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...delivers nearly 40% more capacity... fits most golf cars.**

With 217 Ampere Hour capacity this battery is engineered for top performance on the most difficult terrain. It gives more holes of golf...and the reserve capacity reduces deep cycling, adding many months to the battery life.

The new Trojan 217 "Mileage Master," like the "170" and "190," features quarter-turn vent caps that reduce service time 75%. Write for complete details.

**TROJAN BATTERY COMPANY, 724 EAST 61ST STREET, LOS ANGELES 1, CALIFORNIA**

## Golf Coach Describes Work of A Golf Association

If there is a question as to the functions of a golf association, Sid Milligan, Eugene, Ore., attorney and coach of the University of Oregon golf team, attempted to answer them at a recent meeting of the Pacific Northwest GA. Here is an outline of what Milligan said the 65-year old West Coast organization does in the course of a year:

All courses in the Pacific Northwest and Western Canada are being rated by a qualified committee of outstanding golfers and PPGA directors.

A coordinated handicap system is being established by the use of a computer system. Each day more and more courses are installing them. A fee of \$1.25 or \$1.50 per member per year is very nominal for receiving foolproof handicap arrangements.

The administration of the Chick Evans Caddy Scholarship.

The promotion of tee markers with accurate yardage marking, which are available at a nominal cost for an 18 hole set.

Tournament Organization: There are so many tournaments now being played in the area, that unless they are cleared thru one major office there are many conflicts in scheduling.

Development of Junior golf. Many of our present leading men and women golfers in this area have benefited from the experience gained in playing in PPGA tournaments.

Regular PPGA Tournaments: These have been looked forward to as the outstanding events in the area and have developed many golfers who have gone on to national prominence.

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### Golf Ball Noise Subject of Zoning Board Inquiry

How much noise a golf club makes when it hits a golf ball was questioned at a recent zoning hearing in Philadelphia's City Hall.

Richard H. Buford, a zoning board of adjustment member, made the inquiry during the discussion of a proposed golf driving range for city-owned land in the Germantown section of Philadelphia.

Twenty-five residents of the area attended the hearing and objected to the



Ben Hogan (1) accepts Gold Tee award from Sen. Abe Ribicoff at the 12th N.Y. Met Golf Writers' dinner, held in January. Award was presented in recognition of Hogan's achievements in golf and courageous comeback following a near fatal automobile crash in 1949. Hogan, president of AMF-Ben Hogan Co., won three of his four Open titles after he came back.

---

proposal. The residents said the driving range would attract too much traffic and noise and the lights used at night would be bothersome.

Buford wanted to know how much noise is made when somebody on a driving range hits a golf ball.

"From my 26 years in golf," Alex Horwitz, who proposed the range, replied, "I doubt whether you'd be able to tell whether a golf ball was hit if you were 25 to 30 feet away." Horwitz, president of Arleigh Enterprises, Inc., was one of five who submitted bids to the city to build and operate the range.

As the selected bidder, Arleigh Enterprises would spend \$60,000 to build the range. It would include a one-story service building, miniature course, snack bar, and parking lot for 200 autos. The land would be leased from the city under a six-year contract.

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### Erwin with GCSA

Eddie L. Ervin, Jr., has joined the GCSA as publications manager. For the past two years Ervin was public information manager for the USGA. Previously he was associate editor of *Golf World*.

At GCSAA he will serve as managing editor of the *Reporter* and as manager of the association's publications.

# New Haig Ultra golf ball

costs no more than  
the next best ball

Today's most discriminating golfers play the new Haig Ultra® golf ball, the tournament-winning distance ball with the gleaming white cover.

Haig Ultra is a lively, liquid center ball produced under exclusive "Temperature Controlled Winding and Processing" that makes it stay livelier longer, helps deliver maximum distance and accuracy.

The Haig Ultra golf ball is sold only through golf professional shops. And it costs no more than the next best ball. Play Haig Ultra in your next match.

