



# HOT

If you think the '68 Gran Cushman is all cool, you're just half right. It's hot, too. (But that figures. It's half sports car, half golf car.)

It's the hottest-selling golf car on the market. More people ride Cushman than any other golf car. And more people ride this new Gran Cushman than any other new golf car. So it comes from a long line of hot ones.

The tires are fat, ground-gripping Terras. A low ground-hugging center of gravity makes for wide-stance, razor-honed handling.

Once again this year Cushman engineering performance is high performance. And, as you might expect, standard. Choose electric or gas. But never worry about service. It hardly ever needs it.

Cool? Not the way these babies are selling. Hot! Better hotfoot it down to your Cushman Distributor, like now. He's the man with the answers. He's "Mr. Golf Car." Or drop us a line at the factory—we'll send you our gorgeous color literature. Fast and hot!

**GRAN**  **CUSHMAN**

A Division of Outboard Marine Corporation

For more information circle number 146 on card

*Burgett...the finest in Golf Head Covers!*

Smartly styled club covers in a wide range of colors made from luxurious leathers and long-lived vinyls.

**K.L. Burgett Co.**  
PEORIA ILLINOIS



MODEL 60L ILLUSTRATED \*

For more information circle number 208 on card



# Swinging around golf

by Herb Graffis



**P**GA Merchandise Show, according to numerous exhibitors, was the most productive of these annual presentations originated and developed as a side-bar of seniors' week . . . This show is beginning to reduce, in time and money, the expense of selling to widely scattered pro shops where buyers may be tied up with lessons or other work when salesmen call . . . Plans are being made to conduct an annual PGA Merchandise Show in the west . . . Such shows long have been highly profitable and useful operations of sporting goods dealer organizations.

Decision was made by exhibitors and PGA during the merchandise show to restrict admission to the exhibits to pros and buyers bearing credentials from their pros . . . There has been too much buy-it-wholesale snooping and curiosity "shopping" by general golfing public taking time of exhibitors . . . Publicity on "how many" rather than "who" attended the show had built up a nuisance traffic.

Biggest business at the show was done by the soft goods people . . . Pros like to buy fairly close to the date of retail sale of golf apparel because of the fashion factor, but with this late buying there's danger of not getting delivery of the hottest items in time to cash in on the early season trade . . . With pros' wives being along with them in Florida, as experts in apparel buying and the tax laws O.K. ing that business teamwork while blizzards grip northern and central states, the apparel market at the PGA show was bound to be good.

Not too much change in women's golf fashions except that my wife tells me pros' wives said to her that women's shorts last year didn't

sell as they had in the past, but were bought with better judgment . . . A lady doesn't need eyes in the back of her head to know that everyone doesn't look good in pants.

Yet there was a fair volume of shorts sold at the merchandise show for younger and smaller girls . . . A woman golfer's garment that is going to sell very well and do a smart job in costuming the buyer is the culotte dress, so pros' wives forecast.

Now the next thing is how to sell what was bought at the show . . . The Di Fini demonstration at a fashion show at the PGA clubhouse, and the "How to Buy and Sell" PGA seminars put on by Ernie Sabayrac's organization at spring PGA business schools in several localities and other extensions of the PGA business educational program certainly should help to make 1968 a record year of sales to golfers at golf clubs . . . That probably will mean that more pros will have shop concessions taken away by clubs that need money.

It's undoubtedly true that the better a job is for a good pro the better it is for his employer, but you can't get any facts and figures

to prove that from the PGA . . . PGA will get into official sweats about picking up a ball on a green or other matters of a tournament circuit involving about \$5 million annual in prize money, but hasn't got an authoritative golf business research and marketing department concerned with the part of pro business that's getting close to \$200 million a year . . . PGA delay in getting established as a golf business authority is costing pros many millions, and in a keenly competitive situation it is risking pros' command of a market that pros built.

