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## Introducing Spalding's Elite stainless steel irons.

Now the golfer who can afford the luxury of the Elite will be able to hit a 2-iron as confidently as a 7.

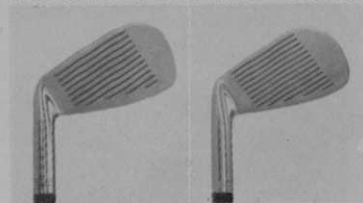
Spalding has made the most dramatic single advance in club design in 72 years to give you a set of irons totally different from anything you have ever seen—or ever sold.

Notice how each iron looks like every other iron in the set. Actually, without the numbers, you can't tell a 2-iron from a 7. Result: golfers will play every one of them, from 2 to 9, with a confidence they never had before. (And it's this buildup of confidence that's going to build up sales.)

Spalding accomplished this innovation in iron-making by uniformly rounding the top edge of each club head. Because of this highly symmetrical appearance, the player is not conscious of a playability difference between any of the clubs. In addition, Spalding increased the length of the blade from the 2 to

the 9 rather than decreasing it as in conventional sets. All of this gives the Elite\* irons a more desirable balance, a better "feel" and improved playability in every iron.

Look at the similarity in these two irons. Note how closely the new Elite 2 resembles a 7. And your members will play it with the assurance of a 7-iron, too, since there is no difference in playability with the Elite stainless steel irons—the first



"visually coordinated" set of irons ever made.

All of this took time. For more



than a year leading professionals across the nation tested the Elite irons. This is a typical professional reaction:

"How can you be afraid of the long irons when you can't tell which are the long irons?"

Now, about stainless steel—the finest steel ever used in an iron. For years, club makers have experimented with it. Spalding has now succeeded in perfecting a technique that combines the strength and durability of the finest steel ever developed with the feel and lasting beauty golfers will appreciate.

It takes 45% more time to make the Elite irons since each stainless steel clubhead is finished and polished by hand, then specially annealed. After being annealed, to keep a "permanent new look," Elite irons are plated with nickel and

chrome, then individually buffed with meticulous care. Almost impervious to weather, the Elite irons resist nicking, chipping, scraping and scratching from pebbles, sand, gravel and coarse rough.

The Spalding Cord-Control Grip™ or the Baby Calfskin leather Cushion-Form Grip™ are two new unique grips available only on the Elite irons.

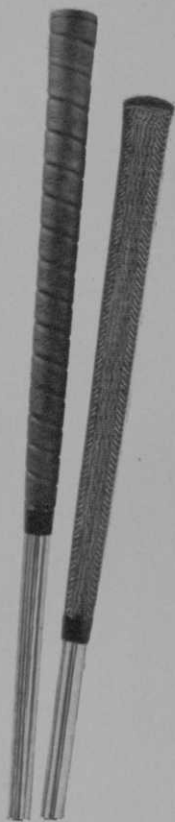
Spalding stainless steel Elite irons are the answer for golfers who won't settle for anything less than the best, at any price.

And see for *yourself* the difference they'll make in profits!

\*Design Pat. Applied for. Sold only through golf professional shops

**SPALDING®**

A.G.Spalding & Bros. Inc., Chicopee, Massachusetts





This is how the hill testing unit, which is higher than adjoining one-story building, looks from the side. (Inset) Test drivers always wore crash helmets while they were putting prototype models through paces in and out of ditches and over the roughest kind of terrain.

After both laboratory and field stress analysis by the OMC Research Center in Milwaukee, Wisc., Cushman initiated its road-test program in the spring of 1964, using eight gasoline and six electric 1965 prototype models. They were hand built, with production drawings used to assure

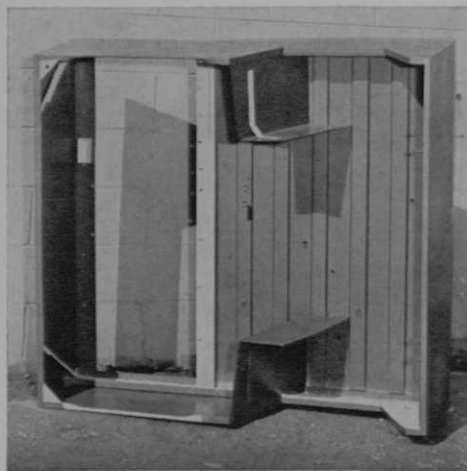
that the test vehicles would be identical with 1965 production models.

The "torture" course was a mile-square uncultivated lot dotted with ditches, embankments and inclines.

It was worse by far than the most poorly maintained golf course, but was exactly what was wanted for concentrated testing under extreme conditions.

