparkling after 17 hard years of spikes and tracked-in mud in actual installations. Beautiful and luxurious. Prevents or cushions falls, lowers noise volume, saves on maintenance.

Since 1846, the quality of elegance underfoot

PHILADELPHIA
Carpet Company

Weaving Division: Allegheny Ave. & C St., Phila., Pa. 19134
ARTICLES

31 Operating Under the
Tax Reform Law

Jack P. Janetatos and Kenneth Emerson

This complex law has even the experts baffled. Until new regulations are issued, private clubs
will have to file returns without official guidance. The writers give authoritative advice

36 Fencing With the Problem

Joe Doan

Vandalism and burglaries are forcing more and more clubs to fence in their courses. The
cost can be enormous, but clubs feel the money is well spent

40 Bank Backup

GOLFDOM interviews two officials of Chemical Bank about banking aids to the professional
and the introduction of bank credit cards in the pro shop

44 The Palm Springs Way

Jean Conlon

A sophisticated approach to pro shop merchandising

48 Attack on Burnout

Phil Lance

Whitemarsh has begun a three-year $30,000 program to kill off the unpredictable Poa annua
and establish a dependable turfgrass. In charge of the program is young, energetic Bob Hunter,
greens supervisor

50 From Elms to Oaks to Maples to

E.B. Himlick

Superintendents who replaced elm trees felled by Dutch elm disease with oaks and maples
may now be confronted with a new battle against Verticillium wilt and oak wilt

DEPARTMENTS

6 Letters to the Editor

39 Ideas

44 Coming Events

68 Classified

54 News of the Industry

58 New Products

65 People in the News

70 Advertiser’s Index

Cover: By Sandy Hoffman

VIEWPOINTS

10 Accent on Management

Ken Emerson

14 Swinging Around Golf

Herb Graffis

19 Grau’s Answers to Turf Questions

Fred V. Grau

24 Turfgrass Research Review

Dr. James B. Beard
How Platform Tennis can increase off-season club usage.

If your club is located in one of the less temperate regions of the country, you’re probably losing revenue with the first bad weather each fall. And all winter long, your club facilities are unused and unprofitable.

Many golf clubs have found the installation of Platform Tennis Courts a welcome solution to this problem.

Platform Tennis is an excellent addition to your facilities. For a surprisingly small investment you can give your golfers, and their families, a winter of fun and activity. And your restaurant, bar, and snack-bar cash registers will be ringing right through the off season.

Golfers will like Platform Tennis, and its success is practically guaranteed because the game is:

• Easy to learn, you won’t need instructors.
• Ideal for men and women of all ages — men’s, women’s mixed doubles and children’s tournaments can be organized.
• Inexpensive — the court is easy to install and you can build two courts in the space of one tennis court.
• All weather—just brush the snow off the non-skid courts and they’re ready to play.

Tell me how “Platform Tennis can help me increase off season club usage.”

□ Please send literature on Platform Tennis.

□ Please have your representative call on me.

Name ____________________________
Title ____________________________
Club name ________________________
Address __________________________
City __________________ State ______ Zip ______

And all winter long, your club facilities are unused and unprofitable.

The Minnesota bill might well serve as a model for the country club crusaders in other states.

While the bill may look good on paper, its application may prove not only useless, but may boomerang. For example, the market value of a part of one country club’s golf course valued before the law at $154,000 is to be increased as recreational property under the new law to $183,000, and given an alternative value under the new law of $480,000. That highest value will result in back taxes for seven years if the land is not used for recreational purposes.

At this point we know of no instance where values prior to the passage of the law have been reduced for current tax purposes. Administrative procedures may thus nullify the effect of the legislative enactment, and only as the result of court action may a solution be reached.

Charles S. Bellows
Best, Flanagan, Lewis, Simonet, and Bellows
Minneapolis, Minn.

Getting together, hopefully

I hope that the CMAA will succeed in bringing about better cooperation among the various club “professionals” (May issue, page 65). This is only a first step, but a necessary one.

Abraham Sisson
New York, N.Y.
How to make money as a Name Dropper the Maxfli way

Show your members and customers how to drive a message home by a Maxfli mile.

Dunlop’s brand-new Electrocal process reproduces any design in brilliant full color. Beautiful, long-lasting, and a strong image-builder. Trademarks, corporate symbols, club insignia, crests, seals, emblems. On MAXFLI, the No. 1 ball. The cost is modest when you order 48 dozen or more.

Or... use Dunlop stamping to imprint up to 40 letters and spaces on a line. Or custom die stamp. Product name, corporate name, slogan or insignia in red, green or black.

Free by the dozen.

Your members are big names. Buyers. Presidents. Sales and advertising execs. Organization leaders. Show ’em. They’ll buy.

Ask your Dunlop rep for the whole story. Call him. Or write for a colorful pamphlet on Maxfli Name Droppers.

