

## America's Quality Golf Car!



# The 1964 KRO-KAR

(FORMERLY-WORTHINGTON CHAMP)

KRO-KAR . . a dependable name in golf cars . . a profit-wise investment in quality-proven rental fleet performance. Get the KRO-KAR facts for 1964 including important improvements.

### Check our specifications and compare:

A compact welded steel body and chassis, bonderized to prevent rusting. Motor, special design, extra powerful, 36 volt traction type. Powered with 6 heavy duty 6 volt batteries, in rubber molded container to withstand shock & vibration. Double insulated separators rubberized plastic and glass for long life, with special lock type terminals for easy and practical application.

All electrical switches and controller silver plated for long life and non-arcing.

3 speeds forward and reverse. Brakes, internal expanding type, foot operated. Positive quick release for easy parking.

Rear axle, differential type for dual wheel drive.

Wheel bearings, Timken roller. Steering mechanism, tapered roller.

Front suspension knee action. Rear suspension semi-elliptical springs mounted in rubber bushings.

Steering, firm, steady, quick response, loop tilting adjustable tiller.

Tires, 6 x 6 front, 5.70 x 8 rear, standard brands.

Seats-thick, comfortable Naughahyde foam rubber covered, with no seams. Overall dimensions, length 83½", width 42", height 41½", wheelbase 56½". Colors, Red, Yellow, Orange, White, Blue, Green are standard. Any DuPont Deluxe color furnished on request.

Heavy duty spring steel bumpers front & rear.

Optional equipment, automatic charger.

*Also industrial and personnel electric cars and golf car trailers.*

Several territories still open for dealers. Ask for our dealer agreement.

## KRO-KAR INC.

55 MARKET S. W.

GRAND RAPIDS 2, MICHIGAN



face meeting the ball fairly. We have heard nothing of this lately. Probably its very simplicity has prevented its attracting notice."

(This has been used by Spalding on all clubs as far back as the hickory shaft. It is also a feature of Golf Pride grips.)

Some golfers will recognize these designs and ideas developed by master craftsmen and passed on to us so that we may enjoy the game a little more.

Only two club makers are mentioned by name in Hutchison's book. He says: "The wooden clubs in use by our ancestors would seem to have been of a stubborn, stout and inflexible nature. Then arose a great master clubmaker, one Hugh Philip, who wondrously refined golf club nature. Slim and elegant are the specimens of his art which have descended to us."

\* Hutchison was the British amateur champion in 1886 and 1887.

### **PGA Championship Minimum Purse Set at \$50,000**

Minimum purse for the 1964 PGA Championship had been raised from \$33,000 to \$50,000. Total prize money will depend on the gate and will be determined while the tourney is in progress. The 1963 purse was raised from a minimum of \$30,000 to \$80,900, making it the fifth richest of the year's events.

The PGA Championship will be played July 16-19 at Columbus (O). CC. The deadline for entries is 5 p.m. (EST), May 1 at the PGA National Headquarters in Dunedin, Fla. Sectional qualifying rounds of 36 holes are to be played June 1 and players on the tour will qualify at Westchester CC in Rye, N.Y., on June 2.

Exempt from qualifying are all former PGA champions, the 1964 Seniors' Teacher trophy champion, all members of the PGA's 1963 Ryder Cup team, Don Shock, head pro at Columbus CC, current sectional champions, the 1964 USGA Open champion and winners of all major PGA tournaments played between the 1963 and 1964 PGA championship. Also exempt are the 24 low scorers in the 1963 PGA Championship, the 20 leading official money winners of 1963 and the 10 leading money winners of 1964 at the time of the tournament.

The nine national competitions of the USGA during 1963 drew a combined total of 9,666 entries, the second largest figure in USGA history.

### **Carolinas Bustling with Tourist Resort Golf**

Correspondent Jim Anderson in the Greenville, S.C. News sums it up as "the biggest change since Captain William Hilton came sailing along in 1663 on an exploration trip."

Golf in the Carolinas is attracting more and more players every year. During the last 30 years, South Carolina courses have increased from 38 to 101. North Carolina has had a similar growth from 83 to 201. And the course construction boom shows no signs of slackening.

