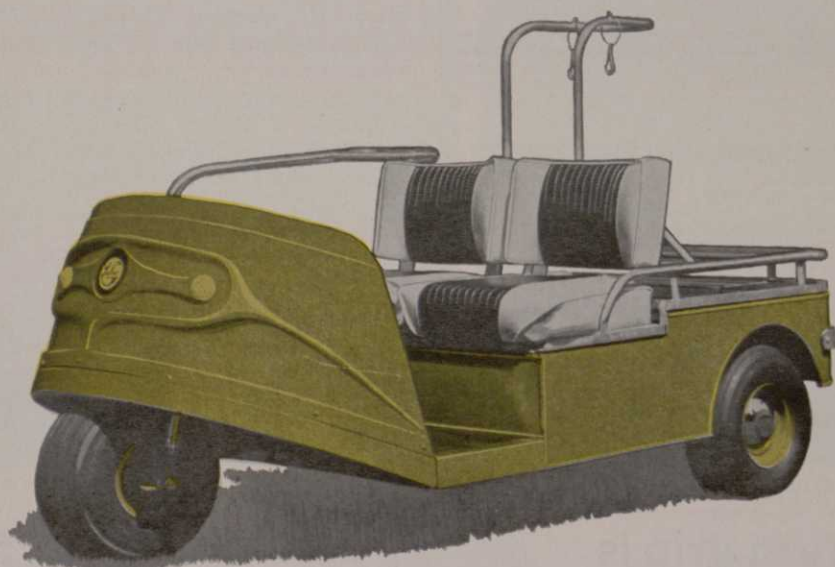


If you want the finest . . . not the cheapest



The '65 *Masterpiece* by LaHer

This is the finest golf car to ever circumnavigate a golf course. To place this car on the course is like placing a diamond on velvet. See for yourself the manner in which it outshines and outperforms all other competition. The LAHER 1965 MASTERPIECE is the peak culmination of a decade of engineering experience and background. There is just no comparison . . . from its distinguished good looks and superb ride to its exceptional operation, handling and safety. If you want the finest, this is it.

THE CONTINENTAL AND CADILLAC OF THE FAIRWAYS



For new brochure and complete information write:

LAHER SPRING & ELECTRIC CAR CORP.

P.O. Box 731, New Albany, Miss. • 2615 Magnolia St., Oakland, Calif.

KEN Shop Supplies

Help You Give Better Service



ALUMINUM SANDING CONE

A real time saver in any Pro shop; enables you to turn out real professional quality work. Very useful in removing old finish from wood heads and sanding new wood heads before finishing. Made entirely of metal; lasts a lifetime.

Other Useful KEN Shop Supplies

All Ellingham Tools; Grip Conditioner; Stains, Lacquers, Adhesives; Golf Club Scales—Official, Lorythmic and Prorythmic; Grips, Lasting, Whipping; Shafts, Collars, Plugs, Sheathing; Buffing and Cleaning supplies; All other shop needs.

Kenneth Smith

GOLF CLUBS

Hand-made to fit You

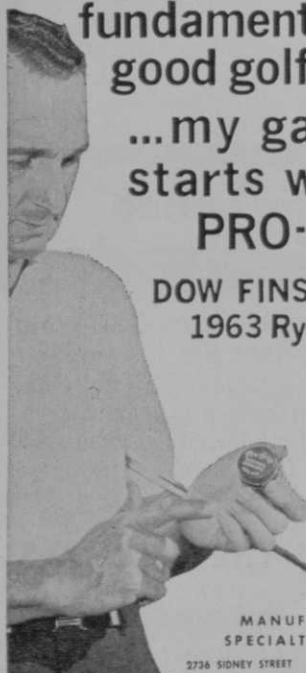


World's Largest Custom Club Maker

Box 41-GM, Kansas City Mo., U.S.A.

"A firm grip is
fundamental to a
good golf swing
...my game
starts with
PRO-GRIP™"

DOW FINSTERWALD
1963 Ryder Team



MANUFACTURERS
SPECIALTY CO., INC.