Pros' big business in apparel is requiring considerable financing by manufacturers and careful look at pro credit . . . You get an idea of how big pro retailing of apparel and golf shoes is when you learn that the Sabayrac organization does an annual volume exceeded only by a few of the leading club and ball makers.

At the merchandise show you heard from a lot of pros that the trade-in club situation is getting worse due to the availability of good-looking new clubs at moderate prices . . . A veteran pro who retired last year has \$3,000 tied up in clubs he took as trade-ins . . . Charley Penna, pro at Beverly CC, Chicago, won't take trade-ins and the members continue to buy very well from him . . . Charley tells them "I can't make money with the allowances wanted for used clubs, and the poor, slow market for them, and I need money to take care of my payroll of seven . . . My investment in club stocks is for the members' service and convenience and that shouldn't penalize a pro who's doing everything he can for his members."

Continued on page 16

# Insurance for your club

Gino Paoli  
is for golfers who still dress  
for golf.



Golfing without Gino Paoli is like playing tennis in purple shorts. Unthinkable. Gino Paoli designs golf clothes exclusively for golf.

For both men and women.

They've even color-coordinated accessories with their golf clothes.

So you can have freedom of movement and a free hand with style.

Ask for Gino Paoli wherever authentic golf clothes are sold.

Gino Paoli, Active Sportswear Division,  
1407 Broadway, New York, N.Y. 10018.



Gino Paoli color-coordinates you from your hat to your shoes.

For more information circle number 138 on card

*Here are the ways a country club can  
insure its real and personal property against  
the various direct damage perils.*

by John F. Gleason Jr.

Country club insurance consultant

**A** country club may insure the value of its real and personal property against basic and broad perils under the standard fire insurance policy.

In this and the ensuing article, the various direct damage perils will be explained, along with various methods to improve a country club's protection.

The standard fire insurance policy insures against loss due to fire or lightning, and the building and contents form normally attached to the fire policy covers country club property for loss due to the extended coverage perils of windstorm, hail, explosion, riot, civil commotion, direct damage by aircraft or vehicles not owned or operated by the country club, and smoke damage when accidentally emitted from a chimney-connected cooking or heating unit.

It must be pointed out that the extended coverage endorsement excludes damage under various perils, but that the excluded occurrences are the subject of other insurance coverages to be explained later in this series.

Thus, it is hoped that, when the series is completed, readers will have the full view of how various insurance contracts, when dovetailed together, enable a country club to have a full, integrated portfolio of protection.

The explosion peril does not cover "sonic boom" or explosion of steam boilers or other pressure vessels. These units are the subject of the boiler and machinery policy. The latter policy also will cover damage caused by the shorting out

of electrical apparatus such as switchboards.

Sonic boom is covered under the special extended coverage endorsement, an "all risk" form that will be explained next month.

The extended coverage endorsement denies coverage for damage from flood, surface water, overflow of bodies of water or wind spray, water that backs up through foundations or doors or windows or the roof, or damage caused by an automatic sprinkler system or other piping, except when activated to quell hostile fire.

