A unique golf car fleet program available East of the Mississippi River...

NOW! Good profit for your club...without the usual maintenance headaches!

We offer a proven turnkey program that provides a fleet of highest quality cars and specializes in a sophisticated full maintenance system for that fleet. All your club has to do is clean the cars and charge the batteries; we keep them in excellent cosmetic and mechanical condition.

Our system presently maintains private club and resort fleets ranging from 25 to 300 cars (at single locations) and at the most prestigious country clubs.

Our strong suit is a quality product backed with excellent financial and service systems to provide our customers with the most unique and reliable program available...a program which produces the most efficient operation—and optimum profit for your club.

GCS guarantees you that our program will be customized for your operation and that we will keep your Tee Bird fleet in first class condition at all times.

Contact Bob McGrath, president of GCS, for more information...today!

Write today for detailed brochure

MANUFACTURED BY TAYLOR-DUNN

Exclusive Eastern Distributor:
Golf Car Systems, Inc.
P.O. Box 5307, Clearwater, Florida 33518 (813) 441-3752

Inquiries from West of the Mississippi River should be directed to:
TAYLOR-DUNN P.O. Box 4240, Anaheim, Calif. 92803 • (714) 956-4040 • Telex 65-5393

Circle 128 on free information card
What's behind the new Toney Penna DB Distance Ball?

Like it says in our introductory ad below, the idea behind it is to give the great majority of golfers a ball designed to help them with their game. It's a superb product.

Frankly, we don't know of any manufacturer that has ever offered a golf ball with these special characteristics. So we're really letting the shaft out on the program to make the most of it.

What's behind the ball now is a massive consumer advertiser and promotion program to help you with your game—selling merchandise. It's a superb program.

This spring and summer, your customers will be seeing and hearing the Toney Penna Distance Ball story in magazines such as Time, Newsweek, U.S. News & World Report, and Sports Illustrated... in golf magazines such as Golf Digest, Golf Magazine and Golf World... on their television screens and their radios.

All of this, plus a coupon offer that gives your customers a free ball to play and you free balls to sell. Limited Edition introductory balls packaged in leather pouches, the elegant wooden display boxes, and the handsome new packaging... adds up to new appeal, new sales gains, and new profits. For you.

Which one should you use? At one end is a thin-shelled, wound balata distance ball that appeals to golf professionals and low-handicap golfers. At the other end, a durable, high-compression, two-piece distance ball that "feels like a rock" when you hit it.

Between them is the Toney Penna DB. The 2-piece Distance Ball that gives big hitters everything they want, but is designed to help the vast majority of lower-to-middle handicap golfers with their game.

It has hi-rebound PENNA-FLEX™ core for that great PENNA-FLEX FEEL. Plus a rugged Surlyn® cover for durability. Not just any Surlyn, but Series 1500 Surlyn. And because it's two-piece, its average weight distribution point is nearer the outside of the ball, unlike heavy-centered wound balls. Result? More centrifugal action; longer spin.

Add its trajectory that's neither a "rain maker" nor a "worm-burning rock" and you have the ball with optimum carry-plus-roll for everyone's game.

We're as tired of tests and claims as you are.

But, like the other ball manufacturers, we tested our ball, too. (See chart.) And, as you can see—while we can't promise a competitive edge, if only a yard or two. But an edge is an edge.

Try the new Toney Penna DB. Doesn't "hit like a rock"; doesn't fly like one, either. It's the different Distance Ball.

The chart, left, constitutes the resumé of tests which were conducted in Arizona on October 19, 20, and 21, 1976 by Nationwide Golfing Testing Laboratory, Inc. Each of 51 golfers hit three each of the leading brands of balls shown, using a driver off of the tee, and brand new balls. Carry, and carry-plus-roll were measured on each hit. Test details available from Rawlings Golf on request.