Peak months in coastal golf are March and April, according to Jimmy D'Angelo, pro at the Dunes club at Myrtle Beach. Pro Wallace Palmer at Sea Pines notes that vacationing golfers play every day, often going 36 holes.

Part of the secret in golf activity in this area is its proximity to the populous northeast. Golfers who formerly drove to Florida for winter play now find that they can get up to two days more time on the fairways in the Carolinas.

Carolina weather averages in the 50's during the winter months. The climate is not the equal of Miami but a less than hardy golfer can withstand it. One hotel, the William Hilton Inn on Hilton Head Island, offers a free week the following year if snow falls on the island during a vacationer's holiday.

### **600 Clubs in Canadian GA**

Membership in the Royal Canadian GA passed the 600 mark in 1963. There are now 603 clubs in the organization, an increase of 46 over the previous year.

RCGA sponsored four major tournaments last year. Its Canadian Open was won for the second time by Doug Ford. The Canadian Amateur went to Nick Westlock of Toronto. William Martin, 61, won the RCGA Seniors and Wayne Vollmer of Vancouver claimed the Junior title. Canadian Teams competed in the Americas Cup in Des Moines, Ia., and in the Commonwealth team matches in Sidney Australia.

Canadian teams competed in the Americas Cup in Des Moines, Ia., and in the Commonwealth team matches in Sidney Australia.

---

**Tell Them You Saw  
The Ad In GOLFDOM**

---

# GOLF BAG TAGS

ROUND

RECTANGULAR

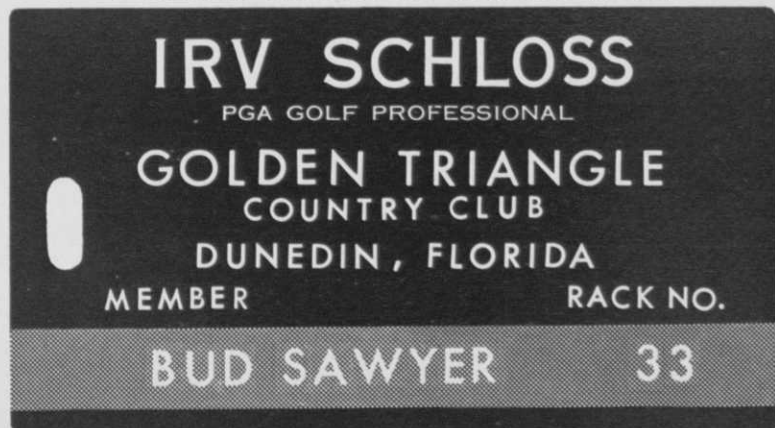
PLASTIC

FIBRE

REGULAR SIZE

LARGE SIZE

7 BRIGHT COLORS TO CHOOSE FROM



Our Plastic and Fibre Bag Tags are of the highest quality & practically unbreakable — they have been the standard of the industry since 1943.

## PEG BOARD GOLF DISPLAY FIXTURES

*The most attractive & functional display medium.*

## ULTRASONIC SOUND CLUB CLEANING

*Eliminates wiping — cleans fastest — obsoletes all others.*

## GOLF BAG STORAGE RACKS

*Upright  
Horizontal*

*Our units store more bags at lower cost.*

## PLASTIC LETTER & NUMERAL KITS

*Do professional signs at low cost — reusable self-adhesive.*

GOLF PRIDE GRIPS — COURSE SIGNS — BAG SHAGS — CADDY BADGES — RETRIEVERS — DYMO TAPEWRITERS — "I-D" LABELS — HEATERS

SEND FOR CATALOG

## MILLER GOLF PRINTING & SUPPLY, INC.

2053 HARVARD AVENUE • DUNEDIN, FLORIDA

# There's No Open Space at Public Course Meeting

**Turnout of owners and operators far exceeds expectations; Taxes, many operations, lights discussed by six speakers**

**P**ublic course operators who, more often than not, plead for the preservation of open space in making their appeals to zoning boards for permits to construct golf courses, were the victims of overcrowding when they held a February seminar in Philadelphia in conjunction with the GCSA's annual turf show.

