

There are 101 reasons why a Cyclone Lawn Spreader is your best buy!



When you select a Cyclone, you are getting the benefit of 101 years of broadcast spreading equipment know-how... experience that has made Cyclone the first choice of professional turf men.

- Broadcasts material accurately—evenly
- Stripe-free performance
- Ruggedly built for years of service

Ask about the other Cyclone models that are ideally suited for golf courses.

THE CYCLONE SEEDER CO., INC.  
Dept. 60-4, Urbana, Indiana 46990

For more information circle number 244 on card



Short handle, light weight. Golfer can rake trap while holding club in other hand.

**HIGH DENSITY PLASTIC WEATHER-PROOFED**

The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.



Sturdy, attractive, won't rust, yet low in cost. Rake-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write: >

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## GRAFFIS

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colleges were far, far ahead of the pros and managers in efforts to make their part of golf a business.

But the problem with the superintendents was that their part of golf business combined the perplexities of science, art, the will of God and luck. I don't know how they'll ever solve that bind.

Managers in the general manager spot, maybe, have a much easier job than the house manager or steward job used to be. Most managers have to cope with a generation raised on hot dogs and hamburgers. So if it's tough to get chefs to build and maintain the reputations of private country clubs as the rendezvous of epicures, what of it?

Club officials get elected, serve their time and get out of office often without learning what it's all about. The time and effort they devote certainly isn't worth the criticism they get. They depend on the specialists they hire. A golf operation private or public, if successful, is based on the classic pattern: organize, deputize, supervise. But you have to have the score in figures that can be read.

Despite the determination of the pros, superintendents and managers to make their phases of golf business something that can be forecast and measured definitely, golf club business still is pretty much of an art rather than a science.

I have to the left of my typewriter the annual statements of three clubs I know very well. Their officials are fine, successful businessmen. The clubs' figures are audited by the firms specializing in club accounting. And I defy anybody to discover actually the club's financial status and past year's operations from these statements.

So much for education in golf business. The member and the pay-play course golfer are getting educated the hard way. He (or

she) is paying more for golf.

Score on Farmers' Home Administration backstopping of golf course and other club facilities financing is that 767 country club projects involving \$102,192,970 have been approved since 1962. The program apparently comes to a halt with the \$18.3 million for the Federal fiscal year 1969-70.

FHA guaranteeing of country club loans had the poorest job of public information and publicity I've seen from a government agency in 50-some years of newspaper and magazine work.

FHA guarantees of country club and other recreation facility loans made from local banks were no more Government gifts than the Federal insurance of bank accounts.

It would be very interesting to get the box-score of the FHA country club loan guarantees telling the operating financial records of the clubs the Government guarantees brought into being; the investment and present appraised value of the club properties and the value and taxes of surrounding property at the time the recreation facility was started, and now.

There are reasons to believe that the FHA country club loan guarantees have been one of the smartest business and social jobs in Washington. But nobody may ever know about the results of the Farmers' Home Administration work in that field. Secretary of Agriculture **Clifford M. Hardin** and Farmers' Home Administrator **James V. Smith** themselves won't know, for the simple reason that whoever they're paying for public information service isn't much, if any, good. □

## Panorama of Golf

A four-day conference and exhibition for professionals, superintendents, managers and golfers in the western states will take place March 12 to 15 at the Riviera Hotel & CC, Palm Springs, Calif.