2726 SIDNEY STREET

ST. LOUIS 4, MO.

Details of the merchandise show and tournaments to be played at Palm Beach Gardens will be found on page 46.

New Executive Director

Dr. Joseph R. Ewers, who took over Jan. 1 as executive director of the PGA, was on hand at Las Vegas, getting acquainted with PGA members and becoming familiar with the organization's operation. He succeeds Thomas W. Crane, who is retiring after 21 years with the PGA. Crane will continue as a consultant with the pro association. Ewers served as a director of graduate studies in the business school of Indiana University until 1962, and then became a presidential assistant at the university.

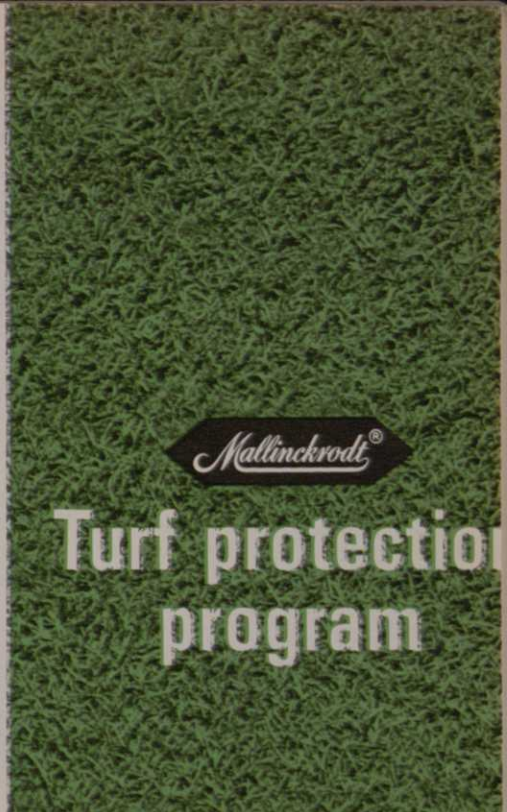
The 13-tournament "PGA National Tour" will be televised by 140 stations on the Sports Network hookup, with Goodyear, Plymouth and a third company, to be selected, as sponsors. A total of \$750,000 will be paid to the tournament bureau for TV rights. Approximately one-fourth of this amount will be turned over to 30 local tournament sponsors. The balance, after insurance and promotion outlays, will be allocated to the 13 cities whose tournaments are appearing on the television series this year. Spring coverage will include the Phoenix Open (Feb. 14), Doral Open (Mar. 14) and Greensboro Open (Apr. 4).

Warren Cantrell also announced that American Broadcasting has acquired exclusive TV rights to the next three PGA Championships. This year, the pro organization will receive \$182,000 for the rights, \$202,000 in 1966 and \$222,000 in 1967.

The 1965 "Round of the Champions," a National Golf Day promotion, will be telecast on May 31 from 4:30 to 6 p.m. EDT on a network to be announced. Arrangements to show this event, which will pit Ken Venturi, 1964 Open champion, against Bob Nichols, 1964 PGA champion, were made with Walter Schwimmer. The champions' round also will be televised in 1966 and 1967.

As previously announced, the PGA business schools will be held on these dates: Clearwater, Fla. — Jan. 18-22; San Francisco — Feb. 8-12; and Dallas, Feb. 22-26.

CROWN ROTT
 COPPER SPOT
 SNOW MOLD
 PINK POA ANNUA
 PATCH LEAF MOLD
 BROWN GOOSE
 GRASS
 CRAB
 GRASS PATCH
 DOLLAR SPOT
 LEAF BLIGHT



Turf protection
program



LET'S "TALK TURF" AT THE BIG TURF SHOW IN CLEVELAND, FEBRUARY 7. SEE YOU AT OUR BOOTH #165.

Which side will you be on this year?

