

Distinctive motor cars. They say a lot about your club.

And Harley-Davidson gas golf cars reflect both your interest in golfers—and in sound club management.

Like other exclusive cars, Harley-Davidson 3 and 4-wheel golf cars are beautifully engineered and built with care. They have a distinctive style and character all their own.

They also feature fine car suspension, positive braking (disk brakes of course) and effortless

steering. And as you'd expect, the ride is stable and comfortable, pampering golfers and fairways alike.

Quiet? Whisper-quiet. Engine sound is barely audible. And it automatically shuts off the instant you step out to play. Nothing to disturb anybody's game.

What's more, once you fill the fuel tank, the Harley-Davidson is set to go for at least 16 rounds. A full 288 holes. Or more.

It's all here. Luxury car quality, quietness, reliability and expert dealer support. Plus the important

options you expect from the leader. All sound reasons why Harley-Davidson gas golf cars are the best selling in the world.

And sound reasons why you should consider them for your club.

See your Harley-Davidson dealer now. He knows all about fine cars.

AMF Harley-Davidson
Milwaukee, Wisconsin 53201



AMF
Harley-Davidson

Golf cars that say a lot about your club.



GOLFDOM'S EQUIPMENT '76



Why I designed superb

Just as every golfer is different, so are his demands for golf equipment different. That's why I am offering three great sets of golf clubs: all top-line, all as good as today's technology and craftsmanship can make them.

Apex® Irons. As an all-time classic, Apex irons have proven design and high-performance characteristics long associated with Ben Hogan Company quality. Today they are still the preference of many fine golfers.

Director™ Irons. These are precision-forged irons designed to respond with solid impact and great feel. Heel-toe weight distribution reduces errors from off-center hits.

Producer™ Irons. Made of stainless steel, Producer irons utilize the most advanced investment-casting process. The special heat-treated alloy



Ben Hogan THE TOTAL PERFORMANCE COMPANY

2912 West Pafford Street, Fort Worth, Texas 76110. Available only at your golf professional shop.

B GOLFDOM'S EQUIPMENT '76

three irons

yields sound and feel similar to that of a forged club. This beautiful chrome-plated iron features perimeter weighting to provide a larger sweetspot.

Each of these fine irons has its own distinctive design and is fitted with the famous Ben Hogan Apex® shaft. Uniquely, each individual iron has its own specific shaft to provide unparalleled consistency of performance within the set.

Official tour statistics confirm that Ben Hogan equipment is a leading choice of touring professionals. They play Ben Hogan equipment because they feel it gives total performance.

If this superb equipment performs for professionals, you can be sure it will perform for you.

One of these irons is best for your game and skill. You can find which one by visiting your golf professional shop for a personal selection.

Ben Hogan



EQUIPMENT

If there was ever a year to look forward to after a dismal '75 equipment season, it has to be 1976.

With the economy on the upswing, consumer purchasing power up and a general good feeling about the future, over 40 companies enter the marketplace in the new year with optimism.

It's obvious that sales won't reach the heights of 1973, but many manufacturers look to the next 12 months as a stabilizing period in the industry after the uncertainty of '75.

Even though business hopes are at a new high, they are tinged with concern over the higher cost manufacturers are beset with in production and eventually pass onto the consumer.

For example, three companies, AMF/Ben Hogan, Acushnet and Wilson hit around \$500 each on the retail price of their top pro-line set of clubs, Hogan with its Producer, Acushnet with its new PRO 100 and Wilson with its 1200.

Almost every firm in the country has increased its retail prices on equipment. According to GOLFDOM figures, Action, Cobra, Confidence, Crookshank Dorset, Faultless, Keller, Red Hot and Royal have held the line and stayed with the same prices on most of their continued lines. Higher prices seem a concern to all pro shop operators. As one told GOLFDOM recently, "Some of these companies will price themselves right out of this market."

As always, there are a lot of new lines out for the coming year and several less popular models have fallen by the way side.

Dunlop has upgraded its club line with improvements in its Investment Cast series. Both the in-hosel and over-the-hosel models are improved, while a 200 model, in vogue because of the Bicentennial, has replaced the Maxpower. The Susie Maxwell Berning and Bob Charles models are out of production, but a new low handicap model, Australian Maxfli, is now in style.

Florida's Golf Limited has two new lines for '76. Conqueror irons and Grandee woods are both becoming popular for the Orlando firm. The irons feature a special sighting feature in the hosel.

Hillerich & Bradsby is offering new Scotch Blade irons for '76. The forged clubs are a throwback to the classic style of yesteryear. AMF/Ben Hogan is putting



'76



the emphasis on a new persimmon wood called the 8080. The Golden Broan color is also featured on a driver with a 11° loft.

Keller has finally perfected some woods to go along with its array of cast irons. Known as the Slim and Super Slim, the two models both feature shallow faces with the latter having the shallowest in the industry.

Company president Walter Keller told GOLFDOM his woods put the center of gravity below the ball and it is a big aid in getting a high arching flight.

MacGregor has added the MT to its models for '76. The cast irons reveal a no gimmick look. The MT offers new innovations, according to the manufacturer, that pros prefer. The woods are classic shaped and perfectly matched with a laminated head having the look and feel of persimmon.

At Royal, the Connecticut firm has a pair of new woods on the market. The Brass wood offers greater consistency. Royal also has a Fairway model, priced competitively with a retail list at \$150.00 for four. Simmons insists that weight management is the key to its new Merlin woods and irons. Total club balance for accurate shot control is the basis for Merlin.

Nostalgia is still on everyone's mind and much more so at Spalding. Technical creators there have come up with the Top Flite Legacy, a dramatic recreation of the 1953 Top Flite, Spalding still gets requests for. According to Spalding's Dick Ferenz, the Legacy looks to be one of the biggest success stories of the year for the Chicopee, Mass., company. The grip of the club even brings back memories, it commemorates Spalding's 100th anniversary in business.

Shafts will continue to make news in '76, as graphite and titanium continue to improve their respective positions in the marketplace. The quest for the less expensive graphite shaft is still on and some shaft manufacturers are trying to utilize a composite of different materials to achieve sales goals.

Recently introduced by the 3M Company is the new Carbonflite shaft, a combination of graphite and reinforced plastic. Unlike most composite shafts, where the fiberglass laminates are utilized, the 3M shaft has its fiberglass material crosswoven with fibers running at right angles.

Maybe the biggest mover of '76, though, will be

titanium in both shafts and clubs. Prohibitive in price to most consumers (one firm is selling irons at \$50 apiece), the private club member might opt for such shafts and clubs.

Six alloys join together in titanium offering significant weight advantage over steel, but with no loss of strength. The same principle holds true for irons manufactured out of titanium. Developed by Con-Sole, the titanium club could make an impact on the '76 market.

Titanium irons may represent the most dramatic club design break-through in years. This concept is a product of two years of research, development, and testing resulting in:

1. Clubs having an inertial efficiency (increased sweet spot) in excess of 307 percent greater than that of stainless cast clubs.

2. A concept whereby the "zero torque point" or center of the mass of the head is maintained in the exact geometric center of the face of the club on both the horizontal and vertical axis.

3. A design whereby the face area of the long irons (No. 2) is greater than that of the five iron in conventional sets.

4. A club head material harder, stronger, and infinitely more corrosion resistant than the stainless steels available.

In the production of irons today, toe-heel weighting is a popular, valid, and viable concept. The application

of the basic laws of physics concerning mass, momentum, and inertia, convinced engineers of the validity of the principle of toe-heel weighting . . . i.e. the greater the distribution of a given total weight on an axis of given length, the greater the moment of inertia.

Present manufacturing technology employing the use of stainless steel with or without tungsten inserts, provides an advantage over the forged heads. However, stainless is a heavy metal and tungsten even heavier, and therefore, it is virtually impossible to materially increase the "sweet spot" and maintain the necessary range of swing weights . . . unless of course, the size of the head is reduced, and that is totally unacceptable.

