

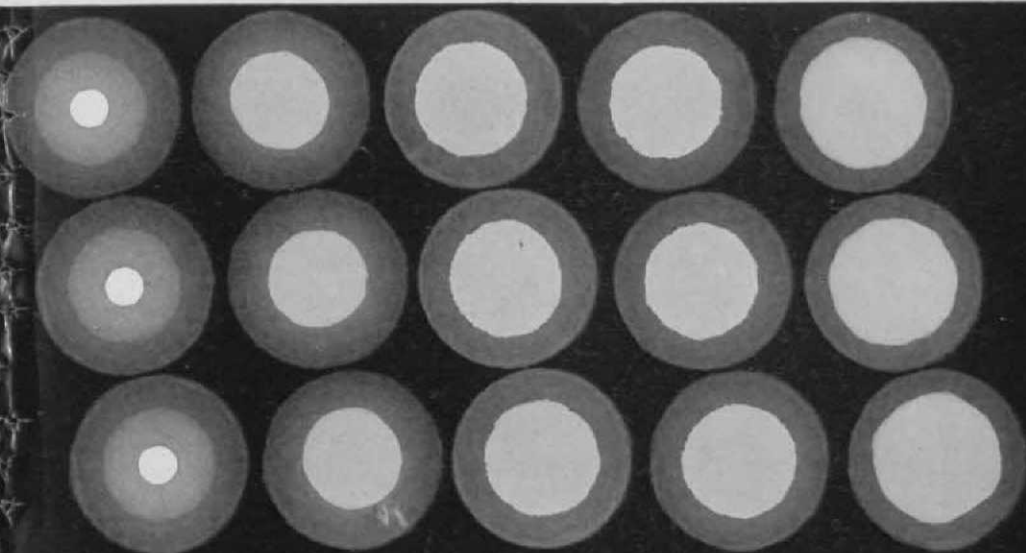


*... The interior geometry (roundness) of the FIRST FLIGHT golf ball is greatly superior to that of any other golf ball we have examined and the only one that has a perfectly true center.

Lewis Cook

Quoted from technical report which will be sent you on request.

PRESIDENT, INDUSTRIAL LABORATORIES, INC.



First Flight®

Steel Power Center Golf Ball
U.S. PATENT NO. 2,914,328

BALL A

BALL B

BALL C

BALL D

This un-retouched X-ray of the five top selling \$1.25 golf balls shows why the FIRST FLIGHT Steel Power Center® is the "greatest success in golf ball history."

First Flight®

It's not how many
PLAY it... But how many
WIN WITH IT!

In 1962, and to date in 1963, the patented steel power center golf ball has won more money on the tour than any other golf ball.



AVAILABLE IN
THREE COMPRESSIONS

80+, 90+, 95+

**MONEY BACK
GUARANTEE**

Buy three First Flight balls from your golf professional. After playing them, if you do not agree with Jimmy Demaret, Gary Player, Gene Littler, Doug Sanders, Bo Wininger, Joe Campbell and other top professionals that First Flight is the greatest ball you ever played, you may return them to us for full refund.

63-30

SOLD ONLY IN GOLF PROFESSIONAL SHOPS

First Flight Company

CHATTANOOGA 5, TENNESSEE

If not available in your pro shop, send \$15.00 per dozen and name and address of your golf professional so we can send him his usual commission.

it usually is sufficient to inspect and grease twice yearly through existing fittings. If belts are used, these should be properly tightened and belt dressing applied twice each season. Brushes should be inspected every six months and replaced if less than one-half inch remains.

It is impossible to cover all the switch systems in use today. On many cars there are stationary copper contact bars to which should be applied a light coat of lithium-based grease twice monthly.

The accelerator pedal must operate freely and be properly adjusted. A pedal out of adjustment can cause the switch to remain in contact and burn resistors, wiring and motor.

If your cars have several solenoids, make certain all connections are tight and that the tap of finger switches activating the solenoids are properly adjusted according

to the manufacturers' specifications.

