

ine

Upper photo: The incomparable Gran Cushman.

Lower photo: The economical Trophy.

BRANDS—4-wheel electric

| ISON ric) | COLUMBIA CAR CORPORATION Pargo 804 (4-wheel) | WESTINGHOUSE Marketeer 436 (4-wheel) |
|--|--|--|
| Body, frame, however, use repair parts are made of steel bumper (AI) | Body is one piece, hand laid fiberglass. Single spring construction. However, when damage does occur, the entire body must be replaced or repaired by an expert. Single body to have to be painted. (Painting of fiberglass is quite costly. Front and rear bumpers are standard equipment.) | Steel body. Frame is acceptable however, body is quite susceptible to rust and corrosion. Body panels are easily removed for repair and/or replacement. Front and rear bumpers are standard. |
| | Automatic - Standard | Automatic - Standard |
| Seat, back | Bench type - not adjustable in any way. | Bench type - individual backs. Spring switch adjusts up or down. No provision for individual adjustment. |
| 40. Front using battery freedom of door control. | To service batteries, seat cushion is removed. To service any other part, the entire seat body must be removed. Definitely a two-man job. Extremely poor arrangement. Very costly in labor to service. | Accessibility relatively good. Seats tilt to give accessibility to batteries and seat parts. |
| 41. Motor, front and rear. | A good suspension system - leaf springs, front and rear, with shock absorbers and torsion bar. | Front coil springs with no shock absorbers. Rear coil springs with shock absorbers. System - |

BRANDS—3-wheel electric

| COLUMBIA CAR CORPORATION Pargo Model 800 (3-wheel electric) | WESTINGHOUSE Marketeer Model 437 (3-wheel electric) |
|---|---|
| Is one piece, hand laid fiberglass. Single spring construction. However, when damage does occur, the entire body must be replaced or repaired by an expert. Single body to have to be painted. (Painting of fiberglass is quite costly. Front and rear bumpers are standard equipment.) | Steel body. Frame is acceptable however, body is quite susceptible to rust and corrosion. Body panels are easily removed for repair and/or replacement. Front and rear bumpers are standard. |
| Automatic - Standard | Automatic - Standard |
| Seat type - not adjustable in any way. | Bench type - individual backs. Spring switch adjusts up or down. No provision for individual adjustment. |
| To service batteries, seat cushion is removed. To service any other part, the entire seat body must be removed. Definitely a two-man job. Extremely poor arrangement. Very costly in labor to service. | Accessibility relatively good. Seats tilt to give accessibility to batteries and seat parts. |
| Leaf springs, front and rear, with shock absorbers and torsion bar. | Leaf spring front suspension with coil springs and shock absorbers. Rear springs with shock absorbers. A very acceptable system. |
| Individual brake on each rear wheel. Cable operated. Cable has a tendency to stretch and corrode. Difficult to adjust. Parking brake is located in rear. Hand operated parking brake is located in rear. (The early Model 437 had a hand operated parking brake.) | Individual brake on each rear wheel. Cable operated. Cable has a tendency to stretch and corrode. Difficult to adjust. Parking brake is located in rear. Hand operated parking brake is located in rear. (The early Model 437 had a hand operated parking brake.) |
| Spring has not adjustable set for weight and body, space not adequate for large people. (Cable accessibility good.) | Spring has not adjustable set for weight and body, space not adequate for large people. (Cable accessibility good.) |
| A series of mileposts. Extremely complicated wiring requiring a high degree of knowledge in electrical systems for repair and maintenance. | A four-stage resistor pack is used. Each stage is activated by its own selector. Extra resistor could allow car to operate at a satisfactory speed while still being in a satisfactory state, thus wasting power. |
| Mounted on the tiller has handle, convenient to use, but of light construction and easily damaged. | Starting wheel mounted. Good construction. Very convenient. |
| Lack of national distribution system. Many direct factory sales to customers. Parts and service not available to many areas. Direct factory customers less likely to have extended access to parts and service. | Very weak distribution system. Complete lack of parts and service in many areas. |
| A stable vehicle but lacks most safety features found in standard equipment on Cushman Model. | A stable vehicle but lacks most safety features found in standard equipment on Cushman Model. |
| Bench-type seats with no adjustment. Does not give proper support to riders. Very out of line from. Difficult to get in and out of due to location of steering column and arm rests. (Seat when taken results in "chubby" ride.) | Individual seats good, but passenger seat does not adjust. Leg room not adequate for large people. |

Form No. 10-1-70-1

Everything you always wanted to know about golf cars*

*(but didn't have time to dig out for yourself).