In order to materially increase the "sweet spot", it was determined that a new metal, lighter in weight, and having an excellent strength for weight ratio, must be found. Further investigation determined that the metal that offered the greatest design latitude for the head was titanium in combination with tungsten inserts for peripheral weighting.

Weighing 44 percent less than steel, titanium is one of the strongest, lightest, and most corrosion resistant metals known to man. Its use in the past has been in limited applications in the aircraft and aerospace industries where strength for weight ratios and corrosion factors are paramount.

In all instances of utility requirements for club heads, titanium exceeds those of stainless steel (hard-



ness, strength, ductility, corrosion resistance and polishability).

The obvious disadvantage of titanium is the high cost of the raw metal, and the expensive and complicated investment casting technology required.

Casting operations for titanium are much more complicated than stainless steel. Unlike steel, the casting must be done in a vacuum and spun centrifugally while casting. This process plus the high cost of the raw metal results in a finished head costing five times that of a stainless steel head.

Tungsten has the highest density of all the common engineering materials having a weight twice that of steel, more than four times that of titanium, and 50 percent more than lead.

Testing of prototype titanium clubs involved several of the leading tour professionals over a period of seven months. They have been tested on hitting machines, and in static testing using an electronic inertial scan device. All three phases of testing confirmed the validity of the design concept.

A shot hit on the sweet spot of a titanium head will not travel any farther or straighter than the same shot hit on the sweet spot of any other stainless steel or forged head.

Unfortunately, it is extremely difficult to hit on the sweet spot — whether one is a touring pro, club pro or low handicapper . . . and of course, the problem becomes more aggravated as you move up the range of

handicaps. Obviously, these miss-hit shots result in loss of distance and off line shots that end up in the rough, bunker and often times the boondocks.

Since it is virtually impossible to develop a swing so perfect as to hit the sweet spot every time, the alternative is to increase the size of the sweet spot and thereby substantially increase the margin for error.

This is exactly what has been accomplished with a titanium-tungsten combination . . . by distributing or concentrating the mass the greatest distance from the center of the club face along the longitudinal axis of the club head to attain the largest sweet spot ever built into an iron. And with toe inserts high and low, the sweet spot is increased vertically as well as horizontally.

Another design feature of titanium clubs is the ability to control swing weights by the adjustment of the tungsten inserts. So, whether it is a C-5 or a D-6 or anything in between, the weight will be where it should be and the zero torque point will be maintained in the exact geometric center of the club face.

Another significant advantage of using titanium in the club head, is the ability to make the head larger. Club heads on conventional long irons have necessarily been small because of swing weight requirements. As a result, many or most amateurs have eliminated the No. iron from their set.

In spite of the different materials, models and types of equipment on the market, there still lies the basic marketing philosophies of the different companies.

Royal's Bob Marchetti has been in the golf business for a dozen years and says anything has to top '75 for sales and '76 looks a lot better. "So much depends on the economy. People obviously weren't buying the big ticket items this year." Marchetti added that Royal along with the whole industry was watching the figures to see how the future would go.

"I think a lot of pros were afraid to buy last year. Orders dropped dramatically," said Marchetti. At Faultless, vice president of operations Ralph Maltby told GOLFDOM his company had a good effort at the PGA Merchandise Show in Orlando and the year has been better than expected.

"Predicting the growth of this industry is very tough. It always seems there is a new innovation or something that picks the market up when it needs it," Maltby commented.

Other industry observers admit the resurgence of the market may take two or three years more to once again attain the production of the early 1970's. The general uncertainty of the economy makes it tough to figure the buying habits of the golfing public.

Rising prices, the competition from the growing amount of retail outlets with pro-line merchandise and the uncertainty of many pros themselves will force many to look at '76 with a watchful eye.

Although there is more competition in the market than ever before, there were no casualties over the last year. All 46 companies that entered the market at the beginning of the year are still around.

Several small firms have made strides in their relative infancy including, Action, American Precision, Golf Limited, Gnu, LeMaster, Lil David, Pacifica, Power Track, Red Hot, Shamrock, Square Two and U.S. Precision. *(Equipment data begins on Page J)* □





Ryder Cup II Irons: Two ways in '76! An all-new in-hosel Ryder Cup II iron has been developed to complement our totally revised over-the-hosel model. Both models feature a new contoured sole line and beveled leading edge and are available for men and women.

pga • victor
1976



Ryder Cup II Woods: New wood blocks with precision roll and bulge assure maximum playability for both professionals and amateurs. Seven finish coats give a deep lustre to the new maroon glaze.



PGA Vardon Cup Irons: A brand new forging with traditional weighting, rocker sole, elongated face scoring and a shorter hosel make Vardon Cup the most playable forged iron on the market. In '76, it's Vardon Cup for the solid feel of forged steel.

PGA Vardon Cup Woods: A soft honey finish over edge-grain laminated gives Vardon Cup a persimmon look with laminated cross-grain durability. True Temper's Black Band Dynamic shaft is standard on both woods and irons.

"The PGA of America is proud to have participated in the development of the 1976 PGA•VICTOR line. By stocking this outstanding equipment, you'll contribute to your future by assuring the continued funding of the PGA's pension plans. I urge you to do so!"

Henry Poe

Henry Poe, President, PGA of America

Victor



PGA Ryder Cup II Ball:

Natural balata encases a wound liquid center and each ball moves through 24 separate quality control check points. Only those meeting rigid USGA standards are offered for sale.

PGA Par Ex Ball:

Tough is not enough, so under the Surlyn® cover are natural rubber windings around a PBD (polybutadiene) center. It's the only construction that provides the playing characteristics of top grade balata while offering extra durability.



PGA Bags: Construction innovations for 1976 make PGA bags a better value than ever. Full tube liners, lifetime bottoms and double reinforced stress points provide strength and durability. PGA bags are styled and colored in the Tufhose® tradition.



Par Ex Irons: A choice in '76! The unique static weighted Par Ex casting with its flexible shaft is available, but so are swing weighted models in a choice of R and S flex. New pricing has made Par Ex the economy casting of the industry this year.

Par Ex Woods: Static weighted or swing weighted, expanded Par Ex specifications will enable you to fit every player who walks into your shop. Priced economically, the woods are more affordable than ever before.



Ryder Cup Fashions: A broad new line of stylish fashions for men. Attractive patterns and solids, new colors in both shirts and slacks are accented with features including special stand-up collars and Ban-Rol® waistbands.



Ryder Cup Gloves:

The Ryder Cup glove features a "comfit" thumb this year...a small idea that makes a big difference in comfort and fit. A leather-backed Velcro® closure and expansion system also adds a new dimension to styling and wearability.


pga · victor

The only equipment to earn the endorsement of the Professional Golfers' Association of America. Victor Golf, division of Victor Comptometer Corporation.