Harry Eckhoff, the National Golf Foundation's eastern traveller, who arranged and conducted the public course seminar, anticipated that about 150 public and semi-private operators would attend the session, but more than 250 showed up. So, there was nothing to do but double-seat the delegates, stand them in the aisles or cram them in the doorways since the Sheraton's Constitution Room, scene of the meeting, isn't expandable.

Four municipal or county representatives were on the program along with Peter McEvoy, Jr., co-owner of the country's first lighted standard course, which is located in Sewell, N. J., and Max Elbin, the professional at Burning Tree Club in Washington, D. C. William B. McKinney, revenue authority director for Silver Spring, Md., Charles E. Pound, recreation commissioner for Westchester County, N.Y., Richard Sincerbeau, Flint, Mich. municipal golf supervisor and Arthur E. Loeben, director of the Montgomery county planning commission (Norristown, Pa.), represented various city and county boards on the panel.

## Not Enough Clout

McKinney pointed out that while golfers are quite numerous, they carry little weight in getting golf course tax referendums passed because they make up no

more than five per cent of the electorate in any part of the U.S. In addition, many voters, even in this supposedly enlightened era, frown upon courses as being frills that are enjoyed only by a small minority and thus refuse to support bond issues for their construction.

McKinney further explained that bond underwriting houses rate course bonds at the bottom of the list, far behind those for schools and other municipal facilities, and won't touch them unless they are backed by general obligation taxes. Course revenue bonds, which carry much higher interest rates than general obligation issues, often aren't saleable because, once again, the bond houses question whether a public course can produce enough revenue to meet expense and pay the annual principal and interest installment.

About the only recourse left for golfers



Elbin



Eckhoff



Sincerbeau

who want a public course, the Silver Spring financial expert said, is to look for revenue sources that aren't dependent upon the community's taxing authority.

Statistics cited by Charles E. Pound of Westchester County's recreation commission, however, partly refute the dour outlook that is taken by the bond houses. Between 1924 and 1961, according to



Step  
inside the  
magic circle!

This circle has become the most important signature in the golf world. It appears on clubs, bags and balls so fine they have won the approval of the Emblem Specifications Committee of your own Professional Golfers' Association. No other line of equipment can use the PGA name. So bring your customers inside the magic circle. Display the PGA line. It will pay off handsomely. Sold only through golf professionals.

PGA GOLF EQUIPMENT CO.



Subsidiary of Victor Comptometer Corporation.



Pound's figures, \$9,300,000 in revenue was produced by County courses against expenditures of \$7,000,000. The difference has been applied to debt retirement of the courses, with the result that only a balance of \$600,000 remains.

The New York commissioner added that in recent years the county's five courses have been 96 per cent self sufficient from a revenue-expense standpoint and in 1962, they netted \$60,000 after expenses. That represented what would amount to a four per cent profit. Furthermore, a survey of 96 U.S. municipal courses, made two years ago by Westchester officials, showed that between 50 and 60 per cent of the public courses support themselves at no expense to taxpayers.

Pound, who elicited more questions from the audience than any of the other speakers, said that Westchester shop concessions are leased to PGA professionals on a five-year basis. They are charged two cents per round for these and whatever margin accrues after the assessment is paid, is kept by the pros. Restaurant concessions also are handled on a contract basis. To handle the 300 weekday and 400 to 500 weekend rounds at each of the five county courses, Pound said that absolutely no deviations are permitted in reservation taking and assignment. To keep traffic moving smoothly at all courses, foursomes are sent out every seven and one-half minutes.

#### Constant Renovation

"A municipal golf department," said Dick Sincerbeau of Flint, Mich., "can never stand pat on either the design of its courses or their maintenance. Improvements in both that come either through the suggestions of patrons or from surveys conducted by department officials and employees are made nearly every year in Flint."