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*Walter Hagen*

U.S. Open Champion 1914, 1919  
PGA Champion 1921, 1924, 1925, 1926, 1927  
British Open Champion 1922, 1924, 1928, 1929



# FLINT

Its expertly organized  
muny setup pleases the  
players, reaps a profit



By Jack Whitmoyer

**G**olf is big business and gets bigger every year. Municipal golf is catering to 40 per cent of the golfers in the U.S. on an estimated 15 per cent of the total number of the country's golf courses.

Flint, Michigan's municipal golf operation has enjoyed a substantial share of the game's growth. It has gone from a deficit in 1956 to a gross total of \$275,000 in capital improvements plus operating expenses between 1957 to 1963. It has been estimated that the national growth of golf is approximately six per cent annually. Flint's growth has been at an annual rate of 12 per cent. There are several reasons for this increase. Generally, they can be classified in this way:

- A. Public relations
- B. Advertising and promotion
- C. Facilities

The first step in Flint's approach to good public relations was the organization of a citizens golf advisory committee. The committee consists of members of municipal, semi-private and private clubs. They have been instrumental in promot-

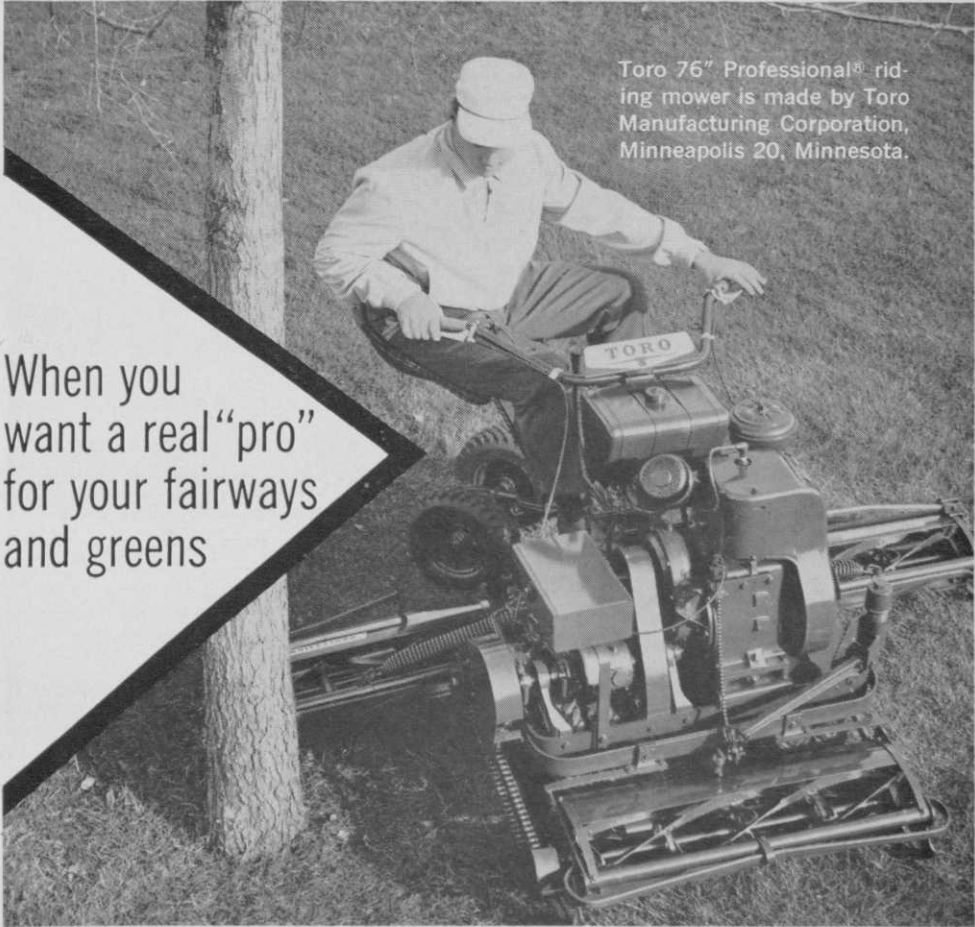
ing the cause of municipal golf by their personal contacts and enthusiastic support of every phase of the city's golfing program. Their initial duty was to study the city's golf courses and determine what was needed to upgrade facilities and operations to get the support of municipal golfers.

