Photographed at Diamondhead Corporation's Pinehurst C.C., Pinehurst, N.C.

Harley-Davidson. Club champions again this year.

This season, as usual, more Harley-Davidson golf cars will be driving on more golf courses than any other make in the world. For example, Diamondhead Corporation is the owner and operator of the largest fleet of Harley-Davidson golf cars in the world. Why Harley-Davidson? Because they're so good-looking? And so dependable? And so quiet? Of course. But there's more. Our 4-wheel cars, for example, have independent front wheel suspension, mounted on trailing arms. And coil spring shocks. The rear wheels? Coil springs, hydraulic dampers, torsional stabilizer.

Both our four-wheel and three-wheel models deliver sharp, effortless steering. With tiller bar or steering wheel. And all Harley-Davidson golf cars are protected by rugged, chrome-plated bumpers, front and rear. Plus side moldings to guard against nicks and scrapes.

Did we say quiet? Our gasoline cars are quieter than a voice in normal conversation.

Another nice thing. Our electric cars will run longer between charges. (Because they use less power at low speeds.)

Four-wheel, three-wheel. Gas or electric. Harley-Davidson golf cars are the champions. By popular vote. Naturally, we'd be happy to meet you at the nineteenth hole. And show you our scorecard.

AMF Harley-Davidson
Milwaukee, Wisconsin 53201
Since 1955, Par Aide’s products have been serving the needs of golf course superintendents throughout the United States and abroad. Because these products have been functionally designed and are built to stand up under rugged use, it is just natural to find Par Aide equipment "wherever golf is played."
The manicurist is the one on the right.

That's the Jacobsen Greens King. The fellow on the left is Chet Sawtelle. He's with Sawtelle Brothers, Inc. of Danvers, Massachusetts. Like all of us Jacobsen Distributors, he knows the Greens King is the finest riding greensmower in the business. And that's why he sells it. (He can invest in just about any brand he wants to because he's an independent businessman. So you might say his money is where his mouth is.)

And, like other Jacobsen Distributors, his reasons for selling the Greens King are all good reasons for you to buy it. Here are some of them. One man and a Greens King can do the job of 3 or 4 men with hand mowers. And he can cut 18 greens in about four hours. He can also select reels that mow, or reels that vertically mow, or use the special blades for spiking.

The seat isn't a torture device, either. It's designed for comfort so the operator can concentrate on mowing instead of his back. And while seated he can raise, lower, engage or disengage the reels with a foot pedal. Plus, the new exclusive Selector Valve lets him dial any one of four settings to shut off reels he doesn't need so he can stagger his clean-up mowing patterns.

There are many more reasons, of course. But they all add up to how you can get handsomely manicured greens with less manpower, and in the shortest possible time.

The Greens King. They wouldn't call it a king unless it could really cut it.

Your Jacobsen Distributors

Before we sell it, we buy it.

For the name of the distributor near you write: Jacobsen Turf Directory, 1721 Packard Avenue, Racine, Wisconsin 53403

For more information circle number 142 on card
Goodyear's golf car tire gives you a better grip

Holds firm on slopes and bunkers.

Now there's a Goodyear golf car tire that is designed to grip tight on steep slopes, in deep rough, over uneven ground and obstacles. The Goodyear Rib Terra-Tire low pressure tire.

The tread is wide, to spread the load and take pressure off the turf. And to reduce rolling resistance on soft surfaces for more miles per battery charge.

To get the full facts on the Terra-Tire low pressure tire, write: Terra-Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOODYEAR
Regular aeration is a must to keep all turf areas healthy. During hot, dry months the safest way is to aerate the troubled turf with Ryan spikers.

The Spikeaire (1) is designed for spiking greens and other fine turf areas. It’s self-propelled and provides a deep, clean spiking action.

Spiking relieves compaction, allows nourishing air and water to get to root zone (helps decompose thatch, too). A spring-loaded turf-guard prevents lifting of shallow-rooted turf. 5,000 sq. ft. of turf can be spiked in about 15 minutes.

Rugged Tracaire (2) (or Reno-vaire — not shown) is just the machine for spiking fairways and other large turf areas. High, dry spots are quickly spiked to allow moisture and air to penetrate to root zone. Relieves compaction fast. Coring and renovating tines are also available for both units.

When things get hot, spike with Ryan!
Write for FREE Ryan Equipment Catalog.
GOLF LESSONS
NEED OVERHAULING

The golf lesson business today is very sick. And it needs drastic medicine to make it well.

Several things it could do to heal itself and better serve the golf industry are: 1) Free lessons on a modernized basis by competent instructors at private clubs. Most well-managed clubs could afford to increase the professional's salary by what he gets for lessons and offer the professional's and qualified assistants' services without charge on the lesson tee. The increased club income soon would pay the cost, and the members would be getting more use out of the club. 2) Free modernized instruction at resort courses. This kind of course should be ideal for improving one's golf, because study time is available and the study tee convenient. Golf resort hotels are amazingly backward in failing to utilize the valuable advertising inherent in improving golfers' games. They advertise name pros, who are famous because they were and are interested in their own games, not the games of others. At a resort the name pro plays with three guests a day. Paying an able teaching professional, so he could give lessons without charge would pay the resort hotel. The guests would advertise it. What made Pinehurst the first great golf resort in the United States was Maniac Hill, that historic open air golf university where professionals in the North and South Open and during their annual trips to and from winter golf jobs discussed techniques with each other and keen amateurs.