In the last two or three years, Flint courses have undergone extensive renovations. Designs of numerous tees and greens have been improved by large scale sloping. Pads around tees and greens and car paths have been added. The material used in making these installations, a hot oil aggregate with a high bituminous concentrate, Sincerbeau noted, has held up exceptionally well. Footbridges at all the city's courses have been revamped with lumber from blighted elms that have been cut down, used for decking. (An article on the operation of Flint municipal

---

## The Longest Day

Charles E. Pound's remark that 687 rounds of golf were played at a Westchester County course in one day in 1930 was accepted with a good deal of skepticism by persons who attended the public course seminar. Those in the audience who took the time to do some computing said it would be impossible to get that many players over a course in 16, 17 or 18 hours of daylight, even allowing for foursomes to start at six-minute intervals.

Pound explained that the information he had was somewhat sketchy since it is 34 years old. He did know that the alleged record was set on a mid-June day, but whether 9-hole rounds were included in the total, wasn't stated. Somebody in the audience suggested that perhaps the Westchester County statistician of those days was including miniature rounds in his figures. This person was reminded that miniature golf wasn't in existence in 1930. (Or was it?)

Everyone in the audience breathed a little easier when Pound said that Westchester's later record of 488 rounds at one course in one day in 1959 was a bona fide one. For a difference of 199 rounds, nobody was going to argue.

---

courses appears elsewhere in this issue).

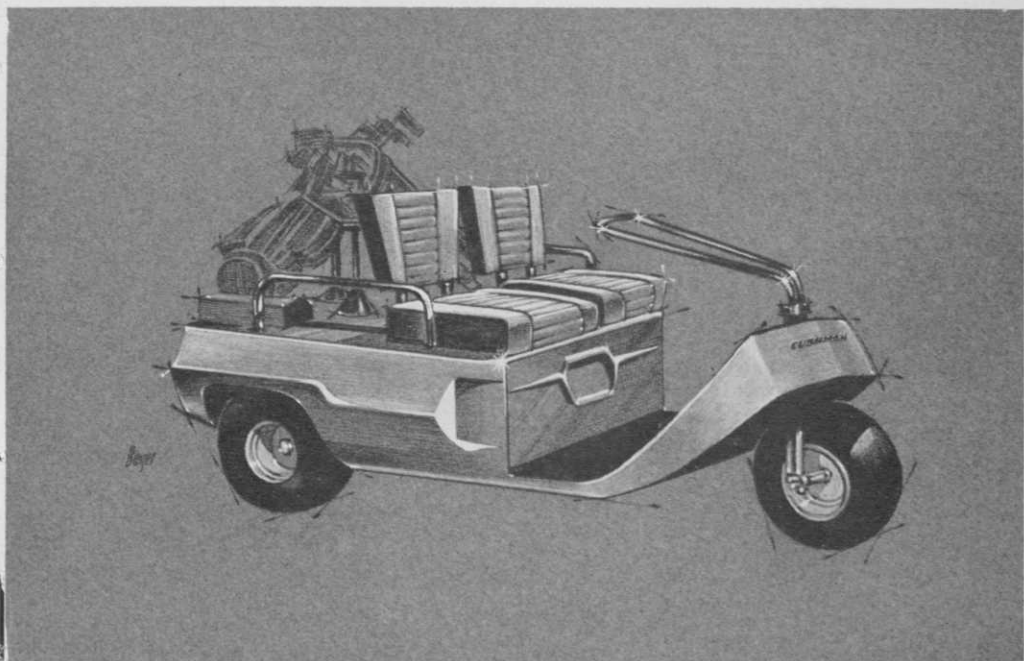
#### Contract with Pro

In discussing what the professional and the owner or operator of a semi-private or public course should agree on in a contract between the two parties, Max Elbin, the Burning Tree professional, said that both sides should be in a concession-making mood when the document is drawn up, and then be willing to live up 100 per cent to the responsibilities they have undertaken. A sectional PGA representative, said Elbin, often is called in to assist or advise on contracts and he makes every effort to protect the interest of both parties.