### Capital Improvement Fund

At the same time, Flint's citizens' administration board established the muny golf courses as a separate division of the city's recreation and park board and decided to put 10 per cent of gross golf revenue, plus any annual overrun, into a capital improvement fund solely for the purpose of improving golf facilities.

Until this time, Flint's golf operation has been, as many other cities have found out, a facility that had been constructed and left up to the initiative of the individual to use. There was no real organized program to increase or encourage participation.

Golf managers at each course are continuously instructed on the techniques of good public relations and practice them very enthusiastically. This has been



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Built by Toro and powered by a tireless 9.2-hp Wisconsin to bull your way through 20 acres per day — day after day. The foldable wings "float" for smooth, even cutting on any terrain. Cutting heights from  $\frac{3}{8}$  inch to 2 $\frac{1}{2}$  inches for flawless greens and uniform crew-cut fairways. Even the rough looks manicured — but challenging. The Toro gets under and around obstructions and close enough to trim a shadow off flag poles and trees.

The 9.2-hp AENL is a "pro" among professionals. It jumps to full power and responds instantly and sensitively to throttle commands. You get jet-smooth power for controlled, effortless cutting at any speed, and under chang-

ing loads. Its load-lugging power eases the Toro through the densest growth without stalling. And it's precision-built for dependable service all season long — at lowest operating and upkeep cost, and with the least servicing.

Get ready for the heavy schedules ahead — and stay ahead — with the Wisconsin-powered Toro 76" Professional®. You will cut costs and save time and manpower. Send for Engine Bulletin S-217. Write to Dept. P-34.

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World's Largest Builder of  
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P-569



Fair size crowds always turn out for Flint's City Amateur. Here is 9th green scene at last year's event at Kearsley GC.

greeted with great public acceptance and satisfaction. Dick Sincerbeau directs the city's golf operations. His course managers are Andy Vert, Ed La Rose and George Fox.

#### Indoor Classes Started

The second phase of the reorganized operation has been a stepped up program of promotion and advertising. A first step in promotion was the organizing of indoor golf classes through the city recreation department during the early spring months. These were originally taught by the golf supervisor and golf managers. Increased demand has made it necessary to add instructors to this program. Now, the limiting factor is lack of available space and time in the recreation department's community houses.

The next step was to provide outdoor group classes at each of the muny golf courses. These have been doubled for each of the last three years and it will be necessary to increase the number of classes again in 1964. To make this possible, night classes will be held.

#### Juniors Get A Break

The next step in Flint's promotion program was to make Junior golfers a part of the complete plan. Junior players are given reduced rates on weekdays. They are encouraged to use course facilities on a scheduled basis for golf team and intra-

mural activities in cooperation with the school system's physical education program.

Another segment of the promotional program takes in Senior golfers. They have been organized into a weekly golf league that rotates among the municipal courses. A Seniors' tournament winds up the season. Seniors are given reduced rates during the same hours as the Juniors. Organized industrial and business leagues also are a vital part of Flint's golf operation and, of course, a part of each of the city's golf courses is kept open for individual players.

Another means of winning public approval has been the introduction of a putting green at the city's annual indoor yard and garden club show. The muny golf department also issues passes to the press, radio and television on a limited



Muny sponsors and officials get together every year for banquet in Swartz Creek clubhouse.