In Phase 1, each of the 14 golf cars was driven incessantly for eight hours daily — literally pushed to the breakdown point. A complete history was recorded via meters and charts to determine the punishment limits of components, consumption of oil and fuel, durability of batteries, tires, drive belts.

Within two months, definitive performance patterns were established. When, how and why failures occurred were analyzed. (Continued on page 98)

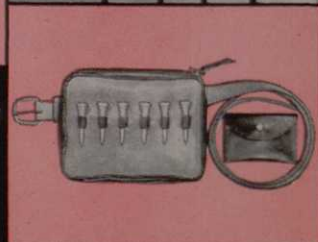


White paint was used to indicate stress areas in car bodies after various tests were made. As a result, 1965 models were beefed up in key areas to withstand strain under extreme abuse.

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## Player Who Sought Handicap Relief Dies in April

William W. Wacht, a retired real-estate operator who tried seven years ago to have the New York State Supreme Court raise his golf handicap from 29 to 34, died in April in Mount Kisco, N.Y. He was 66.

Wacht, a member of the Pines Ridge GC, near Ossining, had been a fairly consistent tournament winner. In July, 1958, he petitioned the State Supreme Court for a writ of mandamus ordering the club's handicap committee to raise his handicap.

He lost the case in an out-of-court settlement. But he stirred up a minor furor in the newspapers. The case appealed to the writers of editorial whimsy as a fine subject for gentle barbs.

The justice in the case was Sampel W. Eager, who remarked that he was himself a "duffer who just plays at the game." Justice Eager adjourned the matter for a week to think it over, eventually getting out from under as a result of the out-of-court settlement.

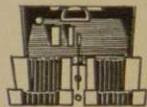
## USGA Lists Entry Requirements for Junior Championship

The USGA's 18th Junior Amateur Championship will be played Aug. 3-7 at the South Course of the Wilmington (Del.) CC. Entries are open to male amateurs who won't reach their 18th birthdays before Aug. 7, and who have handicaps not exceeding 10 strokes under USGA handicap rules.

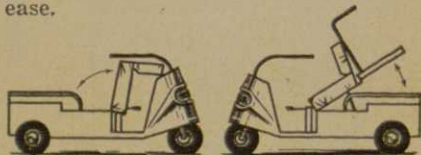
Sectional qualifying rounds of 18 holes are scheduled to be played at 25 clubs across the country on either July 19 or 20. A total of 150 youngsters will be qualified to enter the Championship. The field will be cut to 64 at Wilmington following two medal play rounds. Survivors of the elimination rounds will then play at match for the Junior title. Entry applications must reach the USGA office, 40 E. 38th st., New York 17, by 5 p.m. on June 30. The entry fee is \$2.

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- Contoured "bucket seats" for form fitting 6" foam rubber.
- Laher LUB-O-MATIC Drive for smoother, maintenance free throttle control.
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- 3WAY BRAKES—hill holder, toe-lock foot brakes, heavy duty auto-type hydraulic with mechanical hand brake.
- LOADED WITH POWER—goes 45-54 holes or more. Powerful 2 HP 36 volt G. E. motor and 6 (190-230 A. H.) LAHER SPECIAL Golf car batteries.
- Steering wheel or tiller bar steering.
- Tip-up front seats for easy battery access. Tip-up rear deck for maintenance ease.

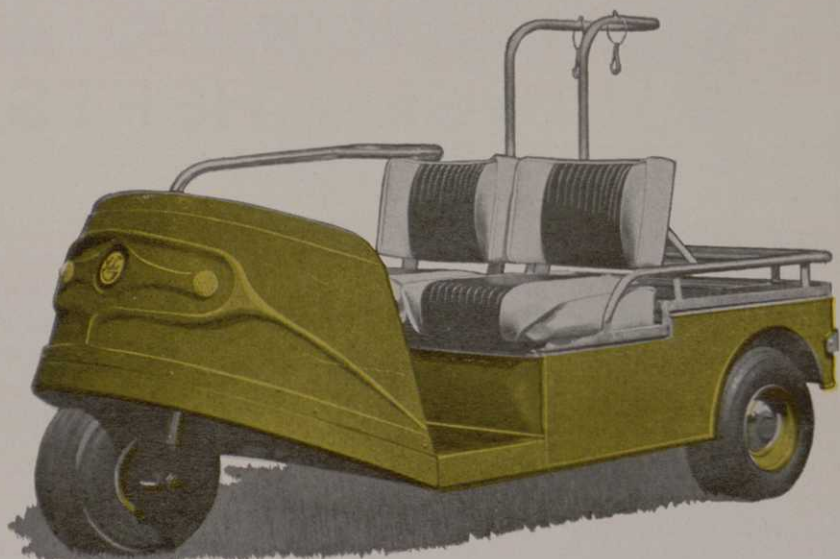


- Direct drive (no chains, belts) gives more miles and trouble-free performance.
- Heavy-duty fiberglass cowl for extra strength and beauty.
- Luggage compartment or well-drained beverage storage.
- Converts to Shopper or Personnel car (just remove bag rack) in seconds and use for shopping or transportation.
- Sturdy naugahyde "surrey top" (optional) strong, solid, attractive.
- PLUS... hanger-type pedals, stand up bag converter, flush rear deck, rounded rear corners, new railing design, ball and personal effects container, lower center of gravity - 2" wider & 5" lower overall.