	Model	Features	Shaft Type and Flexs	Retail Price*	Wood Color
Action P.O. Box 10237 Sarasota, Fla. 33578	Action	Cast irons feature slight offset with shaft-over hosel.	Dynamic/ A,R,S,X	\$448.00	Walnut
	The Greatest	Cast irons feature classic blade, hosel over shaft & hollowed out sole.	Dynamic/ A,R,S,X	\$292.50 (9-Irons)	
Acushnet P.O. Box B-965 New Bedford, Ma. 02741	Titleist PRO 100	New for 1976.	Steel/R,S	\$500.00	Black with black Cyclacac insert
	Finalist	Laminated woods.	Pro Fit/R	\$186.50 (8 Irons-3 Woods)	Walnut
	Titleist AC-108	Mico balanced woods, laminated heads; corrective action irons, Tungsten Wt. toe/heel.. Cast.	True Temper A,L,R,S,X	\$448.00	Mahogany
	Titlette	Laminated woods. Available in combo units only.	Pro Fit L,R	\$186.50 (8 Irons-3 Woods)	Blue
American Precision Golf Corp. 1566 Rowe St. Worthington, Minn. 56187	American	Woods precision weighted at four points.	Unilite/ R,M,S	\$495.00	Orange & Black
	Golden Touch	No shank hosel, 23% hitting area in face. Sole plate covers 3 quarters of club. Cast.	Unitip L,A,R,S,X	\$467.00	Walnut
Cobra Golf, Inc. 5569 Kearny Villa Rd. San Diego, Calif. 92123	Cobra	Toe/heel "Perimeter wt." Irons, investment casting.	Dynamic/ X,L	\$462.50	Black or Dark Walnut
Confidence Golf Co. 13402 Estrella Ave. Gardena, Calif. 90248	Solid State Woods	1 piece sole plate & insert.	All Types/ Steel	\$186.00 (4 Woods)	Mahogany Black
	Confidence II	Slight offset thin hosel. Cast.	All Types/ Steel	\$315.00	
	Confidence	Original cast iron for the strong player.	Dynamic/ A,L,R,S,X	\$457.00	Mahogany, Black Insert
	Stature	Irons feature double cavity back, featuring power bar. Cast.	Dynamic/ A,L,R,S,X	\$483.00	Dark Walnut
	Confidence Open	Investment cast, new open stock wood.	Dynamic/ A,L,R,S,X	\$304.00	Light Mahogany
Con-Sole Golf Corp. P.O. Box 679 School House Rd. & U.S. 1 Kennett Square, Pa. 19348	Lady Stature	Investment cast, new open stock wood.	Dynamic/ A,L,R,S,X	\$304.00	Blue
	Titanium Irons	Cast with tungsten inserts for the ultimate in toe-heel weighting.	Titanium/ A,L,R,S,XS	\$750.00 (9 pieces)	
Crookshank P.O. Box 236 Middlefield, Ohio 44062	Crookshank	Laminated heads on woods. Cast irons	Dynamic/ R,S,L	\$434.00	Brown
Dorset Corp. P.O. Box 491 Pawtucket, R.I. 02862	Dorset I	Cast Irons-cavity back.	Steel/ L,R,S,X	\$382.00	Black
	Dorset II	Designed with faces form leading and trailing edge.	Steel/ L,R,S,X	\$475.00	Ebony Black
Dunlop Tire & Rubber Co. Sports Division P.O. Box 1109 Buffalo, N.Y. 14240	Maxfli Investment Cast in-the-hosel	Investment cast irons & wood soleplate system.	Dynamic/R&S	\$468.50	Black
	Maxfli Investment Cast over-the-hosel	Stainless steel Irons, woods shallow faced.	Dynamic/R&S	\$468.50	Black
	200 Model	Irons are high-grade carbon alloy. Forged.	Dynamic/ R,S,A,X	\$411.00	Chestnut Brown
	Lady Maxfli Australian Maxfli	Cast Irons. Two piece wood soleplate. Forged Irons, sole-plated woods. Low handicap club.	Dynamic/L True Temper R, S	\$435.00 \$527.00	Blue Black
Falcon 1956 Hilton Road Ferndale, Michigan 48220	Bench-Made	Custom-fit to golfers specifications. Cast.	Dynamic/L, A,R,X,S Graphite also available	\$194.00 (4 Woods)	Black Walnut Mahogany Burgundy
	Fore-31	Long blade-shaft in hosel.	Dynamic/ L,A,R,S,X	\$315.00 (9 Irons)	
Faultless 160 Essex Street Newark, Ohio 43055	Omega	Investment cast, system-one. Irons-tunnel sole woods.	Dynamic/R&S	\$424.00	Blk. stain & Blk. insert gold decals
	Centra Centra-Ladies	Investment casting classic blade shape. Shaft over hosel assembly.	Dynamic/R&S Dynamic/L	\$364.00 \$364.00	Black Blue
Golf Limited 7629 Currency Drive Orlando, Fla. 32809	Conqueror Irons	Investment cast. Sighting feature in hosel.	Dynamic/ L,A,R,S,X	\$280.00	
	Grandee Woods	New hardwood development.	Dynamic/ L,A,R,S,X	\$160.00	Natural
Gnu Golf Industries, Inc. 802 Spruce Lake Dr. Harbor City, Calif. 90710	Gnu	Adjustable heel-toe weighting in woods. Cast.	Dynamic/ A,L,R,S,X	\$435.50	Chestnut, Black, Cherry & Blue