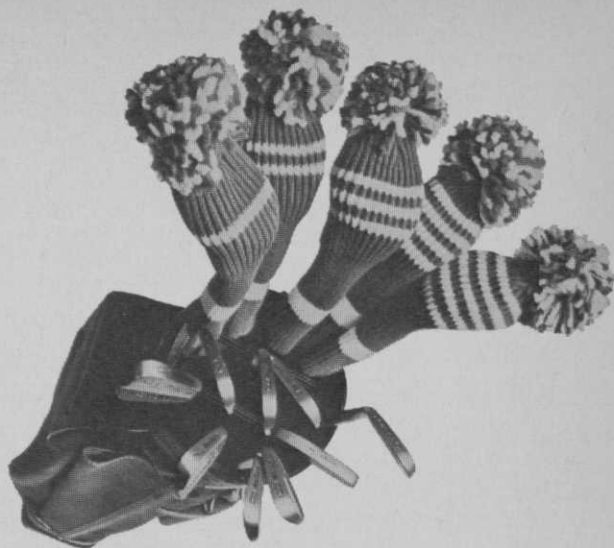
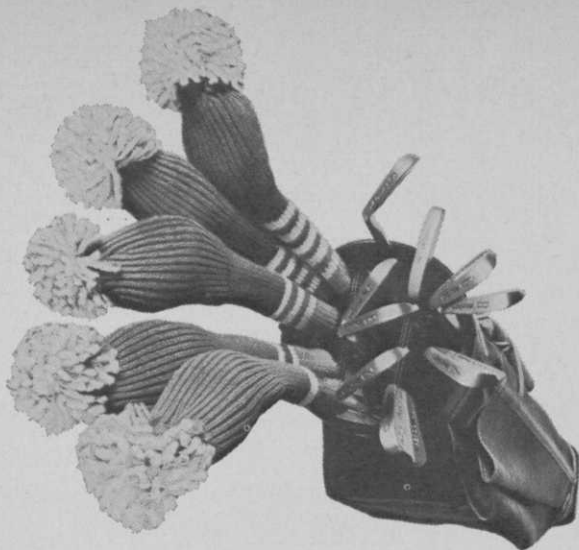
Consequently, the extended coverage endorsement appears limited to basic perils. This is true. By next month, readers will visualize how by superimposing other endorsements onto the basic form, the coverage is made virtually "all risk."

**T**he first endorsement that is superimposed to broaden the protection is the vandalism and malicious mischief endorsement. The additional premium required to afford these coverages is very small, but every country club realizes that destructive acts by vandals can be quite serious.

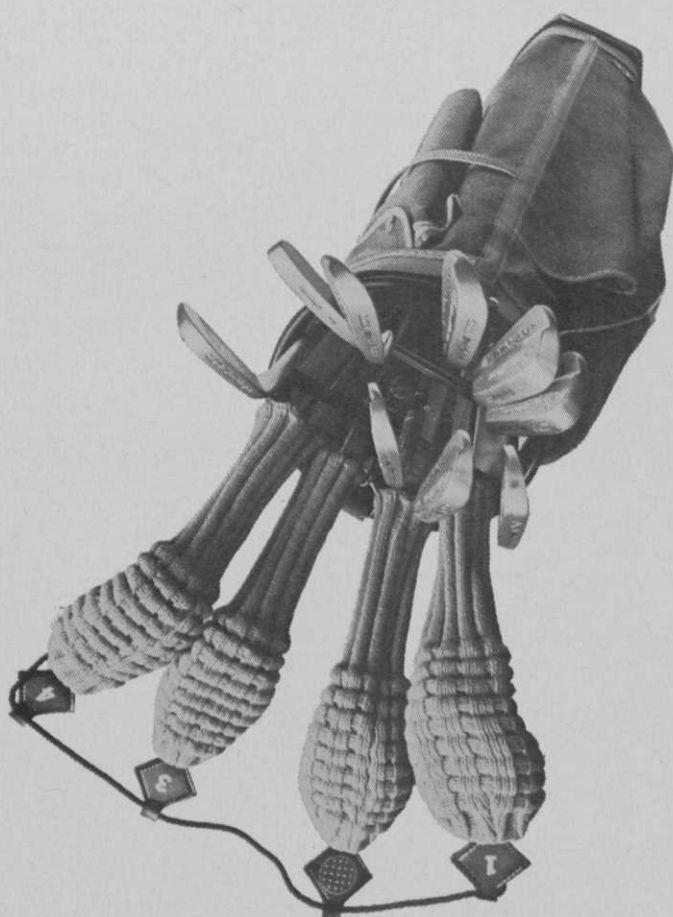
The standard fire insurance policy states that it will indemnify a country club for the actual cash value of the property insured. Country clubs can, however, insure both their real and personal property for the replacement cost value by attaching the replacement cost endorsement to the policy and adjusting the values insured accordingly.

