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Yeah! Nice Mr. Jones.

Your member, Mr. Jones.

That's nice Mr. Jones who plays your course every Wednesday and every Sunday. Remember, just last week you gave him a lesson. BUT, what's he doing buying his golf balls here?

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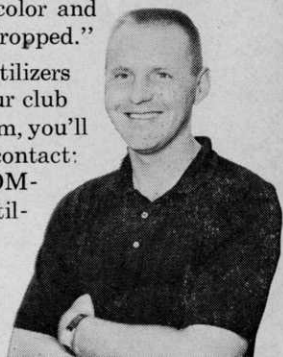
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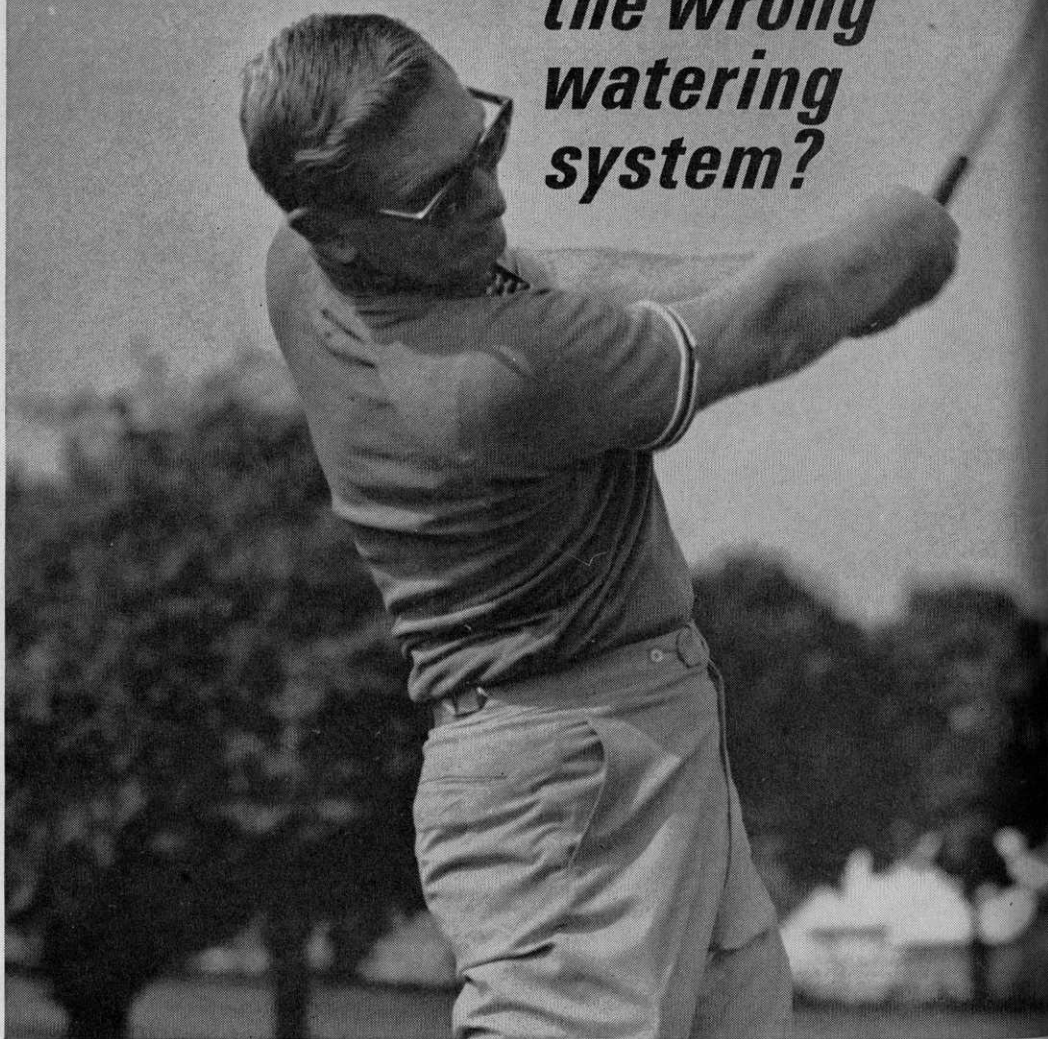
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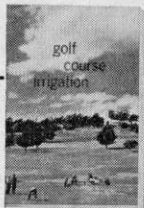
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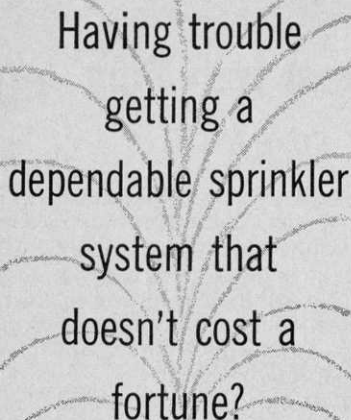
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GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 41. NO. 4