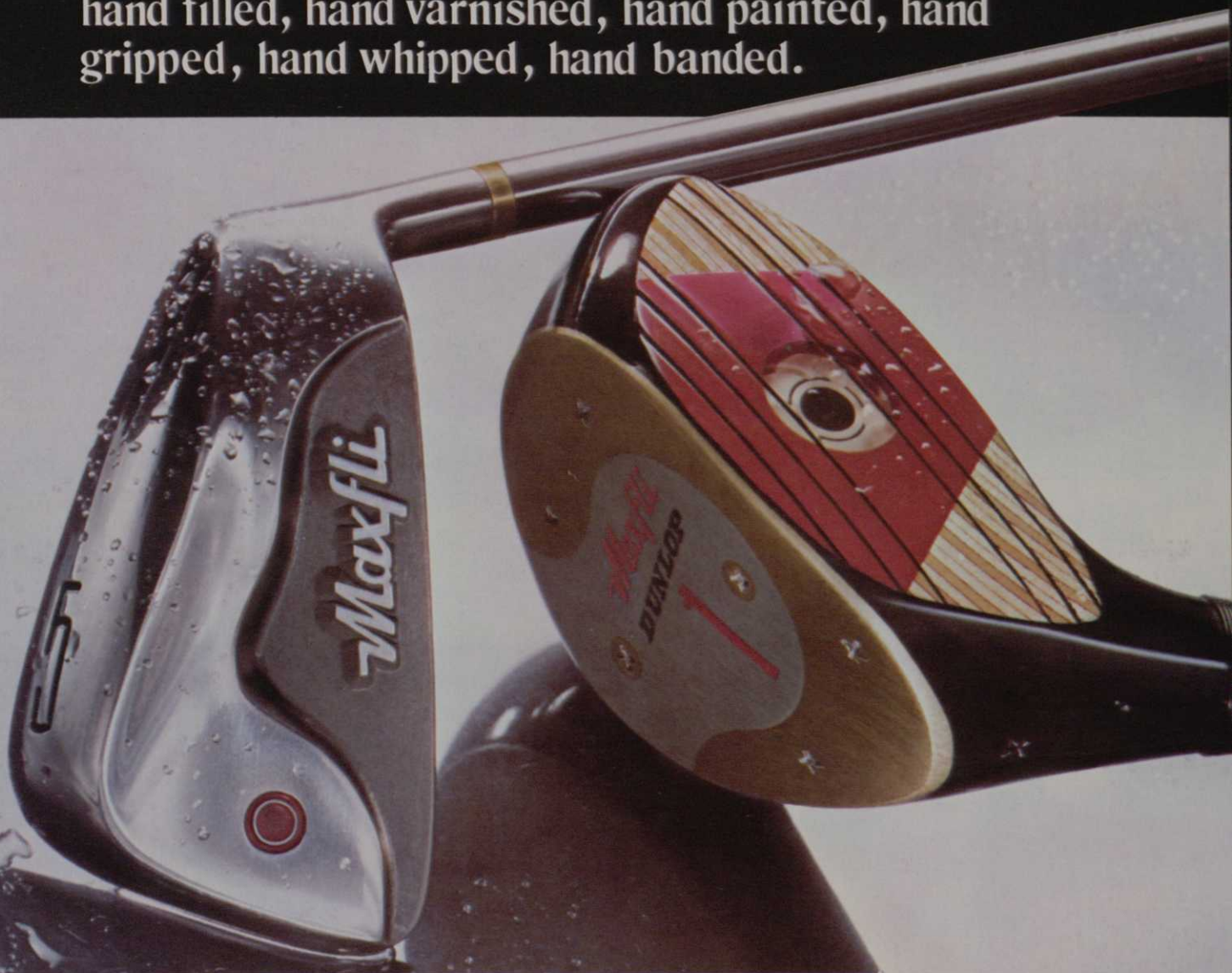
	Model	Features	Shaft Type and Flex	Retail Price*	Wood Color
Walter Hagen Golf Equip. Co. 3721 Hagen Drive, S.E. Grand Rapids, Mich. 49508	Ultradyn II	Foreweighted woods, perimeter weighted irons, over hosel construction.	Counter-torque/R&S	\$499.00	Chestnut Supreme
	Haig Ultra	2 Wood lines available traditional block & foreweighted Model 75. Optimal weight distribution in irons due to tapered hosel, roll back design.	Ultralite/R&S	\$419.00	Presidential Black
	Lady Ultra	Higher loft on woods to provide higher trajectory.	Ultralite/L	\$419.00	Slate Blue
	Hagen International	Irons have wide contour sole, lowering the center of gravity.	Steel/R	\$199.00 (8 Irons, 3 Woods)	Walnut
	American Lady	Compact head provides better control.	Ultralite/L	\$199.00	Slate Blue
Hillierich & Bradsby Co. P.O. Box 506 Louisville, Ky. 40201	Citation Woods & Irons	Brass back on woods, power flange, bevel sole on irons. Forged irons.	Steel/R&S	\$409.50	Black
	Thoroughbred	Brass back on woods, investment cast irons with over the hosel shaft.	Steel/R&S	\$454.00	Walnut
	Countess	Brass back on woods, bevel sole on irons. Forged.	Steel/L	\$324.50	Blue
	Power-Bilt	Laminated woods, power weight flange on irons. Forged.	R&L (steel)	\$176.00	Walnut
	Power-Bilt junior clubs	Laminated woods, center point flange back. Forged.	R (steel)	\$97.00 (4 Irons, 3 Woods, 1 Putter)	Cherry
	Scotch-Blade Irons	Forged, contour bevel sole.	Steel/R&S	\$231.75	
AMF/Ben Hogan 2912 W. Pafford St. Fort Worth, Tex. 76110	Producer	Investment cast stainless steel irons made from special alloy which gives soft feel of forged club.	Apex/A,R,S	\$499.95	Black
	Director	Forged Steel heads, heel/toe weighting	Apex/A,R,S	\$477.00	Black
	Apex	Low wt. distribution & longer scoring lines on face which give better alignment. Forged steel heads.	Apex/R,S,X	\$465.95	Ebony
	Saber	Rounded sole design & classic contouring. Durably head on woods. Irons have forged heads. Uniform wt. distribution from heel-to-toe.	Pro Fit/R	\$260.00 (8 Irons, 4 Woods)	Golden Oak
	8080 Persimmon for men	8-inch roll & bulge; black insert; driver has 11 loft.	Apex/R,S,X	\$200.00 (4 Woods)	Golden Broan
	Low Profile	Speed slot, 12 degree loft, smaller head design.	Apex/A,R	\$180.00 (4 Woods)	Black
	Lady's Director	Same as men's Director.	Apex/L	\$264.00 (8 Irons)	Midnight Blue
	Lady Classic Apex Apex Woods for Women Princess	Same as men's Apex. Blade on blade design, low wt. distribution. Woods with slight contoured sole. Forged.	Apex/L Lightweight Apex/L	\$257.20 (8 Irons) \$176.60 (4 Woods) \$236.20 (8 Irons, 4 Woods)	Midnight Blue Cobalt Blue
Holiday 16224 Garfield Ave. Paramount, Calif. 90723	Vicuna	Irons have single cavity back.	Dynamic/A,R,S	\$444.50	Black
	Impact	Cast, heel/toe weighting.	Dynamic/All	\$462.50	Dark Cherry
Mac Hunter Co. P.O. Box 96, Rancho Santa Fe, Calif. 92076	Auld Classic	In hosel investment cast heads, leather grips. Metal softened to give forged feel. Rounded solid back.	Dynamic/A,R,S,L,X	\$537.50	Natural Wood Grain
Karsten Mfg. Corp. 2201 W. Desert Cove Phoenix, Arizona 85029	Ping	Toe-heel balance, investment casting.	R,S	\$469.00	Black with Red Insert
Keller 2140 Westwood Blvd. Los Angeles, Calif. 90025	211	Rounded back & rocker sole, investment cast also available in stainless steel & graphite.	Dynamic/L,A,R,S,X	\$297.00	
	Premium Persimmon		Dynamic, Stainless Steel or Graphite/L, A,R,S,X	\$186.00 (4 Woods) \$218.00 (4 Woods stainless)	Antique Cherry
	MC	Corrosion resistant inside and out. Cast.	Dynamic/L, A,R,S,X	\$297.00 (Irons only)	
	K3	Stainless steel shafts are 10% lighter than ordinary steel. Cast.	Dynamic or Stainless steel/A,R,S,X	\$297.00 (9 Irons) \$360.00 (9 Irons stainless)	

	Model	Features	Shaft Type and Flex	Retail Price*	Wood Color
	Slim Woods	New design features shallow faces, low center of gravity.	Dynamic, Stainless steel, Graphite/L,A,R,S,X	\$170.00 (4 Woods) \$202.00 \$125.00 ea.	Black
	Super Slim Woods	Shallowest face in the industry.	Dynamic, Stainless steel, Graphite/L,A,R,S,X	\$170.00 (4 Woods) \$202.00 \$125.00 ea.	Black
LeMaster 5000 Overland Ave. Culver City, Calif. 90230	LeMaster	Reduced hosel weight, rounded toe, lower center of gravity. Cast.	Dynamic/R,S,X,L	\$487.50	Natural & Cherry
Lil David 7844 Convoy Court San Diego, Calif. 92111	Slingers	Drop line parallel to leading edge, exaggerated rocker sole.	Dynamic/R S R,S	\$447.00	Cherry Mahogany
Lynx Precision Golf 7302 Adams Street Paramount, Calif. 90723	U.S.A.	Tapered hosel design. Persimmon woods with heel, toe and back weights. Cast.	Dynamic/L,A,R,S,X	\$485.00	Black with Scarlet Insert
	Tigress	Exclusively designed for ladies and not available with men's specifications.	Dynamic/L	\$332.00	Deep Blue with Ivory Insert
	Master Model	Heel/Toe weighting in woods and irons. Cast.	Dynamic/L,A,R,S,X	\$475.00	Pecan with Black Insert
	CR Irons	Cast stainless steel. Shaft-over-hosel.	Steel/L,A R,S,X	\$315.00 (1-9, PW, SW)	
MacGregor Company One Brunswick Plaza Skokie, Illinois 60076	MT	All new for '76. No gimmick appearance. Classic designs. Cast.	Steel/R,S,L	\$400.00	Black
	DX Model	Laminated wood heads, conventional sole. Concave back design.	Super DX Champion R & L	\$169.00	(Men's) Antique Golden Oak finish (Ladies) Midnight Blue Antique
	VIP by Nicklaus	Larger hitting area on woods, heel/toe weighting on woods. Cast.	Micro Step/R&S	\$460.00	Applewood Stain Finish
Northwestern Golf Co. 4701 N. Ravenswood Ave. Chicago, Ill. 60640	Thunderbird	18-8 Stainless investment cast, woods have distinctive brass backweights.	Dynamic/R,S,X	\$422.50	Ebony Black
	TNT	Woods have toe/heel weighted insert and brass backweight. Irons are stainless steel investment cast.	Fluted "LTS"/R	\$325.00	Black, Walnut
	Lady Ultimate	Distinctive forging design helps get ball up faster.	Lightweight Steel/R	\$271.00	Royal Blue
	Thunderbird II	Aerodynamic styled woods with black brass weighted inserts. Investment cast over hosel irons.	Dynamic/R&S	\$422.50	Ebony Black
	RB-70	18-8 stainless steel iron with toe/heel, perimeter weighting. Cast.	Pro-Action Multi-Step-R	\$390.00	Black
	RB-68	New forging gives many design advantages.	"LTS"/R	\$271.00	Black
	RB-200	Toe/heel weighted with cavity back design. Forged.	"LTS"/R	\$255.50	Black & Walnut
	Tournament	Forged irons offer toe/heel weighting.	Micro-Lite/R	\$200.00	Dark Walnut
	Signature	Forged irons with chrome plating and regular scoring and blasting.	Proflex/R	\$176.00	Rosewood
Pacifica 2430 Stanwell Drive Concord, Calif. 94520	Bamboomer Woods	Laminated bamboo heads guaranteed not to crack.	Dynamic or Dyna-Lite A thru X	\$180.00	Dark Mahogany
	Soft Touch Irons	Investment cast computer weight stainless steel alloy.	Same as woods	\$289.00	
Pedersen Div. of O. F. Mossberg & Sons, Inc. 101 Powdered Metal Dr. North Haven, Conn. 06473	Spoiler	Irons investment cast. Brass plated toe weight medallion.	Graphite/L,S,R,X	\$1,470.00	Burl Oak
	17-4 Model	Investment cast irons with offset. Woods — Pedersen Onyx insert.	Dynamic/L,A,R,S,X Graphite/L,S,R,X	\$515.00 \$1,360.00 (Graphite)	Black
	100 Model	Persimmon heads. Jade insert. Cast.	Dynamic/L,A,R,S,X Graphite/L,A,R,S,X	\$450.00 (Dynamic) \$1,380.00 (Graphite)	Antique Pecan
	Custom Men's	Laminated woods. Forged irons.	Dynamic/S,R	\$470.00 (Dynamic) \$294.00	Black