Watch The Batteries

An electric car is only as good as its batteries and charging equipment. Most electric car manufacturers equip their vehicles initially with 165 or 175 amp hour batteries and a medium priced automatic or semi-automatic charger. At a small additional cost, optional 190 or 195 amp hour batteries are available along with completely automatic chargers. These two items are absolute necessities and no new car purchases should be contemplated without them. A major percentage of electric car failure are battery failures due to overcharging and overfilling.

If chargers are non-automatic, several good hydrometers which incorporate thermometers for accurate true readings should be obtained. The hydrometer barrel should be kept clean and its use properly learned. A corrected hydrometer reading of 1.260 at an 80 deg. temperature indicates a fully charged battery. For every 10 points below 1.260 the battery should be charged 45 minutes at a 15-18 amp. rate. Every morning at least one cell in each car should be checked and charged additionally, if necessary.

Avoid Overfilling

Do not overfill batteries! Keep the water (electrolyte) level one-half inch above the plate rather than fill them up to the triangle or split ring found in most batteries. Wet spots on the floor under the car, excessive battery corrosion on the frame and constantly damp battery covers indicate overfilling and boiling over. If water is frequently added in small amounts, these things can be avoided.

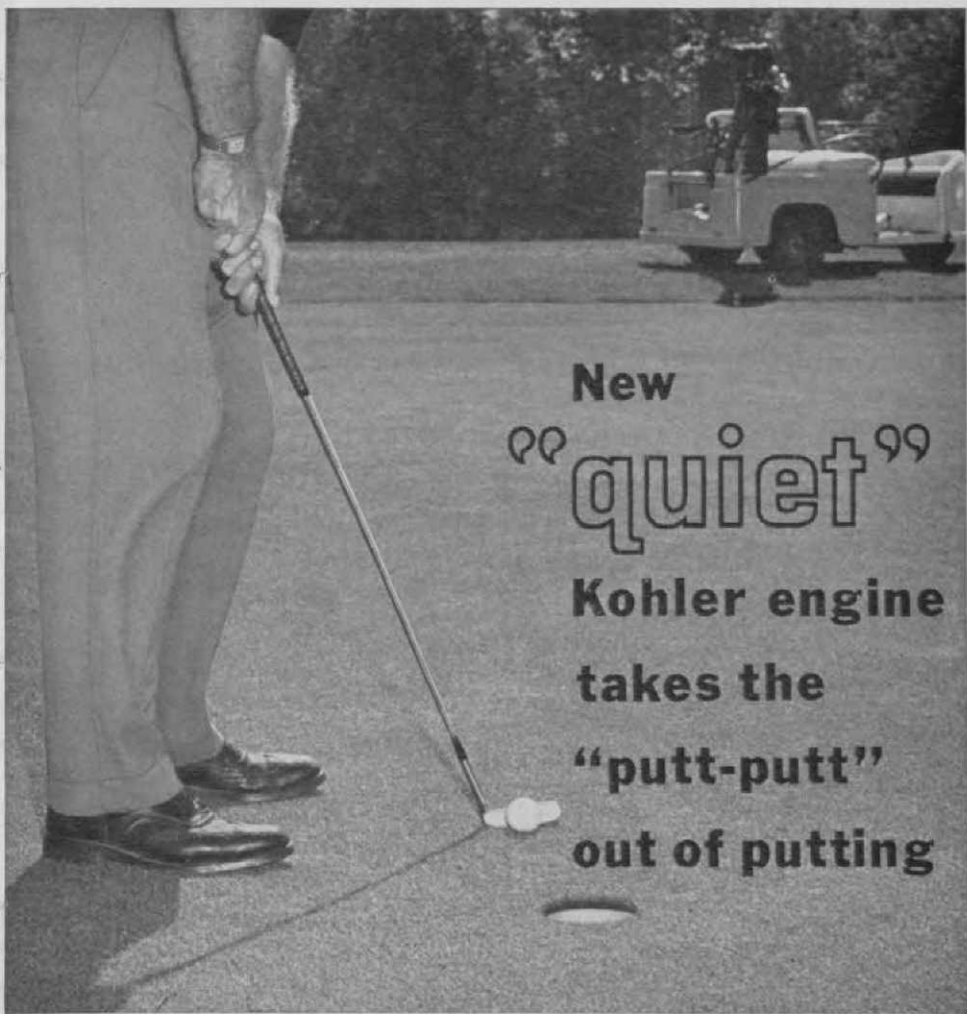
When acid is boiled out, only water is replaced. Soon the acid becomes too diluted to develop sufficient voltage to activate the sensing device on an automatic charger, or for the solution to reach a 1.260 reading on the hydrometer. This causes the operator to severely overcharge the batteries in an attempt to bring them up to the so-called full charge. Overfilling is the cause of more battery abuse than any other factor.