"Actual cash value" is defined as

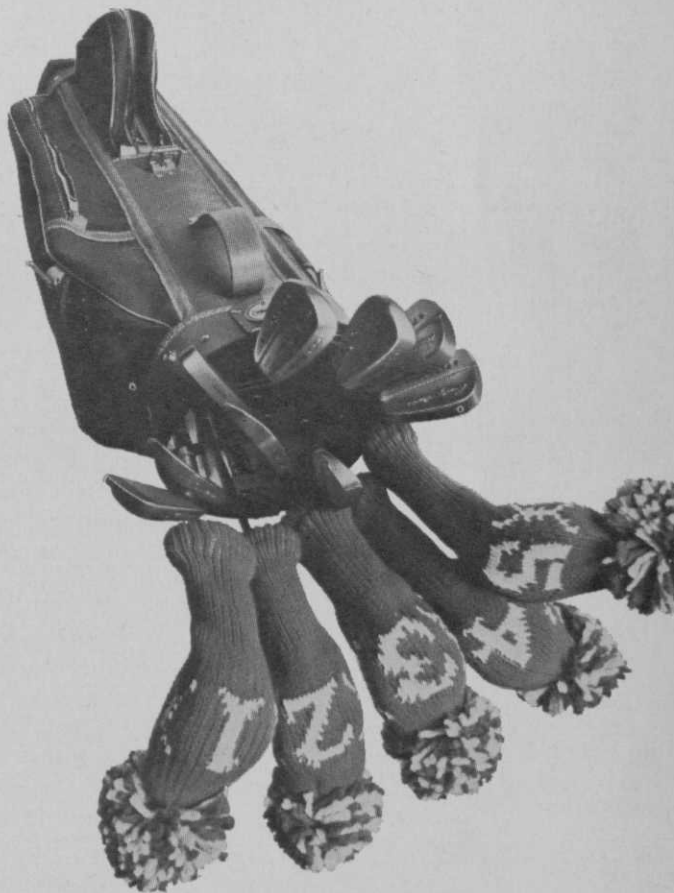
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## Meet the swinging new sales-makers from Reliable of Milwaukee!



**Fully Washable  
Knit Club Sox**  
of 100% Creslan acrylic fiber



The golf wood protectors with sales personality. Come-on-strong color. A springy, long-lasting fit. Plus the positive washability customers insist on. Club Sox have the style a golfer goes for. The selling action a pro-shop can rely on—from Reliable. Creslan acrylic is a product of American Cyanamid Company, New York, N.Y.

**CYANAMID**

**Creslan®**  
LUXURY ACRYLIC FIBER

For new Pro-Shop Catalog of knit golf accessories by Reliable, write Reliable of Milwaukee, Box 1367, Milwaukee, Wisconsin 53201.

For more information circle number 229 on card



# fairway fashions...with DiFini



The wonderful world of DiFini is everywhere golf is spoken. Even a rack room comes alive when Fairway Fashions make the scene. And DiFini lets you in on the latest lessons in swinging Spring-Summer styles, colors, and fabrics.

(Left) He's fitted to a tee in his coordinated **Pinehurst** link-stitch golf cardigan of washable 50% Dacron\*/50% Orlon\* blend, over a boucle'-styled **Pinecrest** mock-turtleneck shirt of "Wintuk" yarns, 100% Orlon\* acrylic, with accent collar stripe. His tapered slacks feature continental pockets and are a cool blend of 65% Dacron\*/35% rayon. Cardigan, about \$18; shirt, about \$9; slacks, about \$16.

(Center) She's ready to swing in her coordinated golf set of full-fashioned sleeveless mock-turtleneck shell of silky Antron\* with collar stripes and dyed-to-match, man-tailored silk-blend shorts, topped off with luxurious mohair and wool link-stitch golf cardigan. Shell, about \$11; shorts, about \$14; cardigan, about \$15.