Mexico's Finest Handtooled Handmade Golf Bag

the **AZTEC**



This IMPORTED GOLF BAG represents the ultimate in authentic handcraft leather. It is skillfully fashioned by native craftsmen in Mexico of the finest quality genuine saddle leather, handsomely handtooled.

The "AZTEC" has large 24" x 4" deep compartment on side — two large zipper compartments for balls, tees, etc. — full length zipper on side of bag for easy access to the entire inside of bag and is completely leather lined. Also included is a zippered handtooled matching leather hood to completely protect clubs. Bottom of golf bag has rain escape, weighs 8 pounds, and is available in choice of black, brown and tan colors. *No two bags have the same handcrafted design.*

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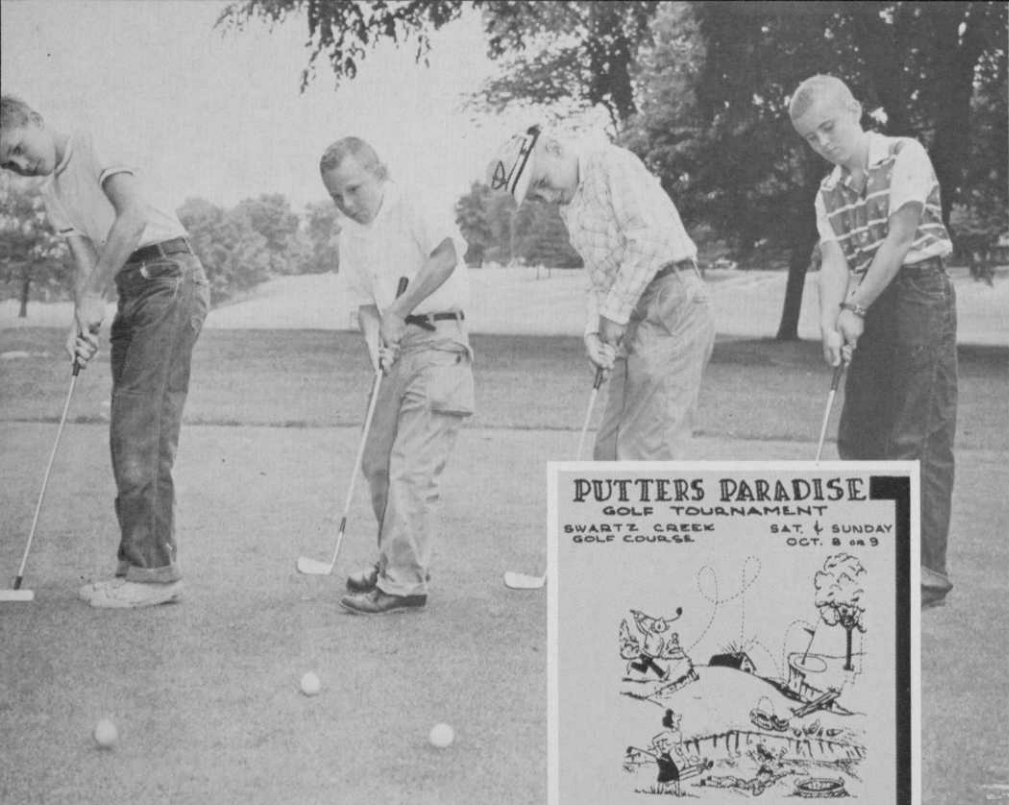
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The **AZTEC** Golf Bag Company

1317 Robin Road South • St. Petersburg 7, Florida

Fred H. Hayden, president



Everybody, including the kids, have a lot of fun at Putter's Paradise tourney, which climaxes the season. Most people figure they can't miss those eight-inch cups.

**PUTTERS PARADISE**  
GOLF TOURNAMENT

SWARTZ CREEK GOLF COURSE      SAT. & SUNDAY  
OCT. 8-9



- EIGHT INCH CUPS!
- CALLAWAY HANDICAP SYSTEM
- TROPHIES & PRIZES IN EACH FLIGHT
- GET DETAILS AT ANY CITY COURSE

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basis and with definite controls. Coverage of special events and golf tournaments has improved immeasurably since this policy was inaugurated.