"Experience has taught us," said Elbin, "that an agreement that is tipped too much in the favor of one party isn't a good contract. It invariably leads to bickering between the persons involved and in the long run costs both sides money. A PGA pro expects to make a living wage and to share in the customary fringe bene-

*(Continued on page 146)*





## 1964 CUSHMAN *Champion* ELECTRIC GOLFSTER.

*with the exclusive new automatic seat brake*

Get up from the driver's seat of this new 1964 Cushman Champion Electric Golfster, and the golf car quickly slows to a stop. A mechanical parking brake goes into action automatically. The golf car cannot roll even on steep hills. Then when you sit down again, the parking brake automatically releases. The car moves the moment you put your foot on the accelerator. Such wonderful conveniences as this exclusive new third brake are standard equipment on the new Cushman electrics!

Entirely redesigned for 1964, the Cushman Champion once again sets the trend in styling and engineering.

With a new fiberglass body that tilts up for easy inspection and maintenance, and with entirely new direct drive, this Golfster is the most dependable car on the course. It is the widest, lightest and longest-ranging electric golf car Cushman has ever made. New criss-cross bag racks make clubs more easily accessible than ever. New rider comfort with swivel back bucket seats, new leg room, new conveniences of all kinds distinguish this new car.

See this one today. Call your Cushman Dealer for a free demonstration.

*For complete information and literature mail the coupon.*

*more golfers ride Cushman golf cars than any other kind!*



Deluxe Electric  
Golfster



Deluxe Gasoline  
Golfster



Scotsman  
economy golf car

**CUSHMAN MOTORS**

*"the big name in little wheels"*

LINCOLN, NEBRASKA • A DIVISION OF OUTBOARD MARINE CORPORATION

**CUSHMAN MOTORS**

993 N. 21st St. Lincoln, Nebraska

I am interested in your new 1964 Cushman Champion Electric Golfster

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# Young Elected President by Club Managers

Clem Young, Manager of the Cleveland (Ohio) Athletic Club, was elected president of the CMAA at the organization's annual conference, Jan. 21-26, in the Hilton Hawaiian Village, Honolulu, Hawaii.



Clem Young

He succeeds John G. Outland, manager of the Dallas (Texas) Country Club.

Also elected were Charles E. Smith, general manager of the Chevy Chase (Md.) Club, vice president, and William Hodges, general manager of Paradise Valley (Ariz.) CC, secretary - treasurer.

CMAA is an international organization of 2,300 professional managers of bona fide country and town clubs. It was organized 37 years ago to encourage the education and advancement of its members.

More than 800 managers and their wives attended the annual conference. Hawaii's Governor, John A. Burns, Rev. Abraham Akaka, of Kawaihāo Church, and Adm. Harry D. Felt, CINCPAC, opened the conference by welcoming CMAA members who had traveled from all parts of the world to participate in the educational program.

## Tax Clinic Featured

Tax problems, important to an industry that pays over \$75,000,000 annually in federal excise taxes alone, were thoroughly aired in a two-hour tax clinic, moderated by Michael Waris, Washington partner of Baker, McKenzie and Hightower, and CMAA'S legal counsel.

Seminars were the most popular features. Arthur Irdell of Harris, Kerr, Foster

& Co., told how new I.R.S. tax regulations affected clubs in 1963. Joseph Sullivan, labor relations consultant from San Francisco, conducted an overall investigation and review of labor-management policies affecting clubs. Henry Barbour, director of the hotel school at Michigan State University, encouraged quality evaluation of club equipment purchases and discussed what to look for in terms of decor, durability and cleanliness.

## Club Modernization

Vladimir Ossipoff, Honolulu designer and architect, conducted a panel discussion on club modernization in which an architect and two club managers participated. Joseph Coyte, Heeia Lodge, and Theodore White, director of mess management training, U.S.N., staged a two-hour demonstration on how to prepare and season the foods native to Japan, China, Philippines, India, Hawaii and Tahiti.

New directors of CMAA are Horace Duncan, Cherry Hills (Colo.) CC, Orlo L. Farlow, manager of the CPO Club, Pearl Harbor, and Charles E. Haynes, manager of the Detroit (Mich.) GC. Continuing on the board are James C. Diamond, Ridge-wood CC, Danbury, Conn., Joseph J. Donoghue, Losantiville CC, Cincinnati, L. J. Griffis, Vestavia CC, Birmingham, Ala., Charles M. Knisley, West Shore CC, Camp Hill, Pa., Everett L. Woxberg, Evanston GC, Skokie, Ill., and John G. Outland, Dallas CC.