APRIL 1967

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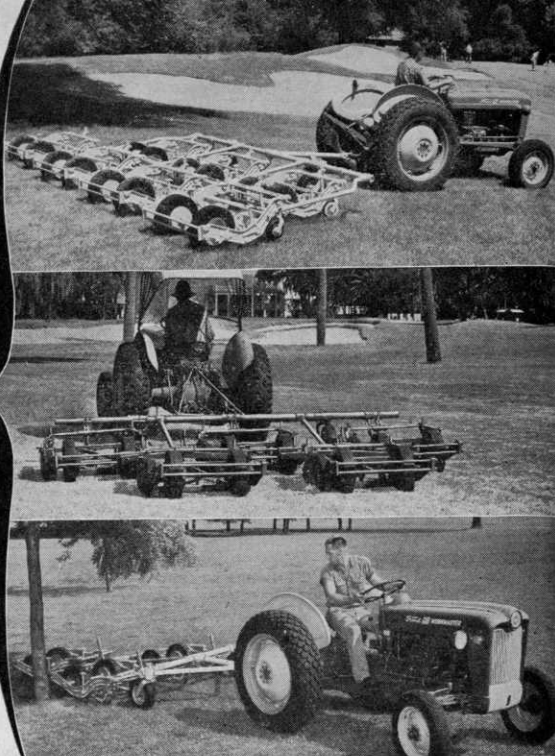
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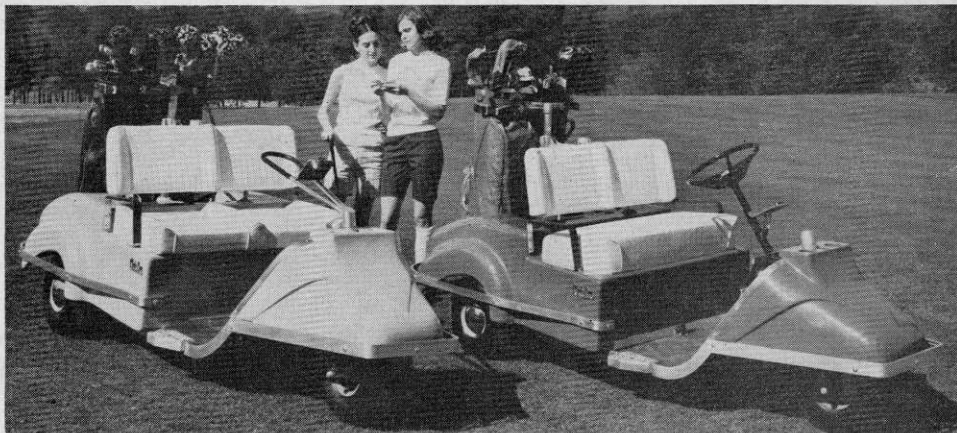
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Pioneering in fiberglass bodies and development of the only aluminum frame used in golf car manufacturing enables us to market a 2-passenger golf car that weighs only 350 lbs. plus 360 lbs. of batteries for an operating weight of 710 lbs. This is 200 to 500 lbs. lighter than other golf cars and results in far less wear and tear on fairways, turf and golf car batteries.

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The CLUB CAR patented drive unit, motor and light aluminum frame is guaranteed for two years and the savings effected in batteries, battery chargers, parts and electrical cost of charging batteries can result in a 50% reduction in a fleet's operating costs.

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Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



The USGA Golf Journal's article on "The Golf Shop Concession" had a lot between the lines, the main point being that seldom do the pros or their employers have a clear idea of what the financial score is in pro department operations and how it relates to other phases of club business . . . PGA has been considering establishing a Bureau of Golf Business Research in identifying the association as the top authority in golf goods merchandising, but it's probable the pros will lose many millions before this action is taken.

Golf club managers got top billing in the official roster of the Club Managers Association of America elected at the CMAA 1967 annual meeting at Los Angeles . . . **Horace G. Duncan**, general manager, Cherry Hills CC, Englewood, Colo., was elected 35th president in the 40 years of the managers' organization . . . Vice president elected was **Joseph J. Donoghue**, general manager, Losantiville CC, Cincinnati . . . **H. Alton Owen** of Harbor View Club, New York City, is secretary-treasurer . . . Country club managers elected this year to the Board of Directors are **Peter A. D'Angelo** of Hampshire CC, Mamaroneck, N.Y.; **Gerald V. Marlatt**, Northmoor CC, Highland Park, Ill. . . Hold-over directors of the CMAA include country club managers **Ed Fleck** of Hillcrest CC, Kansas City, Mo.; **Lloyd G. Weber**, Mayfield CC, Cleveland, O.; **William J. Hodges**, Paradise Valley CC, Scottsdale, Ariz.; and **Willard (Red) Steger**, River Oaks CC, Houston, Tex.