Too often, entire sets of batteries are replaced when only a single battery is defective. A sensitive voltmeter, capable of reading in hundredths of a volt, should be used in checking the sets. It is inexpensive and will save its cost many times over. In addition, it will cut down on service calls. If the cells in a battery vary

(Continued on page 71)



When you operate in Indianapolis as Harley Coster does, you go with the trend in painting your car on Memorial Day.



New
 "quiet"
 Kohler engine
 takes the
 "putt-putt"
 out of putting

Like a good caddy, the new Kohler "Quiet" Engine, developed for golf cart use, keeps its lip buttoned while golfers shoot.

A re-designed carburetor reduces idling speeds and noise without loss of acceleration and power.

A non-metallic cam shaft gear ends metal to metal contact to reduce gear noise.

Plasticized coating on the blower housing further suppresses noise inside and out.

Cast iron construction makes this engine quieter, too.

The "Quiet" K161 is just another pay-off from the Kohler custom of making products as well as they can be made, and then making them even better.



KOHLER OF KOHLER

Kohler Co., Established 1873, Kohler, Wisconsin
 ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES

ALL-BRASS FITTINGS

ELECTRIC PLANTS

AIR-COOLED ENGINES

PRECISION CONTROLS



Golf courses are constantly threatened by encroachments of private developers. Lulu Temple CC and Manufacturer's CC, in Philadelphia area, are surrounded on every side by residential areas, may eventually bow to financial enticements of the real estate men.

Pennsylvania County Acts to Save Its 42 Golf Courses

BY HARRY C. ECKHOFF
Director, Eastern Region
National Golf Foundation

Many communities are concerned about the loss of existing golf courses due to urban development. Montgomery County, Pa., which consists of 500 square miles on the northwest edge of greater Philadelphia, is doing something about this problem. Says Arthur F. Loeben, director of planning, "We have placed a considerable amount of emphasis on the importance of golf courses in our open space program. The citizens council has arranged for a publication on the importance of open space and the part golf courses play in the program."

Montgomery County has 42 courses and 12 square miles are devoted to golf. It has lost three courses to real estate developments since 1950 — Cedar Brook, Old York Road, and Baederwood. The county is making every effort to prevent future golf losses.

The county's population is about 517,000. The population has doubled every 40 years since 1800. County planners expect a population of 1,200,000 by the year

2000. For administrative purposes the county is divided into 62 townships.

Townships Purchase Courses

In an effort to discourage the sale of courses for development, county planning officials hope that some form of purchase and lease-back arrangement or township operation of facilities can be established in order to save the courses. Says Loeben: "I would like to see the county and its 62 townships adopt a firm policy that will prohibit existing golf courses from being abandoned for development."

Springfield township has already purchased a course to prevent its use for development, and leased it to a private operator. Bonds issued for the purchase price are being repaid from the rental. In not too many years, Springfield township will own the course at no cost to the taxpayer.

Burn Brae GC, in Upper Dublin township, was almost lost to a development but the township placed the question of purchase of this tract on the April, 1963, referendum and it was approved. Purchase price was \$360,000. When it takes this course over in 1964, the township will either operate or lease it as Springfield township has done.