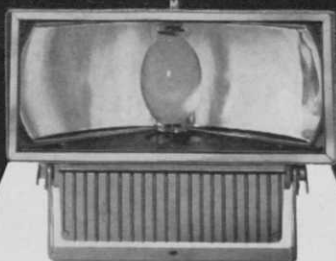
The social side of the conference was planned by managers of the Paradise of the Pacific chapter of CMAA and directed by general chairman, Orlo Farlow. Each luncheon, dinner and special event saluted a particular group of people from which our 50th State has drawn its traditions and customs.

## Ryder Cup Matches in June

Starting in 1967, the PGA will break a 30-year tradition and schedule the Ryder Cup matches for June, shortly after the USGA Open Championship. Since 1935 all matches played in the US have been held in the fall. The 1967 Ryder Cup American and British team members will automatically become eligible for the USGA Open.

Buyers' Services • P. 207





**NIGHT GOLF  
MEANS  
MORE PLAYERS . . .  
MORE PROFITS  
WITH LINKLITER FLOODLIGHTS**

Let our experienced golf course lighting specialists show you how your course can be lighted efficiently, easily and economically. Mail coupon today for LINKLITER information.

**Steber**

**STEBER DIVISION, THE PYLE-NATIONAL COMPANY**  
1334 North Kostner Avenue, Chicago, Illinois 60651

Please send the information checked below:

- lighting 18 hole course    lighting last 2 or 3 holes  
 lighting 9 hole course    other

name \_\_\_\_\_

club \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_



**USGA Has Record 2,905  
Members; Deficit of \$22,177**

## **Benedict Elected USGA President**

Clarence W. Benedict of Winged Foot GC, Mamaroneck, N.Y., was elected to succeed John M. Winters, Jr., Southern Hills CC, Tulsa, Okla., as USGA president at the association's 70th annual meeting in the Biltmore Hotel, New York City.

The USGA Executive committee's informative and comprehensive annual report showed that although 1963 brought the USGA to a new high of 2,905 member clubs (the 18th consecutive year of increase) the association had a deficit of \$22,177. It was the first deficit since 1948.

### **No Dent in Assets**

However, the USGA deficit means simply that the association put more into golf than it took out. But, as the USGA has assets of \$640,867, including unappropriated surplus of \$394,898, the wolf isn't scratching on the door of Golf House.

Highlights of the executive committee report:

The USGA has nearly 600 committee members.

Membership increased by 248 clubs last year to 2,611 regular membership clubs (1,754 18 holes or more) and 294 (170 18-holes or more) associate member clubs.

### **Second Richest Open**

The National Open gate of 50,849 at CC of Brookline was second highest in history, but 11,451 spectators and \$41,343 lower than the previous year at Oakmont. (There were playoffs both years.)

The USGA and PGA have agreed to abide by the same rules for four years.

Success of regional conferences of golf club officials in 1963 have resulted in similar programs to be conducted in March of this year in Los Angeles, Detroit and Philadelphia.

Both club administration matters and course maintenance measures again will be discussed at the regional meetings.

The Women's World Amateur team championship is to be played for first time at St. Germain GC, Paris. The Curtis Cup matches will be played at Royal Porthcawl (Wales) GC. The Men's World



Charles R. Coe (r), top ranking amateur for two decades, was the 1964 winner of the USGA's 1964 Bob Jones award. Hord W. Hardin made the presentation.



... Joe Valentine, who served 50 years as Merion's supt., received the USGA's turfgrass award from John M. Winters, Jr., the association's retiring president.

Amateur team competition is scheduled for Olgiata GC, Rome.

### **1,211 Visits for Green Section**

The green section had new high of 901 courses subscribing to its service. Green section's staff made 1,211 service visits during 1963.

Visiting service subscription fees were increased by \$50 a year up to 36 holes, \$60 for 54 holes and \$75 for 72 holes.

The operating deficit of the green section for 1963 was \$68,037. Expenses were \$168,884. Administrative and general expenses of the USGA, exclusive of the green section expenses, were \$257,-899.