In the CMAA Outlook, the Managers'

monthly bulletin circulated to members and to many club officials, golf and other business writers, there is a "Year-End Summary" of the CMAA funds sources and uses that concisely tells what the score is . . . The only other national golf organization freely telling its financial story is the USGA . . . The PGA always has been reluctant to make its financial position public, although frankness in this respect would make pros look good collectively as businessmen . . . The GCSA apparently hasn't quite reached the point of believing that all its members are interested in or understand business figures despite the gigantic expenditures of superintendents annually in course maintenance . . . The CMAA freely circulated financial statement is an indication of managers sharing with their employers an understanding of the value of money in club operation . . . It may be a sign of the financial savvy underlying the growth of the general manager trend while the PGA and the GCSA are trying to get their members brighter spots in golf's economic sunlight.

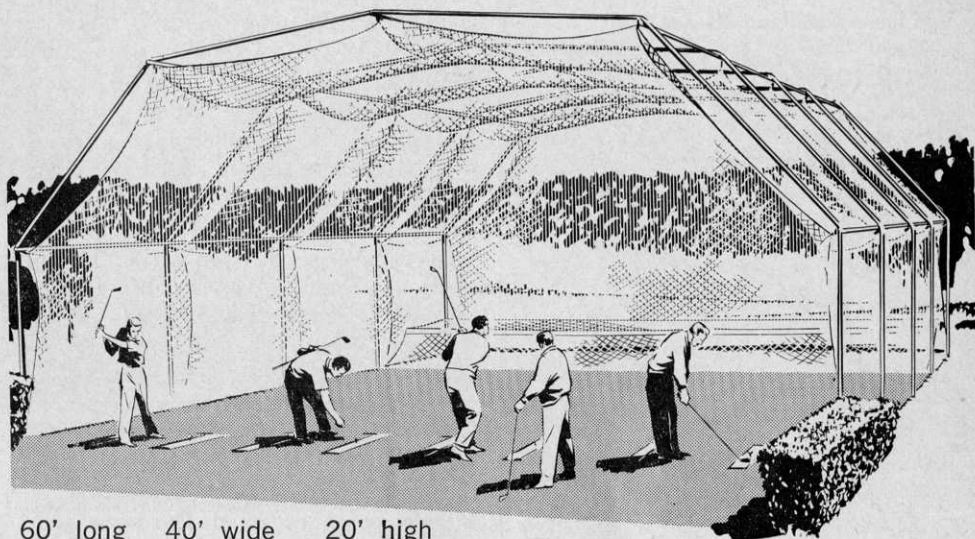
Many pros have the hunch that the roster of women golfers will be increasing this year in a higher percentage than men . . . Hard to get a close guess on increase in women's golf as there's a great variation between clubs, and manufacturers usually keep the figures on women's golf sales to themselves . . . You'll see some attractive general advertising on women's clubs this spring . . . Pro golf had better steam up on this

continued on page 10

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GRAFFIS SWING

continued from page 8

market and accent pro quality as a status symbol . . . USGA increase of Women's Open prize money by \$5,000 to \$25,000 for event at Virginia Hot Springs, June 29-July 2 shows the USGA, as usual, is close to what's going on.

Tony Lema Memorial Tournament at Marco Island (Fla.) was an event Champagne Tony would have loved . . . Benefit for Hanna Boys' Center in California with Msgr. William O'Connor, presiding padre of the kids' home, high man in the show, and Richard Nixon, Gordon Biggars, Gene Sarazen, Don McNeill, Perry Como, Mickey Mantle, Jimmy Demaret, Joe DiMaggio and many other celebrities putting on the biggest program Florida has seen . . . The three Mackle brothers who'd hired Tony to promote the Florida version of the romantic South Sea islands and Tex Bomba, the last of the big champagne pushers, were adroitly engineered by Fred Corcoran into making this a gay tribute to the memory of a cheerful fellow.

British Open prize money increased approximately \$7,000 to \$42,000 . . . Open prize money was \$100 in 1893 . . . Championship will be played at Royal Liverpool, July 12-15 . . . Sale of Arnold Palmer Enterprises, Inc., to National Broadcasting Co. has ABC and CBS figuring out how to handle Palmer on televised tournaments . . . A spring session of the PGA tournament players' training school will be held.

Every superintendent in territory where courses are subject to winter injury ought to get Bulletin No. 5 from Charlie Wilson of the Milwaukee Sewerage Commission (Box 2079, Milwaukee 53201) covering the two-day golf turf symposium co-sponsored by the Milwaukee GCSA and Milorganite . . . Superintendents Deschler, Faubel and Kress and Milorganite staffers Latham and Welch conducted the affair . . . Inadequate drainage, and drying-out on wind-swept areas in the winter and traffic when the ground is

continued on page 14