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

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

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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.

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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)
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.

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**Visual supervision.** Control center lights indicate operating status.
of each satellite. Annunciators at each satellite indicate which stations are watering at any moment.

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**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.

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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.

GOOD YEAR
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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