Circle 129 on free information card

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**The different Distance Ball.**

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<thead>
<tr>
<th>Toney Penna DB (2-pc)</th>
<th>Titleist Pro Trajectory</th>
<th>Wilson Pro Staff</th>
<th>Titleist DT</th>
<th>Spalding Top-Flite (2-pc)</th>
<th>Dunlop Blue Max</th>
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<td>5.41</td>
<td>7.45</td>
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**ADVANTAGE TONEY PENNA DB**

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**See you at the PGA SHOW!**
How to get the most out of your convention or trade show

- INFALLIBLE MEMORY FOR APPOINTMENTS
- NOSE FOR NEWS
- ENTHUSIASM OF JIMMY CARTER
- CAST IRON STOMACH
- INDESTRUCTIBLE SHAKING HAND
- TICKETS
- BUSINESS CLOTHES
- WALKING SHOES
- EAR FOR OPPORTUNITY
- BAG FOR LITERATURE
- CREDIT CARDS FOR ALL OCCASIONS
- FUN CLOTHES
by Joseph Arkin, C.P.A.

According to some educated estimates, some 20-30 million Americans will attend more than 100,000 conventions and trade shows throughout the nation during the coming year — including the several thousand golf businessmen who will travel to Orlando, Chicago, and Portland this month and next for the PGA Merchandise Show, CMAA 50th Annual Meeting, and GCSAA Turfgrass Conference and Show.

Many of those attending will come home delighted with the new ideas they've learned, the contacts they made, and the sightseeing they did. Others may be disappointed, because they didn't know how to prevent what should have been a pleasant trip from becoming a trap.

Next time you attend a convention or trade show — whether it's one of the three covered in GOLF BUSINESS this month or not, whether it's your first such trip or your fifteenth — you may get more out of the whole experience by following this simple list of DO's and DON'T's:

**DO** figure out your travel budget well in advance. According to hotel spokesmen, the average attendee spends about $50 per day. Survey figures show that hotel/motel accommodations account for approximately 40 percent of this total, shopping in retail stores takes 15 percent, and sightseeing another 25 percent. The tab for food, entertainment, and sundry expenses eats up the remaining 20 percent.

**DON'T** take along too much cash. For safety's sake, take along a minimum amount of cash, plus some traveler's checks and nationally known credit cards.

**DON'T** be haphazard about travel arrangements. Check on timetables; buy plane tickets well in advance. If you are traveling by car, don't make the mistake of shopping for sleeping accommodations when you arrive — at the convention or at stops along the way. Most hotel/motel chains have toll-free telephone numbers and computerized services to take care of your stay at the convention site or on the road. And they will make arrangements for your side trips, too.

A little foresight can net you accommodations with all of the comforts of home: amenities such as laundry and valet service, beauty and barber shops, even babysitters on call.

**DO** submit your ideas in advance to those planning the convention or trade show. Tell them about the problems you'd like discussed, the kind of speakers you want to hear, the programs you'd find most worthwhile. If you have opinions about where meetings and social functions should be held, mention that too. You will probably find that those in charge of programming will welcome your suggestions — if not for this year, then for next.

**DON'T** neglect your convention "homework." Examine the program carefully; schedule your time to cover the discussions, speeches, and guided tours that interest you the most. Put down on paper just what you want to achieve at various sessions.

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Joseph Arkin is not only a certified public accountant in New York and Florida, but he has also written more than 5000 articles which have been published in magazines and newspapers. He specializes in management, finance, and taxation and holds a B.B.A. from St. John's University and an M.B.A. from Pace University.
PGA:
All aboard for Orlando!

The PGA Merchandise Show has come a long way since Frank Sprogell’s first valiant attempts in a comparatively crude tent at Dunedin. This year from January 22 to 25, it will be held in the comparatively luxurious surroundings of the Contemporary Resort Hotel in Disney World, Fla. The wares of more than 200 golf product manufacturers will be exhibited on the second floor of the Tower Building and the first floor of the Contemporary North. Hours are from 9:00 a.m. to 5:00 p.m. in the Tower and 9:00 a.m. to 7:00 p.m. in the Contemporary North on Saturday, Sunday, and Monday; all exhibits will be open from 9:00 a.m. to 3:00 P.M. on Tuesday, January 25. (Exhibitors list on page 30.)