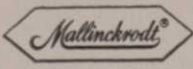
THE SAFE SIDE . . . if you're on a year-long Mallinckrodt Turf Protection Program. You'll be guarding your greens with the most effective, economical program you've ever had.

TAKE A LOOK AT THE COMPLETE MALLINCKRODT LINE. It has everything to make your turf "off limits" for every major turf disease and many pest-plants.

There's KROMAD®—the original (and still the *best*) broad-spectrum fungicide. It stops all 5 major diseases. PRE-SAN™—the

great new pre-emergence control for crabgrass, goosegrass and poa annua. Pre-San™ is *labeled safe* for use on established turf—even on the finest putting greens. CALOCLOR®, the most effective fungicide for brown patch and snow mold. And many more! Calocure®, Calogreen®, Phenmad®, Cadminate®, Auragreen®, Spring-Bak™ Thiramad® Plus.

See your Mallinckrodt Distributor. Get on the Safe Side for '65 now!



Large Clubs Reduced Costs in 1963 But Others Lagged

Large country clubs (dues income from \$200,000 to \$500,000 yearly) were the only ones to have any dues available for members' equity in 1963. Small clubs (membership dues under \$125,000) and medium-size country clubs (dues income between \$125,000 and \$200,000), however, did show an increase in total income—total sales and other income plus dues—along with large clubs in 1963.

This and other information was gathered by Horwath & Horwath, accountants and auditors, of New York in a study of 52 clubs located in 37 principal cities. Entitled "Country Club Operations in 1963," the report gives a summary of average operations of large, medium and small clubs expressed in

Golf Course and Grounds Expenses

	COST PER HOLE					
	14 Small Country Clubs (Dues under \$125M)		17 Medium Country Clubs (Dues of \$125M to \$200M)		19 Large Country Clubs (Dues of \$200M to \$500M)	
	1963	1962	1963	1962	1963	1962
Greens and grounds maintenance						
Payroll	\$1462	\$1403	\$2364	\$2299	\$2620	\$2502
Supplies and contracts	428	443	564	516	625	601
Repairs to equipment, course buildings, fences, bridges, etc.	175	176	273	241	308	285
Water, electricity and other expenses	85	66	235	222	263	235
Total maintenance exclusive of fixed charges	2150	2088	3436	3278	3816	3623
Golf shop, caddy and tournament expenses	144	260	305	387	277	327
Total	2294	2348	3741	3665	4093	3950
Deduct greens fees	516	493	1193	1126	914	824
Net golf course and grounds expense exclusive of fixed charges	\$1778	\$1855	\$2548	\$2539	\$3179	\$3126

Horwath & Horwath

relation to dues and assessment income for both 1963 and 1962.

Large clubs were the only group to show a reduction from 1962 in total cost of operations. Increased sales were responsible for this. Only, however, in large clubs did better departmental profits result in a decrease in ratio of the net clubhouse cost to total dues. Large clubs also recorded decreases in the ratio of the total cost of outside activities to dues. Thus they were the only group to show an improvement over 1962 in dues available for depreciation.

One of Four Increased Dues

Thirteen clubs of the 52 surveyed raised the annual dues per regular member by amounts ranging from \$5 to \$168 in 1963. Four clubs reported increases of \$40 to \$1,200 in the initiation and entrance fees charged to regular members.

In all three groups payroll totals were higher than in 1962. Large clubs had an 8 per cent rise in total income as compared to a 6 per cent payroll increase. Medium-size clubs' total income rose almost 1 per cent and payroll was up 1.5 per cent. In small clubs total income was up 4 per cent, but payroll rose 5 per cent.



In Cleveland...

Pick a pin at the Du Pont Exhibit. You can win a prize.

A most hearty welcome to the Du Pont Exhibit at the 1965 International Turf-Grass Conference and Show. Come to Booth 212 and pick a numbered pin there. If you pick a pin with the right number, you'll win a valuable prize.