3) A revolutionary overhauling and modernizing of instruction policy and methods. This would have to be done primarily by the Professional Golfers' Assn., then by the National Golf Foundation in its collegiate golf promotion.

The present half-hour lesson originally was a substitute for the playing lesson, which got results, but was abandoned about 1910 in the United States because professionals didn’t have enough time for those eager to learn by playing. Then came the years of teaching by the side of a fairway, then the practice and lesson tee.

Despite the skill, devotion and temperament of some professionals, the lesson tee results generally have been unsatisfactory and often a waste of an able professional's time.

Every successful teaching professional's results usually have come from inspiring eagerness to learn by showing the pupil how to teach himself. The professional's diagnostic ability and his direction in basic training usually require only five or 10 minutes at the start of the lesson when an effective instructor is on the job. The rest is supervision, sometimes correction, so the pupil can work out his or her own answers, just as must be done in play.

The Professional Golfers' Assn. in its annual national meeting teaching sessions and at its sectional meetings on teaching has had expert professionals demonstrate how they play, but rarely how they learned to play. Although pro golf authorities agree that effective golf instruction is about 25 per cent teaching and 75 per cent learning, the outgrown half-hour lesson method calls for the opposite division of time and responsibility.

The national scoring average of golfers, which has 90 per cent scoring over 90, shows that the half-hour lesson pattern is archaic. Less than 4 per cent of a
About golf car availability and profits.

If your club is keeping its golf cars moving, you're making more money than a club with cars sitting around, waiting for parts and repairs. A golf car can't earn money for you when it's not available for rental.

Mr. Golf Car, your Cushman Distributor, knows that. That's why he sells dependable golf cars to begin with. And provides fast repair service to back them up.

Take parts. Check around your area. Does any other source of golf cars maintain the stock of parts your Cushman Distributor does? Probably not.

Take mechanics. Your Cushman Distributor's mechanics know the answers. Most are factory trained. That's what gets your car out of the shop and back on the course... fast.

Take warranties. No other golf car manufacturer guarantees parts and labor for a full year.

The key to profitability in golf car rentals isn't in the initial cost of the car. It's in the amount of time your cars spend working for you on the course. And when it comes down to that, you can't beat the combination of a Cushman golf car and a Cushman Distributor.

Cushman, Outboard Marine Corporation, 1429 Cushman Drive, P.O. Box 82409, Lincoln, Nebraska 68501.

CUSHMAN®

For more information circle number 173 on card.
Who cares what “The
You do!

And with good reason! A disgruntled greens committee can make a superintendent’s life miserable. But a happy committee is your greatest asset.

Balan® can be a big help in that direction, as well as making members in general proud of their course. How? By eliminating most bothersome weed grasses that make the difference between a good course and a great one.

You name it... crabgrass, Poa annua, goosegrass, foxtail... Balan gets rid of
Committee" thinks anyway?

all these, without harm to established turf.

This year, Balan will prove its effectiveness on more courses than ever . . . with good reason. It works!

Isn't the prospect of a happy committee reason enough to ask your Elanco distributor salesman to help work out a full-course Balan program for you?

Elanco Products Company, a division of Eli Lilly and Company, Dept. E-455, Indianapolis, Indiana 46206, U.S.A.
Overseed your greens, tees and fairways with Annual Ryegrass and your course will show the green of summer in a matter of days.

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Salem, Oregon 97303

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professional's income derives from lessons. About 70 per cent of lessons are given to women, because the lesson time and place is inconvenient for men. After 60 years, the half-hour lesson plan seems to be doomed, maybe for the good of golf.

Amos Lapp, 48 years a superintendent, St. Andrews GC, West Chicago, retired. He will become green chairman of courses operated by Joe Jemsek. St. Andrews is a Jemsek course. Amos Lapp's sons in charge of courses are Kenneth, now at Coghill CC, and John, who moves from Glenwoodie CC, also a Jemsek course, to succeed his father at St. Andrews.

Clifford A. Wagener, president, Golf Course Superintendents Assn. of America, says, "National Golf Day 1973 has got to be classed as the Number One event of this year's golf tour."

How right he is, considering the wide scope and value of the PGA's only nationwide fund-raising affair for golf education, turf research, golf therapy in veterans' hospitals and as an aid to indigent professionals. Joe Dey is asking men in the Tournament Players Division to improve their showing in National Golf Day. It steadily has been the poorest of any PGA section. Dey defends his charges by saying that a higher percentage of the TPD contribute their $1 minimum each year. He's probably right, because there are too many home professionals who are indifferent, lazy or unthinking about getting their members or fee course players to participate in an individualized sport's biggest charity.

Golfers aren't cheap; they simply haven't been told what's being done with the money. Cliff Wagener knows. He has seen it help young men get through turf management schools on GCSAA scholarships, which get their support from National Golf Day funds raised by PGA members.

Al Radko, research coordinator of the United States Golf Assn. Green Section, which studies and directs the distribution of around 15 per cent of National Golf Day money to golf turf research all over the country, can tell you that the