As has been the custom, the Merchandise Show is timed to coincide with the PGA Winter Tournament program, held at Walt Disney World Golf Resort at Lake Buena Vista.

Programs & events
Informal educational “cracker barrel” group sessions, co-sponsored by the national PGA and the Florida section, will be held on successive Mondays before and during the Merchandise Show. Jim Applegate will lead the discussions in the Trophy Room of the Golf Resort Hotel. Each session will last from 8:00 to 9:30 p.m. and will be worth one point towards recertification for PGA members.

The January 10 session will cover “Capitalizing on Christmas and holiday business,” “Customizing clubs,” and “Programs for training and compensating assistants.” Topics for January 17 will be “Smart Buying: how to get the most for your dollar,” “How we handle the slow play problems,” and “Ideas to improve golf glove sales and profits.” Discussion on January 24 will center on “The sale of accessories and nonconventional shop items,” “Use of audio-visual aids in teaching,” and “Knowing how to compute golf car profits.”

Special events will take place at 4:30 p.m. Saturday, Sunday, and Monday during the show. The place: the Oasis in the Contemporary North. On Saturday, January 22, Golf Magazine will sponsor a style show. Bob Toski and Jim Flick will conduct a golf clinic on Sunday under the sponsorship of Golf Digest. And on Monday Wilson Sporting Goods sponsors an exhibition by the legendary hitter Sam Snead.

Things to do
For recreation and entertainment for convention-goers and their families, Walt Disney World is hard to top. The heart of it is the famed Magic Kingdom, with 45 major attractions now open every day.

Nowest and most exciting of the attractions is the race through Space Mountain, which forms a focal point for Tomorrowland. Also new there is the innovative WEDWAY PeopleMover, the GE Carousel of Progress and the whirling Starjets.

Other Disney lands include Main Street U.S.A., with horse-drawn streetcars and steam locomotives, plus Adventureland and its Jungle Cruise and Pirates of the Caribbean adventures.

In Liberty Square, guests discover a Colonial atmosphere with the Hall of Presidents and the memorable Haunted Mansion. Fantasyland features all of the famous Disney characters, plus 20,000 Leagues Under the Sea. Frontierland stars the famous Country Bear Jamboree and a trip to Tom Sawyer Island.
The radically new Executive. We believe it's more club where you need it most.

Executive's lower weight produces higher trajectories - even on thin hits. Its wider Sweep-Sole™ gets more club into every shot - on any turf, even on fat hits.

Executive places more of the weight where you mis-hit most - out on the toe. Its "more club" look imparts greater confidence - just look at these 3-irons.

Executive's flat crown appears to sit down better behind the ball. Its high toe and unique toe weighting surround the ball just like the irons.

Try the radically new Executive

Sold through golf professional shops. Ladies' model available also. For the complete brochure, write to Spalding, Dept. MS, Chicopee, Ma. 01014.
We designed our newest Harley-Davidson electric golf car with your course in mind. That's where we'd like you to test it. On us.

The best way to find out why Harley-Davidson Dealers sell and lease more golf cars than anyone else is to experience our cars on your course. That's just what we'd like you to do with our newest model—the electric DE-40. Free! Let your local participating Harley-Davidson Dealer put one on your course. Give it a good work out. And see for yourself. We think you'll soon see why the DE-40 is starting to show up on some of the country's finest golf courses.

Photographed at Callaway Gardens, Georgia.
Here are a few of the reasons why:

**Power. Even on steep hills.**

The DE-40 weighs over 100 pounds less than the other leading electric golf cars. So, on hills, it has over 100 pounds less to pull uphill. As a result, you have all the power you need. Even on hillier courses.

**Morning to night, without a recharge.**

Combine less weight with our six big 190 ampere hour batteries (standard equipment) and you can easily go 36 holes without a recharge. More importantly, you won’t have to worry about recharging over lunch hour, or angry golfers hiking in from the sixteenth hole as the sun starts to set!

