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At Cushman, we build golf cars to be beautiful and dependable. And we back up what we say by paying for all parts and labor for a full year should a new Cushman golf car be defective in any way. We know of no other manufacturer who offers the same warranty. Maybe that's because no other manufacturer builds golf cars the way we do.

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We've been building top performance into Cushman small vehicles for a quarter of a century. Today we're one of the world's largest manufacturers of small vehicles of all kinds. It's a record we're proud of, and one you can depend on.

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AN INTRODUCTION TO GOLFDOM'S 6TH ANNUAL GOLF INDUSTRY MARKETING & RESEARCH REPORT 1973

CLUB MANAGERS achieved some significant revenue hikes in 1973, but it was a struggle all the way against spiraling costs

GOLF CARS are the most reliable income producing area of the golf course

PROFESSIONALS hyped pro shop sales by pushing new club designs

TENNIS continues to add new dimensions to club and pro shop profit pictures

SUPERINTENDENTS are fighting across-the-board cost increases

SPECIAL PRO SECTION

AFTER THE ROUND / by dick farley

VIEWPOINTS

GRAU'S ANSWER TO TURF QUESTIONS / by fred v. grau

ACCENT ON MANAGEMENT / by ken emerson

SWINGING AROUND GOLF / by herb graffis

THE PROFESSIONAL APPROACH / by patrick d. williams

DEPARTMENTS

CLASSIFIED 76  ADVERTISER'S INDEX 78
INCREASE EARNINGS, SERVICE & SPACE
Remodel your present storage space, update with
NEW Stafford VERTICAL BAG RACKS
• Wear and tear of golf bags is completely eliminated
• Damp bags dry faster — no mildew
• Faster, easier storage
• Provides a neat appearance
• Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12' x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

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Less of everything you don’t want in your grass.

Emerald is the posh, new creeping bentgrass so satisfying to both golfers and superintendents. Instead of demanding attention, it attracts it—with turf uniformity, texture and color unique in a seeded bent.

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EMERALD
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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.
Now here's a mower.

This 9-gang giant will take on the biggest mowing job you have and breeze right through it.

Grady Hassell can tell you about it. He's with Lawn & Turf, Inc. in Conyers, Georgia.

As a Jacobsen Distributor he has all the answers about Jacobsen equipment. Like the huge F20 9-gang mower.

He'll tell you that it cuts a wide 19-foot swath. It has a gargantuan appetite that can cut through 76 acres in one work day. And that's mowing at a realistic pace.

But it's easily tamed for more delicate chores because the operator can raise and lower any of the reels with a fingertip control. Things like median strips can be mowed from the road shoulder with the outboard reels, for example.

Just because it's big doesn't mean it's clumsy. Far from it.

There's a ground-gripping front drive that gives sure traction on grades and sidehills.

And the rear wheel steering means that the reels turn in the same arc as the steering wheels. No skidding, no skipping, no uneven cutting in the turns. And no wheel streaks in the straightaways, either.

If you have big mowing chores ahead of you, ask your Jacobsen Distributor about how the mighty F20 can help you. An actual demonstration ought to raise your eyebrows a couple of notches.

And you might even find yourself saying, “Now here's a mower.”

Your Jacobsen Distributors.
Before we sell it, we buy it.

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

Circle No. 184 on Reader Service Card
SHORTAGES IN PEACE TIME

The last declared war ended about 30 years ago. The people of the United States suffered through shortages and rationing then, and, when this article is published, we may be going through similar antics—but in peace time. Our peace-keeping efforts around the world seem to have ended with severe shortages of energy, materials, fertilizers, plastics and who knows what else!

Each golf course must assess its own position in this topsy-turvy world in which we find ourselves. It wasn’t so very long ago that fairways were mowed with horse-drawn equipment. Many of us can still remember this era. Could it return? Before I try to answer, let me remind everyone that, when tractor fuel is scarce, gas and oil will be allocated first to food producers (farmers).

Fairways have been kept playable with horse-drawn mowers and with grazing sheep. I’ve played on wooly-cropped turf; it isn’t so bad. Putting greens and tees have been magnificent when mowed with hand-pushed mowers. Most every superintendent, I hope, has kept his hand mower.

With our expanding population and a high rate of unemployment, we should be able to find plenty of strong willing backs to push these mowers. Automatic irrigation systems consume energy. When energy is in short supply, we may be irrigating less. With less water, we can expect fewer weeds. There will be less mowing during short rainfall periods. Turfgrass quality generally should not suffer.

Fertilizer is essential to the production of food. This is the first order of priority. Recreational turf will be far down the line when fertilizer needs are subjected to allocation. Each golf course will be obliged to consider very carefully its fertilizer needs in its own order of priorities. The old concept of compost may be high on the list to keep putting greens puttable. (I’ve had a compost pile going since 1946.)

Chances are good that the total energy situation will get worse before it gets better. We can indulge in wishful thinking and hope and pray that alternative forms of energy will become available. Some people run their cars on gas produced from garbage and manures. In the Southwest there is solar energy going to waste. Why haven’t we tapped that source before now? Hydrogen is the least polluting of all fuels. Why aren’t we geared to using it?

I have to wonder how much energy is required to make artificial turf to cover a football field. Natural grass uses the sun’s energy to produce playing turf. I think that football players will be glad when the playing turf gets back to nature.

I have a good hand mower. All I have to do is find a willing boy or man to push it (wish I could). I’ll set it high, use very little fertilizer and not irrigate at all. Each of us will find a way to reduce our dependence on petroleum-based energy, I’m sure.

Q—We have several spring and stream fed lakes on our golf course. Could you suggest a way that we could use these bodies of water more fully during this period of shortages?

A—A letter just received from Bill Lyons of Canal Fulton in Ohio gives us a clue. Consult your state fish and game commission, stock the lakes with fish and grow food for the members and for sale. We must continued on page 11
## 10 members of our 10-year club

<table>
<thead>
<tr>
<th>Club Name</th>
<th>Location</th>
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<tbody>
<tr>
<td>Canoe Brook Country Club</td>
<td>Millburn, NJ</td>
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<td>East Lake Country Club</td>
<td>Atlanta, GA</td>
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<td>Fallbrook Country Club</td>
<td>Fallbrook, CA</td>
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<td>Idle Hour Country Club</td>
<td>Lexington, KY</td>
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<td>Irvine Coast Country Club</td>
<td>Corona Del Mar, CA</td>
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