Besides pins, there'll be interesting products and people at Booth 212. Bob

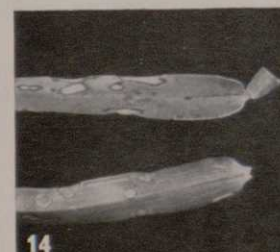
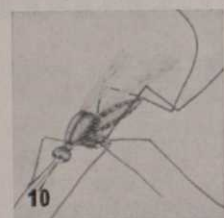
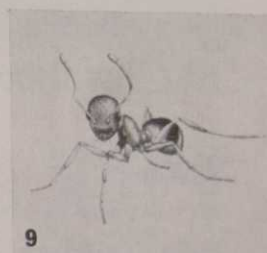
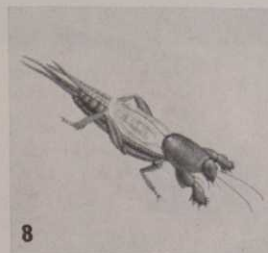
Miller, and the other men from Du Pont, will be on hand to tell you about Tupersan™ — a unique new crabgrass killer that can be used at seeding time.

They'll also be pleased to help you with any problems or questions about turf maintenance. So be sure to stop in and see them at Booth 212.



REG. U.S. PAT. OFF.

Better Things for Better Living...through Chemistry



Velsicol gives you the answers to 16 common turf problems

No. 1—plantain. No. 2—knotweed. No. 3—chickweed. No. 4—clover. One application of Velsicol Banvel®-D+2,4-D will effectively kill these and practically all the other common weeds that are found in turf. Works in warm or cold weather. Works on leaves and roots for complete kill.

No. 5—crabgrass. For pre-emergence control of crabgrass plus insect control apply Velsicol Bandane® 15G or Chlordane. Chlordane kills crabgrass plus surface and soil insects. Velsicol Bandane 15G kills crabgrass, ants, and grubs, and it's safe with seedlings as well as established turf.

No. 6—weeds. For renovation of greens apply Velsicol Pestmaster® Soil Fumigant-1. Kills weeds, weed seeds and obnoxious grasses.

No. 7—grubs. No. 8—mole crickets. No. 9—ants. No. 10—mosquitoes. For control of these and other turf insects,


apply Velsicol Chlordane or Heptachlor.

No. 11—brown patch. No. 12—dollar spot. No. 13—melting out. No. 14—gray leaf spot. No. 15—cottony blight. Velsicol® Memmi .8 EC controls all these turf diseases and others. Memmi .8 EC is a liquid mercurial that's easier to handle—needs no constant agitation, won't clog or leave sediment in the tank.

No. 16—snow mold. For more effective prevention apply Velsicol® "2-1" before the ground freezes. The new "2-1" formula has greater wettability, more stability in suspension and less foaming action than any other comparable product.

Look to Velsicol for progress in pest control. Velsicol spends millions for research to bring you better chemical for better control of turf insects, weeds and disease. Contact your distributor now for the complete line of Velsicol turf pest control chemicals. For a free catalog, mail the coupon.

ask
Velsicol

VELSICOL CHEMICAL CORPORATION 
341 E. Ohio St., Chicago, Ill. 60611
Gentlemen: Please send me your new Turf
Chemicals Catalog. Dept. G-15

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____ STATE _____

Maintenance Cost

Gross maintenance cost of golf course and grounds was higher in all three groups of clubs. The 1963 gross maintenance cost per hole averaged \$3,816 for large clubs, up \$193; \$3,436 per hole, up \$158, for medium-size clubs; and for small clubs was \$2,150, up \$62.

In ratio to total dues income, all three groups recorded reduction from 1962 in the net cost of golf and grounds after the addition of golf shop, caddy and tournament expenses and deduction of greens fees and other income. In the net cost per golf course, only small clubs showed a decrease, down \$77 to \$1,778 in 1963. Net cost of golf and grounds was up \$9 per hole in medium-size clubs, to \$2,548. That of larger clubs rose \$53, to \$3,179 per hole.