If you're thinking about new golf cars—or even if you just think you might be thinking about them someday soon—do yourself a favor. Mail in the coupon below.

The engineers at Cushman just completed an in-depth comparative study of the 5 major golf car brands. (They do this sort of thing frequently to be sure Cushman cars always lead the pack in value and desirable features.)

It occurred to us that anyone weighing the purchase of golf cars would be interested in what our study disclosed. So we organized and condensed the findings. It could take you months to dig out the kind of data you'll find in these sheets. Yet they'll take only about ten minutes to read.

We've done our best to be fair. And the information compares important mechanical and other features like body construction, service accessibility, suspensions, braking systems, bag racks, engines, parts availability, safety, stability, rider comfort, convenience—and more.

You really owe it to yourself to find out all you can about golf cars before you make a final decision. These sheets will really help. If nothing more, they make an excellent checklist of questions to ask if you want to dig out your own facts. No cost, of course.

CUSHMAN MOTORS

906 N. 21st Street, Lincoln, Nebraska 68501

Please send me the new golf car Comparative Analysis and literature on Cushman Golf Cars.

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Title _____

Club _____

Address _____

City _____ State _____ Zip _____



For more information circle number 214 on card

Still going around with the same old bag?

Maybe it's time you got acquainted with a nifty new bag. Like the famous PGA Tufhorse.

This is the very same bag that some touring pros wouldn't part with for love or money.

The pockets on the Tufhorse are fully lined and protected by huge zippers that are about three times stronger than they need to be. (The pros especially like the easy access, double-zippered clothing pocket.)

It has sturdy, western style buckles. And a bottom that's guaranteed not to warp, rot or crack for the life of the bag.

It comes clean beautifully, too. Because the Tufhorse is made with top grade vinyls and natural leather. (Matching head covers and carryall are optional.)

The PGA Tufhorse. Even when it's your old bag it'll look like your new bag.

Like all PGA golf luggage, it's sold only by golf professionals.



Division of Victor Golf

Products of Victor Comptometer Corporation

This is the spectacular Ryder Cup Staff Bag, identical to the PGA Tufhorse carried by America's Ryder Cup team. It's a PGA exclusive, available on a limited basis. Price, \$95.00. PGA makes a full range of bags, up to \$160.

For more information circle number 166 on card

Only PGA bags are endorsed by the Professional Golfers' Association.



LETTERS TO THE EDITOR

Mill River plan: thought-provoking

This month's Letters to the Editor column is devoted to responses we have had to the article "Everyday, A Sale Day" (October/November, 1970, p. 52) and to the editorial "The Mill River Formula" (October/November, 1970, p. 8).

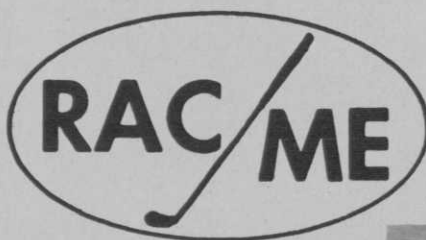
We at Acushnet have a unique viewpoint on marketing and many times we feel completely alone and not really understood by the vast majority of the trade. All our analyses and studies back up your fundamental position that the pro shop has been losing business, and if the trend continues, the vitality and strength of the pro shop market is in jeopardy. It is implicit in your article and editorial that the pro shop is by far the best outlet for golf products and complements the healthy growth of golf because it blends quality products with professional advice.