County Wide Program

In response to the question, "What can the average citizen of Montgomery County do to help save open space?" Loeben replied: "If you are a farmer or own a golf course on a sizeable estate, you can help by holding on to your land. If the need to sell arises, first inform the planning commission. Other citizens can help by supporting the county in its open space programs. This means voting in favor of bond issues and the like. Only if everyone does his part will the county avoid the ugliness of unchecked urban sprawl."

The National Golf Foundation is cooperating with Montgomery County in its efforts to save golf facilities. Field reps. have met with county and township officials to assist with their planning. Not only will the practice of townships purchasing courses assist in the attainment of their goal of saving open space but the income from the operation of these courses can prove profitable to them.

A turf field day for New York area supts. will be held Aug. 20 at Nassau County Park on Long Island.

For Christmas 1963

The Super Maxfli

Gift-boxed in the New Dunlop Desk Caddy

Golfers see the Desk Caddy . . . and think how they can use it at the office, on the dresser, or on the coffee table. They see what to give some people for Christmas. Its handsome black cover, tastefully embossed in gold, looks and wears like finest top-grain leather. The smooth, rich looking inner lining is durable. It's an ideal place to keep cigarettes, cigars, jewelry, pens, pencils, etc. Best of all, the Super Maxflis in it make a dozen Christmas compliments to anybody's game.

The Dunlop Super Maxfli Christmas Desk Caddy is available in both dozen and half dozen sizes. On request, we'll personalize each Super Maxfli free when purchased in dozens. We're showing the new Dunlop Super Maxfli Christmas Desk Caddy in your golfers' favorite magazines . . . so get your order in now! (If your golfers order directly from us, the credit is yours, of course.)



Sports Division
500 Fifth Ave.
New York 17, N. Y.





Gene Wilson with 5-gallon sprayer with length of hose and spray gun.



Water hyacinth and cat tails several days after spraying. They've been killed with one treatment.

Aquatic Weed and Algae Control

By O. J. NOER

In Florida water hyacinth, cat tails and other aquatic weeds flourish in lakes, ponds and drainage ways, especially where water is stagnant.

At the University Park golf course, west of Boca Raton, Gene Wilson controls aquatic weeds with the following mixture. (It is based on 5 gallons because that is the capacity of the portable sprayer):

- 1 quart sodium arsenite (8 pounds per gallon);
- 1 quart 2, 4-D 40 per cent amine;
- 1 pound Dalapon;
- 6 ounces of sticker;

In practice Wilson uses a spray gun attached to a length of hose. Wilson sprays around the edge first from the shore line. Then he puts the sprayer in a flat bottom boat and sprays the rest of the area. Kill has been excellent.

Algae Control

Copper sulfate is used to control algae in Lake Monona in Madison, Wis. The recommendation is 1 ppm (2.7 pounds per acre foot). There is danger to fish at higher concentrations. Submerged weeds are killed with sodium arsenite.

Endothal at 1 to 5 ppm is said to be ef-

fective for algae, and a wide range of submerged weeds. It is said to have a high fish tolerance.

Some claim that a school of gold fish will keep water in a small pool clear.

Green Chairman Recommends Checkup on Taxes

A green chairman of an eastern golf club recently pointed out that he was surprised to learn that his course had been paying federal tax on gasoline used in course maintenance. After applying for a refund of the tax, the chairman asked an accountant to go over course costs and general tax matters with the supt.

"It was found," says the chairman, "that failure to record construction and depreciation items correctly had cost us substantial overpayments of various taxes. Discussion of our case with officials of other clubs led to me believe that a careful examination of club accounting methods and tax laws would save many clubs a great deal of money. Few supts. seem to be informed on federal, state and local tax laws that apply to their operations. They should go into huddles occasionally with club accountants to be brought up to date on these things."

WHEN
THIS
GOES
UP



SO
DO
YOUR
PROFITS
ON
THESE



Profit-minded operators know that "Nineteenth Hole" profits often make the difference between a marginal operation and money in the bank.

Meals, sandwiches, soft drinks, vending machines, beer and bar business, juke boxes—all of these are real money-makers for the golf course that attracts golfers (and their families) with time and money to spend.