(Right) She calls the shots in her single-needle tailored sleeveless blouse of cotton blend, with matching polka dots on her shorts glimpsed through the peek-a-boo action "D-skirt"—a DiFini exclusive! Blouse, about \$7; combination skirt and shorts, about \$19.

\*Du Pont's registered trademarks.

## Di Fini

ORIGINALS and KNITWEAR

Available at Country Club  
and leading Resort Pro Shops  
367 Southern Boulevard  
New York, N. Y. 10454

Graffis

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Something that stood out at the merchandise show was the lengthening season for club, bag and ball sales, due to the large amount of golfers' travel and golf resort play . . . Smartly timed advertising is getting business when golf club and bag advertising conventionally has been light . . . If foreign travel restrictions go through, European golf resorts will be badly bumped as the better new ones have been built on expectation of large revenue from Americans . . . Mexico and the isles southeast of the United States surely will boom with golfer business.

Eisenhower Trophy world amateur tournament in Australia, the World Cup international pro tourney of the International GA in Rome and the Curtis Cup matches in northern Ireland don't call for enough money leaving this country to worry anybody . . . And the events are to be played in countries where you can take a walk on city streets at night, which is more than you'd dare do in Washington.

The stockholders at the Interlaken Golf Club in Fairmont, Minnesota have voted to expand their golf facilities and construction has started on another nine holes with completion set for fall of '68 . . . The new nine should be ready for play in the spring of 1969 . . . Golf professional at Interlaken is Tony Kowski, former technical editor of GOLF Magazine; Lloyd Stovern returns as club manager and Wayne Torgerson has been hired as greens superintendent replacing the retiring August Hillmer . . . Interlaken has also voted to expand their clubhouse facilities, improve parking, build a new maintenance shed and increase the membership from 275 stockholders to a maximum of 350 . . . Sounds like things are hummin' in Fairmont, a real friendly town.

Advertising men who have paid out millions to pro golfers in testimonial and TV advertising money say the PGA tournament committee was smart to run away scared when it was proposed to have male and female pros on Shell's Wonderful World of Golf show, the one golf television presentation

with a consistently high rating . . . Only the Shell show, the Masters and the National Open have much sales appeal to sponsors . . . Other male pro TV affairs are regarded as usually dull and hard to sell . . . There's a problem of what to do with them before the golden rug of TV is pulled out from under pro tourney golf and it becomes something like wrestling . . . The girl pros, with livelier play and color, certainly would not "enhance the stature of the PGA on a professional basis," advertising experts agree.

For the first time since the PGA Seniors were organized there was an annual dinner of the veterans without a top PGA current official attending . . . President Elbin, Secretary Leo Fraser, Treasurer Warren Orlick and executive director Robert Creasey were in New York in a huddle with USGA officials on the rules of golf conflict which popped up when the pro tournament boys wouldn't continue to go along with the USGA . . . Controversies were about the continuous putting rule which (in our observation and opinion doesn't save time) and cleaning the ball more than once on a green . . . The ball-lifting frequency reminds me of what a famous old playing star said to me: "In Scotland we used to hit the ball around the course; here the boys want to carry it around."

The farewell address of Ronald Teacher at the Seniors' banquet had a beautiful theme of auld lang syne that was unique in sports dinners these years . . . Teacher's company and their American distributors, Schieffelin & Company, sponsored the Seniors' championship and the U.S.—British PGA Seniors championship, for 15 years . . . Fred Corcoran proposed the tourney and sold the idea to Ronald Teacher and Tex Bomba of Schieffelin . . . Ronald and Tex told how they'd enjoyed the friendship of the pro seniors (and spending about \$1 million) in making the event extraordinary in sports . . . The PGA Seniors definitely has been a prime mover in tying together the PGA nationwide and in establishing the PGA National Club as a nationally-famed golf-real estate development . . . PGA Seniors' president Paul Erath, the banquet toastmaster,

Bill Kaiser and others spoke with feeling of what Ronald Teacher and his teammates had done for American senior golf pros and through them, for all American golfers.