The realities of the marketplace have made competition severe. Many golf course businessmen have been slow to detect these economic trends. I consider this formula one outstanding strategy that can realistically strengthen the pro shop market. It is difficult to tell how extensive it can become, but more important it shows imaginative thinking and concern by one professional and a response that is positive. It is true that the pro shop does have the best quality, but now the professional must blend this in with value. The Mill River formula is one solution. Undoubtedly, it is not the only answer, but it is a creative way of analyzing a situation and coming up with a program that has meaning to that particular club and area.

L. Dean Cassell
Vice President Sales
Acushnet Sales Company
New Bedford, Mass.

(Continued on page 17)

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*Patent applied for

For more information circle number 163 on card

This is the only master-satellite system with all these features.

Rain Bird's new master-satellite system offers you more features, more control and more flexibility. Compare all the master controllers on the market, and for both selectivity and flexibility, you'll choose the Rain Bird MC-24.

Completely automatic. The master controller will automatically operate up to 24 satellite controllers through a 14-day irrigation schedule.

Selective satellite control.

The master controller allows selection of individual satellites, either automatically or manually. Any satellite may be omitted from the master schedule.

Field satellite control. From the field, any satellite may be operated independently of the master controller.

Variable syringing. Syringe cycle time is infinitely variable at each satellite from 0 to 30 minutes. Irrigation time for each station of the satellite is infinitely variable from 0 to 60 minutes.

Total manual override. Any portion of the master schedule may be manually overridden for special irrigation requirements—instantly.

Visual supervision. Control center lights indicate operating status



MC-24 Master Controller



of each satellite. Annunciators at each satellite indicate which stations are watering at any moment.

Automatic instant repeat cycle. Any satellite station on the normal irrigation cycle may be programmed for automatic instant repeat.

Rain switch versatility. The rain switch feature allows either automatic or manual stopping of a watering cycle. The cycle may either be resumed where the cycle was cut off by the rain switch, or returned to the start position if it is desired to eliminate the remaining portion of the cycle.

Controls up to 432 stations. Up to 432 individual sprinkler stations may be controlled through the system.

And there's more: a moisture sensor switch at each satellite...overload protection plus optional lightning protection...master valve circuit...pump start circuit...easy maintenance...locking weatherproof cabinets. That's a quick sum-up of the world's finest

automatic irrigation system. For a longer look, ask your Rain Bird distributor to have a member of the Rain Bird Golf Team contact you.

RAIN BIRD®


Glendora, California 91740

For more information circle number 184 on card

SC-12 Satellite Controller



**Take the pressure
off your turf
with Terra Tire
low pressure tires.**

A black and white photograph of a woman with dark hair, wearing a light-colored short-sleeved shirt and light-colored pants, sitting on a golf cart. The cart is positioned on a grassy field under a cloudy sky. The focus is on the large, treaded tires of the cart.

A fully loaded golf car with these flotation tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch.

That's why you can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling Terra Tire low pressure tires. They provide sure-footed traction, too, for stability on slopes and around traps.

Get all the facts on what Terra Tire low pressure tires can do for your course. Write Terra Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOODYEAR

TERRA TIRE — T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

We certainly think the article in **GOLFDOM**, entitled "Everyday, A Sale Day," is totally thought provoking and should be applicable to certain clubs throughout the country.

*P.R. MacDonald
Vice President
Dunlop Tire and Rubber Corp.
Buffalo, New York*

I have had grave concerns about the future of the golf professional and have felt for some time that everyone in golf should be seeking new ways for the golf professional to generate income. The consequences of not acting are that the professional will end up within the next few years a salaried employee of the club, and not a very high paid one at that. Consequently I found Montgomery's unique approach very interesting. Based on the number of professionals who have discussed the article with me, you have exposed a problem with which a majority of them are concerned.

Although I am convinced that the professional's role must change if he is to survive, I am not yet convinced that Montgomery's approach would be successful at all types of clubs.

Although there is no question that the professional is faced with more competition today than at any time in golf's history, I don't think that anyone knows enough, because of the lack of marketing research, to determine how much business the pro is really losing to retail competition. I suspect the problem is very severe, because the average member is spending fewer dollars on golf equipment and golfwear than he did a few years ago. In fact, the professional who isn't earning less than he did 10 years ago is an exception. It is apparent, therefore, that new ways to attract the consumer to spend his dollars on golf equipment rather than on some other activity must be made.