Maxfli
by DUNLOP
Buffalo, New York 14240
New smooth-riding Cushman Turf Minute-Miser

The Superintendent’s dream come true! Now he can have a personal vehicle all his own that takes him smoothly and quickly to the most remote spot on the course, with plenty of room for small hand tools to keep his crews busy. To smooth out the bumps, the Cushman Minute-Miser now has trailing link coil spring suspension in the front fork, so the Superintendent rides comfortably from place to place. With its light weight and 6.50 x 8 turf tires, the Minute-Miser leaves no mark on the precious turf.

It turns on a dime and puts you exactly where you want to be at speeds up to 15 miles per hour.

The Cushman Minute-Miser operates on a 6-hp air-cooled 4-cycle engine. It has unlimited range and can work around the clock when necessary. It is easy to service; the entire deck lifts up in an instant for easy access to the engine and all working parts.

A cargo box and tandem seat for another rider are optional accessories as are head and taillight, horn and side rub rails.

Get there in a hurry with the easy-riding Cushman Turf Minute-Miser...it’s the personal transportation the Superintendent needs now, more than ever! See your Cushman Dealer for a free demonstration on your own course or send the coupon today!
Hard Worker

New Four-Wheel Cushman Turf-Truckster

Put two passengers in front, and a big 1,000-pound payload in the rear, and turn this hard-working Cushman Turf-Truckster loose on your turf maintenance jobs.

Two mowers easily fit in the big box in the rear; with the easy-to-use loading ramp the mowers can be loaded or unloaded in a jiffy. As a matter of fact, two mowers plus two additional passengers fit easily in the rear; that's four men and two mowers traveling around the course at speeds up to 22 miles per hour.

The Turf-Truckster can do dozens of jobs around a golf course. It can easily tow a three-gang mower; the six-speed dual-range transmission and variable-speed fast-acting governor make it operate like a tractor, with engine speed and ground speed continuously adjusted for terrain and load factors. With the optional power take-off, the Turf-Truckster can become a mobile power source; add a specially-designed spray rig and you've got a fairway sprayer with hand gun. Add the 16-foot boom and the Turf-Truckster becomes an economical, ultra-useful greens sprayer. The big 8.50 x 8 terra tires won't hurt even the finest turf.

The Four-Wheel Turf-Truckster is available with a stationary bed or manually-dumping bed that allows it to be used as a low-cost top dresser.

See this new Four-Wheeler in operation on your own course! Get in touch with your Cushman Dealer or return the coupon today for all the information.

This vehicle is not intended as a licensable on-street vehicle.

CUSHMAN MOTORS
Lincoln, Nebraska
A Division of Outboard Marine Corporation

Cushman Motors, 905 No. 21 Street, Lincoln, Nebraska 68501
Yes, I'd like to know more about the Four-Wheel Turf-Truckster.
Name: __________________________
Title: __________________________
Address: ________________________
City: ___________________ State: _______ Zip: __________

For more information circle number 196 on card
As part of our policy of presenting all sides of the important issues facing our industry, we earlier reported on the first two segments of the National Club Assn's "Operation Aware: A Civil Rights Dialogue"; those dealing with the legal background of the issues and the opinions of an activist in the field. This month we conclude with the concern of the more conservative clubs and the hopes of what some people call "the counsel of the concerned."

"I do not believe that clubs should be prohibited from discriminating, but I do believe that clubs should not discriminate because of the effect it has on their own members, on those persons whom they exclude and on the club itself." This was the main thrust of Harry Keaton's more moderate viewpoint on the private club system.

"There are those who favor the present system. They see an invasion of their right to associate with whomever they wish. In fact, they see an invasion of their constitutional right to associate. They fear that the courts and the legislature will abridge their right and that there will be one more government interference in their lives.

"Those who oppose the present system foresee large recreational areas being set up as private clubs where segregation will be enforced. They fear that restaurants will be run as clubs, not as a subterfuge, but to simply establish bona fide clubs to perpetuate discrimination. The result would be complete exclusion of minorities from the mainstream of the community."

Said Keaton, "What I think we need is a common sense approach in order to analyze those fears expressed on both sides. I think we will find that most of the fears are exaggerated.

"First, let's look at the law. The court opinions show quite clearly that the case law, as it stands today, will not permit any subterfuge use of the club exemption under the Civil Rights Act to exempt commercial activities.

"On the other hand, U. S. Supreme Court justices have made it equally clear that, in their view, there is no such thing as a right to belong to a club. So the fear of court action can be laid aside.

"What about the fear of an avalanche of members from a minority group?" asked Keaton. "First, experience has proven it not to be true. In other words, it hasn't happened in those clubs that opened their doors. Secondly, it cannot be so. You enter a club because someone knows you and presumably knows you well, is a member of the club and is willing to sponsor you.

"For the same reason, it is silly to worry about whether a person who comes into a club and has a different background will feel uncomfortable. If he joins . . . it's because he has friends who belong, with whom he wants to share activities of the club."

Speaking for the conservatives, Richard Worthington felt that clubs are basically a group of people socially similar, who gather together for a common purpose because they have desires and interests in common. It was his opinion that such clubs had a responsibility to their members and would only lose their rights of privacy through membership apathy.

Keaton, however, in stressing his call for policy change from (Continued on page 12)