Johnny Gaucas, new president, PGA Seniors, is secretary-treasurer, Northeastern N.Y. PGA and pro at Van Scaick CC, Cohoes, N.Y. . . . Johnny has been mentioned several years as one to be considered for the New York Golf Writers' Ben Hogan award, given to the golfer who makes a valiant recovery from serious injury . . . Johnny had a leg amputated a few years ago and by high-hearted determination got playing excellently one-legged.

Paul Voykin, superintendent Briarwood CC, Deerfield, Ill., has written "A Perfect Lawn the Easy Way" which Rand McNally is publishing this spring . . . Marion (O.) CC has completed the first and \$275,000 stage of a clubhouse and course updating project with a new pro shop for Ross Carley among the features of the project . . . Course renovation and guest apart-

ments are among other major points of the program . . . Very attractive booklet on "Thirty-Seven Years of Southern Seniors' Golf" includes a list of 54 clubs the Southern Seniors have played in the 19 years Chester I. Williams has been executive secretary and treasurer of the organization . . . A.J. Wittenberg, Ponte Vedra, Fla., now is Southern Seniors board chairman and Travis Johnson, Atlanta, is president . . . The Ancient and Honorable of Dixie are playing eight courses on their 1968 schedule.

Tommy Wallace, formerly assistant of Jimmy D'Angelo at Dunes Golf & Beach Club, Myrtle Beach, N.C., succeeds Jimmy as pro . . . Charley Grant, who went from Barrington Hills (Ill.) CC to pro job at Hole-in-the-Wall Club, Naples, Fla., and left that spot in 1966, now is pro at Illini CC, Springfield, Ill . . . He succeeds Archie Hambrick who died recently.

Johnny Pott got a new job at Broadwater Beach hotel course at Biloxi, Miss., and promptly got his

*Continued on page 103*

# SELL

## Champion makes the Golf Gloves with Sell Appeal!

Write Champion Glove Co. • 2200 E. Ovid • Des Moines, Iowa 50313

For more information circle number 193 on card



# "The Grass Is Always Greener"



## NEW 16-mm FULL COLOR SOUND FILM AVAILABLE FREE FOR CLUB SHOWINGS!

See how your club can "beat the drought." Select dates for showing, fill out and send in coupon. Allow at least two weeks for delivery of film. For further information write to Certain-teed Products Corp., Pipe Division, 540 Pennsylvania Avenue, Fort Washington, Pennsylvania 19034.



Public Information Dept.  
Certain-teed Products Corp.  
540 Pennsylvania Avenue /  
Fort Washington, Pennsylvania 19034

Club Name \_\_\_\_\_

Club Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

My Name \_\_\_\_\_

Preferred Date \_\_\_\_\_ Alternates \_\_\_\_\_

Signed \_\_\_\_\_



# Balan<sup>TM</sup> pre-emergence herbicide



It's the crabgrass killer  
that goes all out...  
all over...all season.

# Balan gives you pre-emergence undesirable grasses. Works

**All-out control: tests prove Balan's effectiveness.** There's good reason why many fine golf courses today count on Balan in their weed-control programs. First Balan was subjected to long, exhaustive testing at the Eli Lilly-Elanco research center. Its crabgrass-stopping power was confirmed during years of trial in the field. Leading universities added their recommendations after thorough testing.

When the findings were made known, many

turfgrass professionals put down test strips on their own fairways. And they agreed with the plant scientists. Balan works. Balan stops smooth crabgrass, hairy crabgrass, goosegrass, watergrass (barnyardgrass), yellow and green foxtail on established turf. Stops them cold. Check with the university turf specialist in your area and see.

**\*All-over control: Balan's modest price permits it.** Costs as little as \$15 per acre, depending on type of turfgrass and climatic zone.



## This side-by-side test is proof.

Straight through the summer and into fall, Balan continues working in the treated area at right. Desirable turf isn't crowded out by crabgrass, isn't competing for moisture and nutrients. Look how crabgrass has taken over the untreated area at left.