Club Sponsored Leagues Subject to Dues Tax

According to the CMAA Report, club managers and officers should be advised that as a result of a recent trial the Internal Revenue Service will probably maintain that where a club sponsors a bowling league, or similar athletic competitions that involve participation on more than six occasions, any charges paid by club members to participate in the competition are subject to the club dues tax. In some cases this might be interpreted as covering various types of golf activities.

• The IRS must show that charges paid by members entitle them to participate on more than six occasions. The CMAA Report suggests that to defeat this argument, clubs should charge their members for each occasion of actual participation and not use a one-time, or overall, charge. To avoid having separate charges considered as being an overall charge paid in installments, it is advisable that members in signing up for the bowling league not be required to participate on a specific number of occasions. Thus, when a particular member bowls, he will have to be on his honor to be present for the competition.

Another and perhaps better approach

would be to have interested members rather than the club sponsor a bowling league and other types of athletic activities. If several interested members sponsor the league and if the charges are not accounted for by the members to the club, then the club dues tax should not apply. To be club dues, the charges must be paid to a social club.

Ben Chlevin Becomes GCSA's Executive Director

Ben J. Chlevin, former assistant to the publisher of GOLFDOM, has succeeded Dr. Gene C. Nutter as executive director

of the GCSA. Nutter resigned his GCSA post last fall. Chlevin was raised and educated in Chicago where he attended Northwestern University. During World War II he served with the anti-aircraft artillery in the Antilles as a second lieutenant.

Chlevin served eight years with the Chicago Park District publicity staff, covering such assignments as city-wide golf tournaments, golf school promotions and various other local park activities.

In 1954 he joined the National Golf Foundation as public relations director. In the following years he developed many promotional programs designed to stimulate interest in golf activity and golf course development. This included writing such informational manuals as *The Golf Operators' Handbook*, *Golf For Industry* and *Golf Events*.

Joining GOLFDOM and GOLFING in 1960, Chlevin's duties included responsibility for marketing, production, sales promotion, public relations and circulation promotion for the two magazines.



Chlevin

Southern Turf Conference


The annual conference of the Southern Turfgrass Association will be held in the Hotel Peabody in Memphis, Feb. 22-23. Reg Perry is the conference chairman.



Step inside the winners circle!

It's a "magic circle" . . . representing the ultimate in recommendations by the PGA Emblem Specifications Committee. You'll find this "magic circle" on PGA's newest triumph, the Ryder Cup Deluxe Iron. Count on the most consistent control you ever enjoyed! Count on equal distribution of force and power because (unlike most clubs) the flex runs the full length of the shaft! Count on the same magic performance in Ryder Cup Deluxe Woods, too. And, for the first time, "reverse" lamination at popular prices! **HAPPY WARNING:** Try them and you'll buy them! Sold only through Golf Professionals.



PGA GOLF EQUIPMENT a division of  **VICTOR GOLF CO.**
8350 N. LEHIGH AVE., MORTON GROVE, ILL. 60053 • TEL. 966-6300 (AREA CODE 312)



CUSHMAN DELUXE ELECTRIC. Three wheels with choice of automotive or tiller bar steering. Spring-loaded front fork with airplane-type shock absorber and springs in the rear make for smooth easy ride. Standard features include tilt-up fiberglass body, replaceable individual panels, contour bucket seats, automatic seat brake and others.



CUSHMAN CHAMPION. New all-steel Golfster has your choice of electric or gasoline power. Combines features never before available in a moderately-priced golf car. Electric is 36-volt system; gasoline power is special 4-cycle, 8-hp air-cooled engine. Both have same rugged welded frame and crisp modern newly-styled steel body.



CUSHMAN SCOTSMAN. Makes individual golf car ownership possible for thousands of golfers. Gasoline power gives unlimited range; flattens out hilliest courses, carries two golfers smoothly and comfortably. Newly improved features mean longer engine life. Proved in use by thousands of owners. Scotsman is the best buy in its field by far!