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## RANGE THEFTS

*Operators never have found an effective way to keep them cut down even though the toll is heavy*

By A. R. GREEN

**A** driving range operator who wrote to GOLFDOM, reported that his range suffered an approximate \$1,000 loss of balls due to theft in the first three months of 1965. From a survey of range operators from coast to coast to find out what solutions these persons have for this expensive and persistent problem, several interesting ideas for stopping theft at ranges were developed.

Outdoor ranges surveyed vary from 7 to 16 acres and the number of tees run from 12 to 100. The average range size is about 11 acres with 30 tees. Most of the ranges, even those in warmer climates, have a seasonal operation.

### 12,500 Ball Average

The stock of balls carried by outdoor ranges varies from 5,000 to 28,000 with an overall average of about 12,500. The ranges estimate that they lose from about 500 to 2,500 balls per season. About 25 per cent of the operators report losses varying from 50 to 67 per cent. One operator says that his losses vary from 10 to 25 per cent of his stock.

In reply to the question, "How do you

combat theft?" some of the operators said:

"Keep the good will of neighborhood kids. Keep the fence lines clean so that kids can't hide there." Along this same line, which suggests that in many instances it is idle neighborhood youngsters who often account for a good deal of the thefts, one New York state operator says, "I employ kids in the area and pay them to pick up the balls with the hope that they will be good enough to keep away from my property after I leave for home." Another operator says, "Picking up all the balls at night helps." Several operators use barbed wire atop their fences in order to keep them from being scaled. Removing temptation seems to be the key to keeping down loss where youngsters are involved.

Most owners and operators say that having only one entrance and one exit is a considerable help in combating theft of balls by patrons. An eastern range owner remarks: "I attribute 95 per cent of the thefts to the Saturday night and Sunday afternoon crowds when many one-timers are using the range." To counteract theft at his range, a Pennsylvania operator paints large red circles on all his golf balls.





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Range operated in conjunction with Arlington Park race track, near Chicago, uses all possible measures to keep ball thefts at a minimum. For example, bags aren't permitted on tee line and cars have to be parked some distance from the range. Manager Lou Ruef reports that ranges around Chicago often are visited by a team of ball thieves, who systematically loot a range and then try to sell the balls to other operators. Night raiders are another menace. Ruef says if employees are vigilant, ball thefts can be kept to five per cent of stock.

A Midwest range operator has all his balls banded and imprinted with the range name and park. A St. Louis, Mo. pro-operator says that if a customer is suspected of stealing, a range employee politely asks "to examine his bag" if he has brought his own clubs.

Most range operators report that they retrieve their balls in a variety of ways. Almost all use ball pickers of one type or another. However, some report picking-up balls by hand at various times, quite often after play is finished for the night. The pickers often seem to have the most use when the range is open and balls are needed to supply incoming customers. One operator who does not have a picker said that he believes a good deal of theft by youngsters would be eliminated if he were to use a picker.

#### Other Than Ball Theft

The survey also checked on other types of theft, such as of clubs. One operator remarks that there is a problem with club theft when the clubs are new. Most operators point out that there seems to be very little of this. One operator stated that he has only lost six clubs by theft

since 1929. While many agreed with the West Coast operator who called such theft, "Negligible," a number of ranges take precautions to prevent such losses. Some operators paint the club shafts, while others engrave their clubs with a range mark. Obviously a club is harder to get away with than a golf ball.

A surprising fact gathered from the survey is that only about 14 per cent of the range operators use automatic ball dispensers. The indication from those who do is that they use about three per range. The remaining 86 per cent say that their balls are dispensed over the counter by employees.

It is obvious that ball thefts from outdoor ranges is a problem that isn't taken lightly. Having to replace anywhere from 10 to 67 per cent of balls stocked cuts into the margin of profit for the average operator. This is particularly so if the range has a relatively limited season. The solutions most commonly agreed upon are having good fencing (with the fence lines kept clean and barbed wire on top) using good equipment for quick ball pickup, clearly marking all balls used, and having one entrance and exit for control of traffic.