I think the jury is still out on the question of whether or not Montgomery's plan will sustain itself, but I compliment him on his ingenuity and courage.

*R.D. Rickey
Vice President
MacGregor
Cincinnati, Ohio*



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Ojai Country Club, Ojai, Calif.



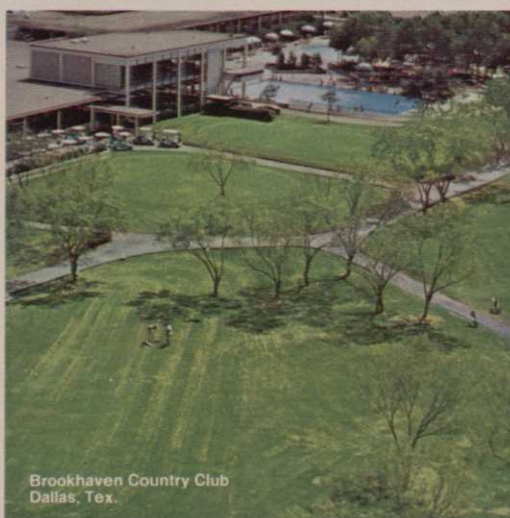
Hound Ears Golf and Country Club
Banner Elk, N. C.



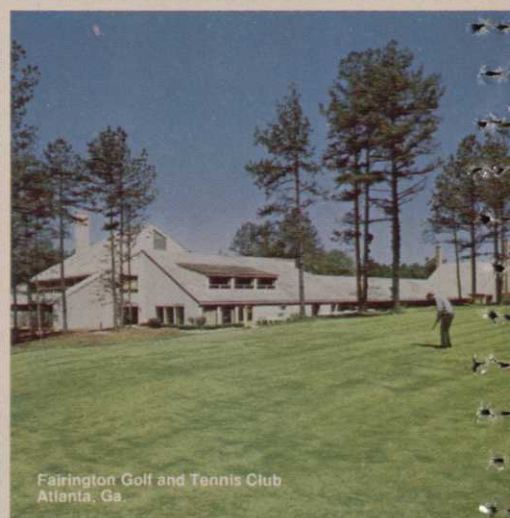
Bedford Springs Hotel
Bedford Springs, Pa.



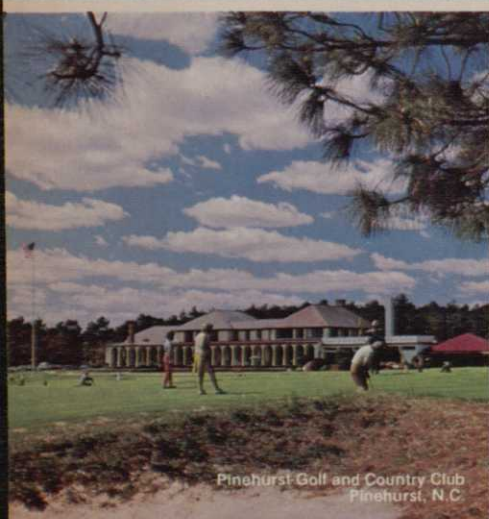
Gatlinburg Golf and Country Club
Gatlinburg, Tenn.



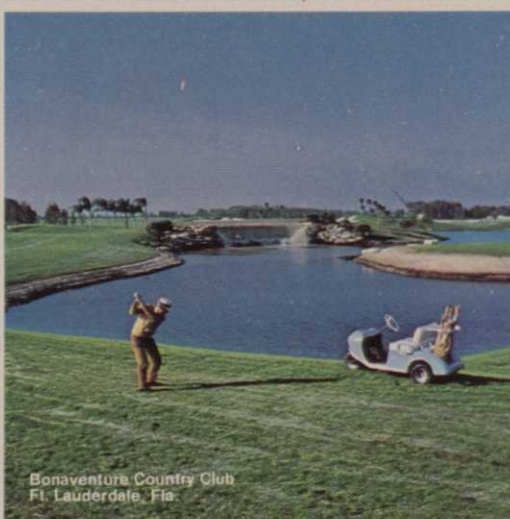
Brookhaven Country Club
Dallas, Tex.