	Model	Features	Shaft Type and Flexs	Retail Price*	Wood Color
	Custom Ladies	Laminated woods. Silver cyclocac insert. Forged.	Dynamic/L	\$294.00	Black
Toney Penna Co., Div. A-T-O, Inc. Toney Penna Drive Jupiter, Fla. 33458	Penna T.I.P. Irons	Irons investment cast. No hosel design.	All Flexes in Lyte Wate or Dynamic Steel	\$288.00	
	Penna Woods	Persimmon or laminated woods. No. 6, 7, 8 wood available.	Graphite/A, L,R,S,X Dynamic/A L,R,S,X	\$117.00 (Ea. Wood) \$172.00 (4 Woods)	Mahogany, Black Cloud, Pecan
PGA/Victor 8350 N. Lehigh Ave. Morton Grove, Ill. 60053	Ryder Cup II	Investment cast irons; heel/toe balanced woods.	Dynamic/R,S	\$469.50	Dark Maroon
	Par Ex	Investment cast irons; laminated woods.	Steel/R&S & Par Ex	\$387.50	Black
	Vardon Cup	Forged Irons, heel/toe weighted.	Black Band Dynamic/R&S	\$406.50	Honey
	Emblem	Laminated woods, sole-weighted irons. Forged.	Steel/R	\$175.00 (3 & 8)	Black
	Classic irons.	Laminated woods; Nickel-chrome finished	Steel/R	\$159.60	Black
	Lady Ryder Cup II	Investment cast irons; heel/toe balanced.	Dynamic/L	\$469.50	Dark Maroon
	Lady Par Ex	Investment cast irons. Slight offset and increased loft on irons.	Par Ex shafts/L	\$360.00 (3 & 8)	Midnight Blue
	Contessa	Laminated woods; sole weighted irons. Cast.	Steel/L	\$175.00	Powder Blue
	Lady Classic	Laminated wood heads, nickel-chrome finished irons. Sets of 2 and 5 available for beginners.	Steel/L	\$159.60	Black
Pinseeker Corp. 2088 Sunset Drive Pacific Grove, Calif. 93950	RB 350	Investment cast irons that offer a lower center of gravity.	Dynamic/L,R,S,X,A	\$513.00	Walnut
	RB 300	Heel/toe perimeter weighting. Rocker sole. Shaft over hosel. Women's model also available.	Dynamic/R,S,X,A	\$513.00	Walnut
Power Track Golf 10869 Portal Dr. Los Alamitos, Calif. 90720	Power Track	Semi-cavity back distributes weight around the perimeter. Cast.	Dynamic/L,A,R,S,X & M/S	\$497.00	Walnut
Pro-Dyn, Inc. 11703 Chesterdale Rd. Cincinnati, Ohio 45246	Pro-Dyn 2	Investment cast stainless steel irons with over hosel design.	Dynamic/L, AL,A,R,RA, SR,S,XS,X	\$462.50	Antique Walnut
	Pro-Dyn 1	Investment cast irons with over hosel design.	Same as Pro-Dyn 2	Same as Pro-Dyn 2	Black with Scarlet Insert
	WPDP	Persimmon woods.	Same as Pro-Dyn 2	\$190.00 (4 Woods)	Black Onyx
ProGroup, Inc. 99 Tremont Street Chattanooga, Tenn. 37505	Phantom	Clubs feature toe-high look. Maximum scoring. Sharp leading edge.	Dynamic/R&S	\$445.75	Black
	N.A.L.G.	Forged iron conventional hosel, window insert in wood.	Dynamic Steel/R&S	\$378.50	Walnut
	Golden Eagle	Forged iron, conventional hosel, window insert in wood.	Dynamic/R,S	\$378.50	Black
	First Flight FTD	Forged iron, square toe, sole weighted no hosel, brass back weight on wood.	Dynamic/R&S	\$398.50	Walnut
	Lady Palmer	Split weight design iron. White insert in wood. Forged.	True Temper/L (8-Irons, 4 Woods)	\$184.00	Blue
Ram Golf Corporation 1501 Pratt Blvd. Elk Grove Vlg., Ill. 60007	Accubar	Investment cast.	Dynalite/R Dynamic/S	\$457.00	Black
	Lady Craigton	Extra loft for higher trajectory. Cast.	Lightweight Steel.	\$324.00	Carmel
	XS1000	Investment cast.	Ramlite/R Dynamic/S	\$383.50	Black
	Golden Ram	Heel/toe weighted. Forged.	Dynalite/R Dynamic/S	\$340.00	Ebony
Red Hot P.O. Box 78 Trinidad, Colo. 81082	Cherry Bomb	Full epoxy insert on woods. Cast.	Dynamic/L, R,X,S Graphite, all Flexes	\$468.00 \$1,745.00 (Graphite)	Jet Black Cherry Red Bonnie Blue Pecan
Royal Golf Rubber Ave. Naugatuck, Conn. 06770	Royal Daisy	Daisy Insert, grip, laminated maple. Cast.	Lightweight Steel, Ladies	\$335.00	Green, Blue
	Royal Brass Woods	Cyclocac Insert.	Dynamic/R&S	\$160.00 (4 Woods)	Black
	Royal Perimeter Cavity Irons	Perimeter cavity in back of club, wt. in center. Cast.	Dynamic/All	\$285.00 (9 Irons)	
	Royal Fairway Woods	Unitized step down shaft.	Dynamic/All	\$150.00 (4 Woods)	Black