Tournaments, of course, are a good way of promoting golf operations. Tournaments for men, women, teenagers and Seniors are held through the summer. As a finale at the end of the season, a fun event called the "Putter's Paradise", in which 8-inch cups are used in place of approved 4¼-inch cups, is held.

#### Heavy on Publicity

Flint's golf department has used advertising to the fullest advantage. It buys advertising space and time in the newspaper and on the radio. In addition, the golf supervisor has conducted a daily golf program over two local radio stations for approximately five years. He also has conducted regularly scheduled TV instructional programs and has held interviews on both radio and TV to promote special golf events. The managers of the city's

courses have been encouraged to use the newspaper, radio and TV outlets, speak to local civic and social clubs and to get their pictures in the paper at every opportunity.

Posters are widely used in clubhouses, municipal buildings and local business firms in the downtown area, and in the suburban shopping centers for promotion of regularly scheduled or special events on the golf calendar.

#### Color in Score Cards

For the past three years the golf department has used brightly colored folder matches with golf department insignias emblazoned on them as a promotion piece. Score cards, brightly colored so they will be readily noticed wherever they are seen, have replaced the unimaginative white copies formerly used.

Flint's first step in providing complete golf facilities was to get a cross-section of opinion as to the things most frequent

(Continued on page 152)



# Everybody talks about gravity.

Spalding's 1964 Executive Focal-Powered irons are not new for the sake of being new.

These Focal-Powered irons are *new* with a *purpose*: to improve a golfer's game.

*New*: blade configuration puts center of gravity and the "sweet spot" exactly behind the point of impact, regardless of loft.

*New*: weight is lower at the heel, heavier at the toe.

*New*: heads are progressively offset from two to nine, keeping point of impact in line with the hands.

*Purpose, and promise*: surer, crisper control, more confident feel, greater distance. Even a golfer whose game is grooved

and loves his present irons will find these new Spalding Executive Focal-Powered irons hard to resist.

Orders are coming in faster than production (fine craftsmanship cannot be hurried). You'll have a lot of disappointed golfers in your club—and you'll miss a lot of sales—unless you get your order in early. Like right now. **SPALDING**

First come, first served.



# We've done something about it.

# Look what Edmont is breaking in Sports Illustrated

To help you sell today's only new golf glove

This is the new Edmont Super Grip Golf Glove. Sold only through Pro Shops. Retail for about \$3. Gives you as much as 50% profit.

## BUT HERE'S THE REALLY BIG NEWS:

This year, before every major tournament and throughout the height of the golf-playing season, Edmont advertisements will pre-sell Super Grips to more than 7 million enthusiastic readers of Sports Illustrated.

Also to help you sell, Edmont will supply free a "customer-reminder" counter display of the first full page Sports Illustrated ad. This, plus a new eye-catching merchandiser and attractive new see-thru packaging assure you profitable "buy-on-sight" sales.

*So, don't miss out.* See your Super Grip distributor or send for full details today. There's no obligation. Just opportunity.



**NEW EDMONT SUPER GRIP.** Fits snug. Stretches for easy on and off. Even wet, the grip won't slip. Hundreds of tiny stretch-open pores keep palm cool. No stiffening from perspiration dry-out. Stays soft and comfortable always. Adjustable lifetime Velcro® wrist strap fastens securely. Can't jam, stretch or snap loose. There's even a handy ball marker that snaps on the wrist strap. Super Grip is washable, too. Assorted colors, all with nylon mesh back. Men's and women's sizes.

## SPECIAL DISPLAY MERCHANDISER OFFER

Two dozen Super Grip golf gloves cost only \$36. For \$1.50 more you get this self-service merchandiser. (And you get an extra glove *free*, which more than pays for the merchandiser.)