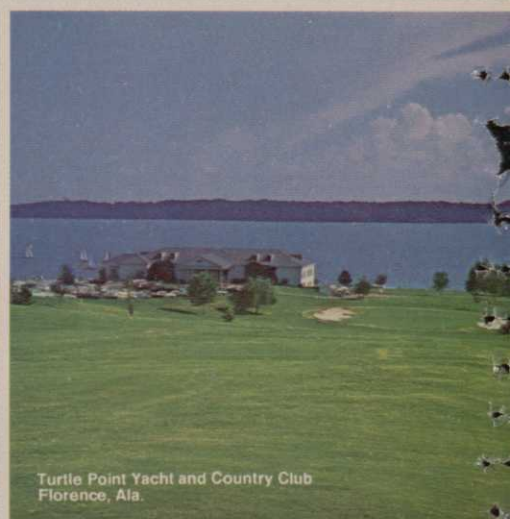
Fairington Golf and Tennis Club
Atlanta, Ga.



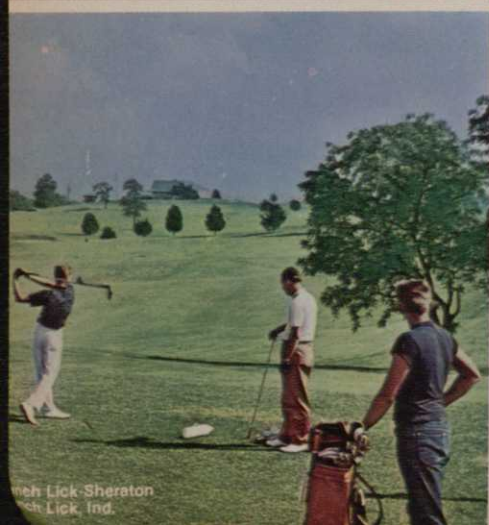
Pinehurst Golf and Country Club
Pinehurst, N. C.



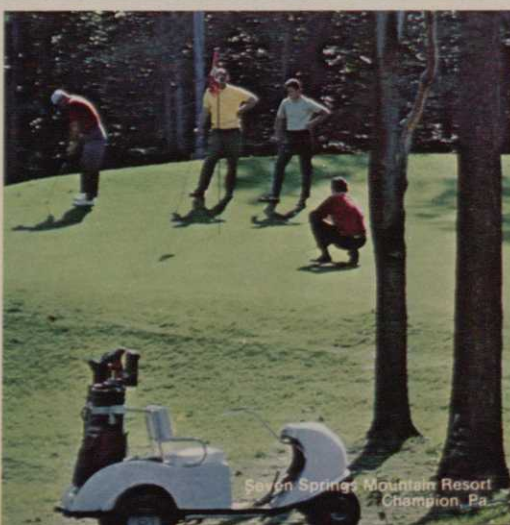
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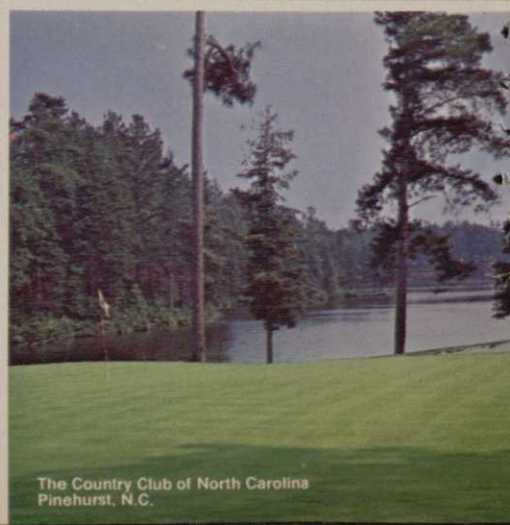
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not only tell you the most convenient place to see our cars. He'll send you a brochure with all our models and specifications. And settle, once and for all, one of the age old problems of golf: how to improve your drive.



Pargo, Inc.

For more information circle number 217 on card

ACTI-DIONE® was here ... but not here