	Model	Features	Shaft Type and Flexes	Retail Price*	Wood Color
Shakespeare c/o Shakespeare/Plymouth Butler Pike Plymouth Meeting, Pa. 19462	Sigma	Stainless Steel investment cast irons w/Sigma Shaft.	Graphite/ X,S,R	\$90.00/Wood \$54.00/Iron	Black head Sigma Insert
	Mach II Alpha	Forged irons w/Mach II Heads.	Composite Graphite, X,R	\$45.00/Wood \$35.00/Iron	Golden Walnut
	Mach II Alpha Ladies	Forged irons.	Composite Graphite, R only	\$45.00/Wood \$35.00/Iron	Golden Walnut
Shamrock Golf Company 10850 Wilshire Blvd. Suite 560 L.A., Calif. 90024	Power Pocket	All swing wts. placed in club head thus all are equal. Cast.	Dynamic/ All	\$337.50 (9 Irons)	Green or Walnut
	Custom Woods	Degree of loft, open or hooked face available, as desired.	Dynamic/ All	\$190.00 (4 Woods)	
Simmons International Corp. 1048 Burgrove Street Carson, Calif. 90746	Merlin	Polished stainless steel, Accu-set hosel, encased end-grained maple heads.	Steel/R	\$352.00	Red Mahogany
	Honeycomb Irons & Stinger Woods	Stainless steel cavity back polished surface. Encased shaft over hosel. Cast.	Dynamic Steel	\$383.00	Walnut
	SI Woods		Standard Dynamic Steel Standard	\$116.00 (4 Woods)	Black (Cyclac Skin)
Spalding Meadow Street Chicopee, Mass. 01014	Elite Centurion	Investment cast irons. Woods have brass back.	Dynamic/ R,S	\$490.00	Black
	Top-Flite	Cast. Heel/toe weighting.	Lightweight/ R,S	\$415.00	Black
	Top-Flite Legacy	Rebirth of classic look. Cast irons.	Dynamic/ R,S	\$460.00	Black
	Ladies Top-Flite	3-point Dy-Nertial weighting.	Lightweight Steel, R,S	\$373.00 (8 & 4)	Cranberry Royale
	Esprit	Irons perimeter weighted for expanded sweet spot. Cast.	Dynamic/ R&S	\$233.50 (8 & 3)	Black
	Pro Flite	Computer-matched to swing and feel. Forged irons.	Dynamic/ R&S	\$175.00 (8 & 3)	Ebony
	Marilyn Smith	Forged irons. Durable laminated wood heads.	Dynamic/ R&S	\$175.00 (8 & 3)	Applewood Green
Kenneth Smith Golf Club Co. 1801 Baltimore K.C., Mo. 64108	Royal Signet	Made to personal requirements. Irons forged. 3 months on all orders.	36 flexes Graphite	\$125.00 (Ea. Wood)	All Colors
			Steel	\$105.00 (Ea. Iron) \$65.00/Wood \$45.00/Iron	
Square Two Golf Corp. 6 Franklin Ave. Oakland, N.J. 07436	Square Two	Every club has the same total weight, same swing weight and same center of gravity. Cast.	Steel/ R,S	\$495.00	Black
Stag Golf 16224 Garfield Ave. Paramount, Calif. 90723	Nova Irons	Cast. Cavity back.	Dynamic/L, A,R,S,X	\$301.50	
	Classic Irons	Compact blade with barrell hosel. Cast.	Dynamic/L, A,R,S,X	\$301.50	
	Custom P Woods	Genuine American Persimmon with heel/toe weighting.	Dynamic/ A,R,S,X	\$190.00 (4 Woods)	Black
	Custom L Woods	Cross grain, laminated wood with heel/toe weighting.	Dynamic/ A,R,S,X,L	\$170.00 (4 Woods)	Black
	T.P.D.	Classic head shape with deeper face.	Dynamic/ A,R,S,X	\$50.00 (each)	Walnut
U.S. Precision, Inc. 931 S. Douglas St. El Segundo, Calif. 90245	Coot Woods	Bamboo are impervious to atmospheric and climatic conditions.	Steel/ A,R,S,X	\$200.00	Tan or Chocolate
	Coot Irons	Investment cast stainless steel.	Steel/ A,R,S,X	\$283.50	
	Coot Forged	Irons are copper alloy.	Steel/ A,R,S,X	\$860.00	
Wilson Sporting Goods 2233 West Street River Grove, Ill. 60171	1200	Foreweighted woods, over the hosel irons w/perimeter weighting.	R,S, (A & X special order) counter torque	\$499.00	Ebony
	Staff	New for '76. Woods have Strata-Bloc with red insert.	R,S, (A & X special order) Dynamic	\$419.00	Ebony
	X-31 Plus	Beveled & contoured iron soles.	R,S/Pro-Fit	\$399.00	Chestnut
	Julius Boros Professional		R, Light Steel	\$140.25 (8 Irons, 3 Woods)	Pecan
	Lady 1200	Foreweighted woods, over the hosel, perimeter wtd. Irons counter-torque shaft.	Counter- torque/L	\$499.00	Ebony
	Lady X-31 Plus	Forged cavity back for wider sweet spot.	Pro-Fit/L	\$264.00	Chestnut
	Berg Professional	Short hosel for improved weight distribution.	Lightweight,L	\$140.25 (8 & 3)	Black Cherry

Hand poured, hand cast, hand polished, hand masked, hand blasted, hand buffed. Hand turned, hand sawed, hand drilled, hand reamed, hand sanded, hand routed, hand faced, hand soled, hand scored. Hand shafted, hand trimmed, hand balanced, hand cleaned, hand streaked, hand weighted, hand stained, hand filled, hand varnished, hand painted, hand gripped, hand whipped, hand banded.



Our new Maxfli® and Dunlop clubs for 1976 combine meticulous old-fashioned hand craftsmanship with modern technology and engineering.

Maxfli Irons are investment cast, for consistency, in 431 stainless steel. Hard enough to resist marking, while retaining "feel." Blades are slightly offset, with a clean, short hosel that allows us to redistribute weight around the perimeter of the face, enlarging the effective hitting area for greater accuracy.

Maxfli Woods are sleek, elegant, with an exclusive two-piece soleplate that puts heavier brass around the perimeter for perfect

weighting. The driver and fairway woods are shallow-faced, with perfect roll.

Maxfli Clubs are available in three models for 1976: men's right-handed, men's left-handed and Maxfli Golf Clubs for Ladies. In addition, we created our beautiful new Dunlop 200 Golf Clubs, a classic design with forged irons, especially for the nation's bicentennial.

Check out the complete line of hand crafted Maxfli and Dunlop Clubs. You'll see why 1976 will be a greater sales year than our record setting year of 1975.

 **DUNLOP**
Sold through Golf Professionals

DUNLOP SPORTS COMPANY, Division of Dunlop Tire & Rubber Corp., Buffalo, N.Y.

Circle 115 on free information card

GOLFDOM'S EQUIPMENT '76 O

MacGregor



Increased firepower...
right here in the most critical
3 square inches of your clubhead.

MacGregor introduces the revolutionary convex-back MT



Here it is! MacGregor's new, stainless steel, investment cast club, that literally puts more muscle, more thrust behind every shot. MacGregor's exclusive convex-back is the key to MT's astounding new firepower. This precisely calibrated redistribution of blade weight gives MT irons an enormously powerful "sweetspot"... more powerful and responsive than any you've ever played.

MT's high performance, cambered sole rolls 4 ways—from heel to toe and from front to back. The contoured clubhead glides through turf easily with less resistance and thinner divots.

Complementing the rich pewter-look MT irons are perfectly matched pear-shaped MT woods crafted in the time honored traditions of MacGregor. The style is clean and modern, with ebony black finish and red face inserts.

See your local pro. See what makes the new MT the most powerful MT clubs MacGregor has ever offered.



MacGregor
THE GREATEST NAME IN GOLF

A BRUNSWICK COMPANY



GOLF, TENNIS, BASEBALL, BASKETBALL ONE BRUNSWICK PLAZA • SKOKIE, ILLINOIS 60076



Manhattan makes the day.

I play with concentration and I play for enjoyment. In my opinion—a quality golf turf can make the day. That's why I'm endorsing certified pure Manhattan "turf type" perennial ryegrass. Fine texture, rich green color and superior wear quality is the result of careful development. Your guarantee of this quality and purity is the Oregon blue tag



attached to each bag. Manhattan is identified with its trademark, the Manhattan skyline, on the familiar tan bag. This is your assurance of Oregon certified pure Manhattan—it will make your day.

Pat Fitzsimons

Pat Fitzsimons
Winner Glen Campbell L.A. Open
Golf Tournament 1975.

Oregon certified Manhattan is grown by:

**MANHATTAN RYEGRASS
GROWERS ASSOCIATION**

1349 Capitol St. N.E., Salem, Oregon 97303



"TURF TYPE"
PERENNIAL RYEGRASS

distributors:

WHITNEY-DICKINSON SEEDS, INC.

52 LESLIE STREET
BUFFALO, NEW YORK 14240

Circle 119 on free information card

NOV.-DEC./75 GOLFDOM MAGAZINE 3

◆ For ad on preceding page circle 142 on free information card

The heart of every club is in the shaft.

Since 1926, True Temper has been the leading manufacturer of golf shafts for the golfing industry. The "Step-Down"® shaft, created by True Temper, has reached such popularity that it has been widely adopted by other manufacturers and is found on more than 90% of all golf clubs today. This was just one of many design and material innovations developed by True Temper through the years to provide golfers with various grades of shafts... flexes... and deflections.