**How the DE-40 defends itself.**

A lot of clubs have found themselves with golf cars featuring *body-mounted* vinyl bumpers. The DE-40 protects itself with *frame-mounted* high-strength extruded aluminum bumpers with soft rubber inserts. In actual tests we have proven that our DE-40 bumpers can withstand up to 3 mph of pendulum-type impact without any permanent deformation!

We feel our cars are better looking, and we’ve built in the protection to *keep* them looking better through years of service.

That goes for the body itself, too. Instead of steel…we use rustproof fiberglass!

**Big on comfort.**

While the DE-40 is shorter than some of the other big sellers, it has a *longer* wheelbase (69.5 inches) for a good smooth ride.

With both coil springs and shock absorbers in back, rubber mounted leaf springs up front, and smooth worm & follower bar steering, the DE-40 delivers your golfers back to the club house as rested as their game allows.

**Can’t get rained out.**

Another nice feature of the DE-40 that’s missing on a lot of other cars are our soft, one-piece molded seats. Unlike the “sewn” seats of other cars, rain can’t soak into the seat.

**Your local Harley-Davidson dealer is one of the number one reasons we’re number one in golf cars!**

No golf car is any better than the dealer who backs it up with service. And that’s where Harley-Davidson really has an edge in the golf car business. Your local Harley-Davidson dealer is a real professional.

A knowledgeable guy you can count on for all facets of golf car fleet management. Fleet planning, profitability. And financing.

More importantly, he knows that the best way to keep your fleet business over the years is to keep up with all your service needs throughout the year!

Whether you buy or lease he’s fully prepared to keep your fleet in number one condition. He knows the DE-40 inside and out, as well as the rest of our line including three and four wheel gas models.

**The more you know about the DE-40, the more you can appreciate it.**

We’d like the opportunity to send you all the latest literature available on the DE-40, as well as the rest of our line.

And like we said before, we’d love to have you test it on the course we designed it for —yours.

In either case, just fill out the attached coupon and mail it to us. We’ll send you the necessary information right away.
The DE-40 weighs over 100 pounds less than the other leading electric golf cars. So, on hills, it has over 100 pounds less to pull uphill. As a result, you have all the power you need. Even on hillier courses.

Morning to night, without a recharge.

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With both coil springs and shock absorbers back, rubber mounted leaf springs up front, and smooth worm & follower bar steering, the DE-40 delivers your golfers back to the clubhouse as rested as their game allows.

Can’t get rained out.

While the DE-40 is shorter than some of the other big sellers, it has a longer wheelbase (98.5 inches) for a good smooth ride. Extraordinary weather, rain or shine, enjoy golfing in the dry comfort and luxury of a DE-40.

Another nice feature of the DE-40 that’s missing on a lot of other cars are our soft, one-piece molded seats. Unlike the “sew-it-yourself” seats of other cars, rain can’t soak into the seat.

You local Harley-Davidson dealer is one of the number one reasons we’re number one in golf cars!

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Morning to night, without a recharge.

Morning to night, without a recharge.

TO: Mr. Ralph Zickert, Golf Car Sales Manager, AMF Harley-Davidson, 3700 W. Juneau Avenue, Milwaukee, Wisconsin 53201

__ Your name __ Title __ Club/Course

__ Address ___ City ___ State __

__ Zip ___ Phone ___ (Please include area code and phone where you can be reached if you’d like to test the DE-40 on your course.)

□ Please send the latest literature and specifications on the electric DE-40 golf car, as well as the rest of your line.

□ We’d like to take you up on your offer to test the DE-40 on your course free. Please send the necessary registration form (I understand there is no obligation to buy, and that a Harley-Davidson dealer will call to set up a mutually convenient week for the test. I also understand this offer is good at participating Harley-Davidson dealers only.)
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<tr>
<th>PGA GUIDE TO EXHIBITORS</th>
<th>ROOM/BOOTH (AREA)</th>
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*Note: The above text is a listing of companies and their respective booth or room numbers, possibly indicating their location at an event such as a golf trade show or convention.*