And that's what you attract when you light your course for night play with Wide-Lite* floodlights! When your course is available for *night play*, you attract players who can't get away from their jobs in the daytime . . . and you get them in the evening when they are hungry, thirsty, and ready to spend an extra hour or so in your restaurant or bar.

Operators of one Par-3 course figure their *increased* dining room and bar profits *alone* will pay for their course lighting system in just two years!

For more golf profit-making facts, just send the no-obligation coupon!

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Bill Collins (l), assistant pro at Columbus CC, and Don Shock, the head pro, have been working in a congested atmosphere for the last two seasons, but the pressure will be off this winter when a new clubhouse, costing about \$1 million is completed.

Everything cramped except sales

Shock Loses Shop But Not His Business

If your pro shop has been pulled out from under you and converted into a temporary clubhouse because the main building has burned down, don't despair. It is possible that you may come up smelling like dollars in spite of adversity.

You have the words of Don Shock, pro at Columbus (O.) CC, for this.

Early in January, 1962, the big, 1903 vintage clubhouse at Columbus CC caught fire in near zero weather and burned to the ground because the water mains in the vicinity of the club were frozen and firemen were powerless to fight the blaze. The pro shop, which had been finished the year before, was spared only because

the wind kept the flames away from it.

Shop Is Requisitioned

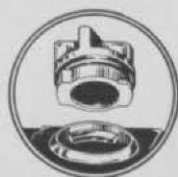
Because the club has operated for the last two seasons under what is equivalent to emergency conditions, Shock has been a pro without a pro shop. His building, an unusually large one as shops go, originally contained a bathhouse, men's lockerroom, an indoor practice area, display room and storage area, and was requisitioned as a clubhouse when the members were made homeless. Shock and his pro operation were temporarily housed in a Butler building. But all will be corrected by Christmastime when a \$1 million clubhouse replacement, built on the site of the old, will be opened.

PGA Here in 1964

Considering that the 1964 PGA Championship comes to Columbus CC, July 13-19, the re-building of the clubhouse, which will be a study in luxury from the basement to the attic, isn't being completed too soon.

As for operating out of a Butler building, Shock compares it to bringing your golf bag with you into a telephone booth when you're going to make a call. "You

Longest "DRIVER" in your golf cars



Trojan Mileage Master Golf Car batteries are of special design for deep cycling and built for rugged service.

with Trojan you get:

1. More Months of service
2. More rounds of golf
3. Special "Quick Water" vent caps
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TROJAN BUILT THE FIRST GOLF CAR BATTERIES

"MILEAGE MASTER" features "QUICK-WATER" quarter turn vent caps

TROJAN GOLF CAR BATTERIES

TROJAN BATTERY CO., 724 E. 61st, LOS ANGELES 1, CALIFORNIA



Don Shock isn't claiming any blue ribbons for this display. It shows what you have to do when space is restricted and practically every square inch inside the shop has to be put to work.

can turn around," he laughs, "but you have to be careful so that you don't knock over any displays.

Plenty of Wall Shelves

"Actually," Don continues, "my assistant, Bill Collins, and myself have learned to negotiate quite comfortably here even though we have been cramped for space. We made two or three trial runs before we got the merchandise arranged the way we wanted it, but as I recall, we also did that in the big shop when we were getting set up there. If you use plenty of wall shelves, run your displays nearly as high as the ceiling and don't try to crowd all the merchandise on hand into the shop, you'll get by in a small place. You have to remember to remain calm when somebody knocks over a floor display and you can't allow yourself to become overly annoyed when you can't find something. Even if it costs you a sale."

From a business standpoint, being at a

club where perhaps 50 per cent of some 500 members have lost their playing equipment because of a fire presents great sales possibilities. The members don't get enthused about such prospects, but they recognize them as facts of life. In 1962, Shock's gross was greater than it had been in his three previous years as head pro at Columbus CC, largely because so many people had to replace their clubs. Shoes also were a big seller for this rea-

Columbus CC members were lucky they had a large pro shop to use as temporary quarters when their clubhouse burned down.