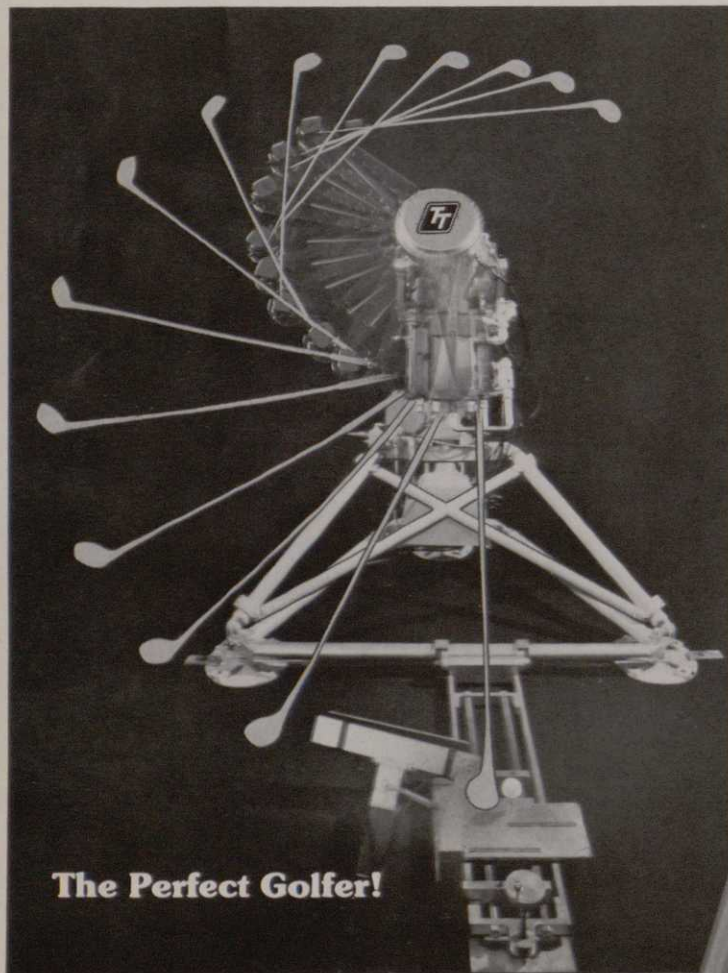
The actual value of a shaft in a golf club is a mystery to many people... but not to the people at True Temper.

To further develop and improve golf shafts, True Temper created "The Perfect Golfer," a machine that swings the same way time after time. It's ideal for testing both woods and irons. It is the accepted research tool for the golf club manufacturing industry and the U.S.G.A.

To find out all about the importance of a golf shaft, and what it means to you, get our free golf shaft booklet. Send your name, address and zip code plus 25¢ to cover postage and handling to: "Golf Booklet," True Temper Corporation, 1623 Euclid Avenue, Cleveland, Ohio 44115.



TRUE TEMPER®
An Allegheny Ludlum Industries Company



The Perfect Golfer!



Your assurance of
quality in a golf shaft.
Look for it.

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 10, NOVEMBER-DECEMBER 1975, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

There is no mistaking the colorful golf slacks and stylish shoes that have established themselves with country club members solidly in the past 10 to 15 years. The upsurge in apparel specifically for golfers has paralleled the fashion-consciousness of the American male in the late '60s and early '70s and not surprisingly, the advent of televised golf matches every weekend on color televisions across the land. The country club pro has grown right along with the soft goods boom, progressing from a golfer interested only in his game and the games of his members, to a full-fledged merchandiser who can fit his members with fashion as well as with clubs. Not all club pros are as successful as they could be in soft goods, but there is no doubt the market is there for the ones willing to work at it.

'76 CAR REPORT Fifteen companies comprise this season's competition for the country club golf car dollar. In its annual report, GOLFDOM gives all the specifications and prices for the new models. A four-page closeup tells you everything you should know about the market _____ **11**

THE SOFT GOODS RAINBOW Golf apparel sales can make or break the pro. For some, it provides additional sales and handsome profits that can provide him and his family with a comfortable lifestyle. For others, it proves to be an elusive guessing game they never quite figure out. Comments from pros, manufacturers and sales representatives are included in this GOLFDOM report on a \$60-million market _____ **16**

BUILT FOR MAINTENANCE Irwin Hearsh, manager of Rancho California golf resort in Temecula, Calif. has a theory about building a golf course that should make a lot of superintendents smile. He thinks the superintendent should be hired and included in all plans from day one. He put his theory into effect at Rancho California, and the result has been a very maintainable course _____ **22**

INSURANCE: IS YOUR COURSE REALLY COVERED? So many things can happen on the grounds of a golf course. The average owner and his staff must wonder what they are liable for and if they have the coverage to take care of all eventualities. GOLFDOM looks at some of the problems with insurance and offers a blanket solution _____ **28**

ESTABLISHING A NEW FAIRWAY Superintendent Carl Beer at Mission Hills Country Club in Kansas City, Kan. initiated a zoysia sprigging program on his fairways but had trouble with *Poa annua* competing and not allowing the zoysia to fill. Paraquat was his answer _____ **30**

BRING BACK YOUR BUFFET With the advent of dieting and the quest for the trimmer waistline, light eating at the club has become a reality. The buffet had become a thing of the past. There is a way to relight the appetites of your members. A. C. Bartolotta reports on new innovations for an old standby _____ **32**

NEWS Who in club management knows best what the members want? . . . will EPA seek a ban on endrin? . . . petition to lessen depth of underground cables in golf course irrigation filed . . . U.S. golf car industry injured, International Trade Commission says on Polish imports . . . Japanese beetle is no longer the worst golf course pest . . . Graves is new president of True Temper . . . golf business executives added to National Golf Foundation board _____ **36**

DEPARTMENTS

SWINGING AROUND GOLF _____	8	CLASSIFIEDS _____	48
COMING EVENTS _____	26	ARCHITECTS _____	49
NEW PRODUCTS _____	34	PEOPLE IN THE NEWS _____	50
NEWS _____	36	ADVERTISERS INDEX _____	50

GOLFDOM, Incorporating GOLF BUSINESS; Published 10 times a year; monthly January through August and combination issues 1., September-October and November-December. Copyright© 1975, by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager. Editorial and Advertising offices, 9800 Detroit Avenue, Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Controlled circulation postage paid at Cleveland, Ohio. Please send change of address notice to GOLFDOM Magazine, 9800 Detroit Avenue, Cleveland, Ohio 44102. Subscription rates \$7 per year U.S. and Canada. Foreign \$10 per year. Single copy price: \$1.00 for current and all back issues. Foreign \$1.50. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.

BPA Membership Applied For

Donated By Moon People!



Translated into English, it means "Donated By the Moon People." Our little moon friend has recently equipped his course with a complete tee package from Standard. Whether it's a moon beam bringing dollars from above or a club member that wants to help donate the cost of a complete console, it's one way of helping your greens committee with a tight budget.

If a club member will contribute \$150 to the cost of a complete console for one hole, you can imprint his name on the donor sign that hangs below the tee sign. Instead of digging up \$150 per console for each hole, your budget requirement is \$0. Interested club members representing a bank, a saving and loan association, an auto

Noima Cerkson Insants Manor El Moono!



Pro-Line
BY STANDARD

Standard Golf Company
220 East Fourth Street
Cedar Falls, Iowa 50613

dealer or insurance agency are likely prospects. They benefit from the advertising exposure . . . your club benefits from an attractive complete tee package . . . a ball washer, Litter Caddie®, spike kleener and tee information sign. All you need is 9 or 18 sponsoring club members and your course is fully equipped with the finest tee package available any place. And it's from Standard, the world's largest and oldest manufacturer of golf course accessories.

Helping to position the Standard console before the next moon mission is Steve Burrell, on the left and Bob (Chief) Waseskuk, on the right. Ask them to send you the 1976 Pro-Line full-color catalog. It's FREE.

Four of the world's best turf care products. The Hahn Tournament Triplex.

The Hahn Tournament Triplex® is more than just a pretty face. Underneath her beauty lies the hardest working greensmower on the course.

She's first of all an excellent greensmower. She manicures greens with the precision demanded by the fussiest golfer. But that's expected from a Hahn greensmower.

What makes the Tournament Triplex different are the three other systems you get when you use her interchangeable cutting heads.

1. The patented *Verti-Cut® Units* for removing thatch and grain before they form. 2. The *Vibra-Spiker® Heads* that eliminate the back-breaking ordeal of "summer aerification." 3. The Utility Units for approach and tee mowing . . . or greensmowing after top-dressing.

Ask your Hahn distributor for a demonstration ride on our beautiful "Greens Management System." She's in a class all by themselves.

Hahn

TURF PRODUCTS

Turf Products • Outdoor Products
Agricultural Products

The 3 growing divisions of HAHN, INC.

1625 N. Garvin St., Evansville, Indiana 47717

world-wide distribution



Photographed at Oak Meadow Golf and Tennis Club, Evansville, Indiana.

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

PUBLISHED 10 TIMES A YEAR;
MONTHLY JANUARY THROUGH AUGUST AND
COMBINED ISSUES FOR SEPTEMBER-OCTOBER
AND NOVEMBER-DECEMBER
HARVEST PUBLISHING CO.
9800 Detroit Ave.
Cleveland, Ohio 44102
Telephone: (216) 651-5500

HUGH CHRONISTER
PRESIDENT

ARTHUR V. EDWARDS
PUBLISHER

JOE GRAFFIS SR.
ASSOCIATE PUBLISHER

LEO NIST
SENIOR VICE PRESIDENT

WILLIAM CUNNINGHAM
VICE-PRESIDENT, TREASURER

EDITORIAL

DONALD D. MILLER
EDITORIAL DIRECTOR

HERB GRAFFIS
SENIOR EDITOR

ROBERT E. EARLEY, JR.
ASSOCIATE EDITOR

NICK ROMANO
ASSOCIATE EDITOR

DICK FARLEY
MERCHANDISING CONSULTANT

CIRCULATION

GILBERT HUNTER
VICE PRESIDENT CIRCULATION

DONALD D. LANGLEY
DIRECTOR OF CIRCULATION

PRODUCTION

PAUL BALTIMORE
DIRECTOR OF OPERATIONS

DARRELL GILBERT
ADVERTISING PRODUCTION MANAGER
9800 Detroit Ave.
Cleveland, Ohio 44102
(216) 651-5500

ADVERTISING

HEADQUARTERS: 9800 Detroit Ave.
Cleveland, Ohio 44102
(216) 651-5500

JEAN NEUENDORF
Executive Assistant

DOROTHY LOWE
Classified Advertising Manager

EASTERN OFFICE:
757 Third Ave.
New York, N.Y. 10017
(212) 421-1350

RUSSELL B. BANDY
Regional Manager

MIDWESTERN OFFICE:
333 North Michigan Ave.
Room 808
Chicago, Ill. 60601
(312) 236-9425

JEFF WARD
Regional Manager
TOURISSE GREENFIELD
(312) 337-7717



HERB GRAFFIS

SWINGING AROUND GOLF

Money pinch: A friend who lately has visited good golf clubs in different parts of the country said it is plain to see the effect tight money has had on golf course conditions. But the slump in conditions of some courses in poor shape is not what worries him most about the unpleasant financial situation in golf.

"What really worries me," said my friend, "is what the money pinch may be doing to the fine social standard of some clubs. They are taking in members whose only qualification to belong to a first-class club is money, and are pricing themselves out of the reach of many of the young married couples who have the social, intellectual and leadership qualities that are essential to a club to have prestige but not snobbery.

"I am beginning to see club members who obviously are new to their responsibilities in an intelligent society. On the course and in the clubhouse they do not know how to act as good club members should. I also see too many of the young men and women most desirable as good club members playing public courses when they do play golf."

Standard contract: Golf course superintendents and their employers need a standard employment contract that at least will be a recognized basis for hiring.

Lately, superintendents in all parts of the country have been urging that the Golf Course Superintendents Association of America prepare an agreement that may bring some uniformity and improvement in the employment of superintendents. For years, the Professional Golfers' Association and the Club Managers Association of America have made available proposals with clauses that cover most situations involving the pros and managers and their employers. The

superintendents have negotiated pretty much on an informal basis.

Employment contract terms having the study and approval of the superintendents' association would provide needed guidance, strength and more job security, say the superintendents who are pushing for 1/3 their association to present a basic contract that would clarify and improve the relations between superintendents and employers.

Santa Claus: Early but clear signs point to the biggest Christmas gift golf selling campaign smart pros have ever staged. The reasons for the forecasts are — (1) The pros need the money. Weather and general financial conditions have not favored golf equipment and apparel buying, especially at private clubs. (2) The golfing public wants a lot of new equipment. For example, the old clubs look awfully old since the cast iron head clubs have come in. (3) An avalanche of close-outs at stores and many money-making pro shops cutting prices to convert club inventories into cash sold plenty of the new design clubs that might have been Christmas presents.

So do not be surprised if there is an unusual Christmas golf club gift sales promotion by pros who are in the habit of doing some cute price-cutting. Graphite shafts in woods are certain to be a Christmas gift special where pros have the capacity to install these shafts in heads that players like.

Christmas apparel sales will have a raft of pro shop bargains of smart attire over the usual specialty shop merchandise and some pre-PGA Merchandise Show items that will make pro customers fashion leaders. It seems to be a sure thing that if a pro is not Santa Claus to himself in his shop in November and December, he has to blame himself for passing up money. Look at what is in bags in your racks now and you will see what you should sell. □

Add [®] NEMACUR to the growing line of high-performance Chemagro pesticides that help keep your turf in top playing condition

NEMACUR 15% Granular is a fast-acting nematicide that provides months of residual control of all major turf nematodes. Requires no injection—apply with a granular applicator and water in.

[®] DYRENE fungicide. DYRENE controls dollar spot, plus all *Helminthosporium* diseases—melting out, leaf blight, leaf spot. Also controls copper spot, stem rust, brown patch and snow mold. Its small cost offsets the big cost of repairing after disease gets started.

[®] DEXON fungicide. Stops *Pythium*. This non-mercurial fungicide is also extremely effective in preventive programs to control cottony blight. It's compatible with other turf pesticides.

[®] DASANIT nematicide/insecticide. Broadcast DASANIT 15% Granular for control of

microscopic "eel-worm" nematodes that destroy turf root systems, cause grass seedlings to wither and die. Requires no injection that makes turf unplayable for weeks during spring and summer. Easily applied with any conventional granular insecticide applicator. Thorough watering leaches insecticide into root zone for maximum control.

[®] DYLOX insecticide. The fast-acting selective insecticide gives quick clean-up of sod webworms. Dissolves readily in water for application with any type of spray equipment.

[®] BAYGON insecticide. A carbamate insecticide that controls turf insects, including many species resistant to chlorinated hydrocarbon and organophosphate insecticides. Safe to Bermuda, zoysia, rye, clover, colonial bentgrass and other common varieties when used as directed.

For great turf that gives your golfers great shooting, order these Chemagro turf pesticides from your chemical distributor.

Chemagro Agricultural Division,
Mobay Chemical Corporation,
Box 4913, Kansas City, Missouri
64120.

7559A



RESPONSEability
to you and nature

THE GROWING LINE FOR FINE TURF



50TH ANNIVERSARY



TROJAN®

"MILEAGE MASTER" GOLF CAR BATTERIES

Fifty years of engineering and manufacturing experience are reflected in the quality and reliability of Trojan "Mileage Master" Golf Car Batteries — This is why, today, Trojan is the recognized leader in the golf car battery field.

For further information call toll free 800-423-6569 — in Calif. 213-945-1471

TROJAN BATTERY COMPANY • 9440 ANN ST. • SANTA FE SPRINGS, CALIF. 90670