

# Continental



**Golfcraft**

SUBSIDIARY OF ACUSHNET



MORRISVILLE, PENNSYLVANIA / VANCOUVER, CANADA  
ESCONDIDO, CALIFORNIA / CHICAGO, ILLINOIS



## Only one electric car can work all day and carry on all night.

No other electric car can pace itself over the long days, the long courses or the long seasons as well as this one. But then, no other electric golf car has Master Drive. This unique circuitry draws fifty percent less battery power in the lower speeds.

Other electrics must use full power all the time. Thus, our car's range is increased by fifty percent. Charging costs are minimized. And the batteries last long enough to be warranted over two years. This exclusive two-year warranty comes wrapped in

a good looking, reliable, easy to drive, profitable electric golf car. Get the full story, gas or electric, from the Harley-Davidson dealer in your area. Harley-Davidson Motor Co., Milwaukee, Wis.

**Harley-Davidson**

# walk softly and carry a big stick

Fore '69. Take a stance. The Mulligan and Lady Mulligan fashion stance in golf shoes. They're bright... and bold. In leather or fabulous Corfam®. Fashioned with a dash of monk strap... a shield wing... a saddle... a square toe. Fashioned to give you a comfortable advantage from tee to green... whether you carry a big stick or not.

Because Mulligans have a flexible spike support vulcanized right into the sole. (Instead of the stiff, solid inner metal plate you'll find in other golf shoes.) Bands of metal hold spikes securely in place, yet allow the sole to flex for walking-shoe comfort with every step. In fact, Mulligans are so soft and flexible they're ready for play right from the box... never need breaking in like other golf shoes.

And Mulligan's vulcanized sole seals water out, too. Your feet stay dry whether you tee it up in early morning dew, or get caught in an April shower.

So make this the year to take a bold new stance in golf shoe fashion... Mulligans and Lady Mulligans. They're great for playing power golf in.

**MULLIGANs**®  
and LADY MULLIGANS



WEINBRENNER SHOE CORPORATION, MILWAUKEE, WISCONSIN 53201

For more information circle number 155 on card



# for the "Birdies"



Gloves created by Champion help give a confident feel. They offer distinctive style for high fashion golf. The Continental by Champion (above) is all superior grade Italian Cabaretta Capeskin with elastic cuff and snap tab (which also serves as a ball marker). The Eagle Statite by Champion (below) is cautiously constructed from thin, tacky leather with a popular lastik back. Why not write for illustrated literature and price list!

*Champion*  
GLOVE MFG. CO.  
2200 E. OVID, DES MOINES, IOWA

# 72 HOLES OR SWITCH!

YOU CAN'T AFFORD  
ELECTRIC CARS THAT  
WON'T GO AT LEAST 72  
GOLFING HOLES BETWEEN  
BATTERY CHARGES



CLUB CAR OF CANADA now manufactured in Kingston, Ontario, Canada, 141 Ontario Street.

**LET'S BE PRACTICAL.** Golf car rentals are a course's largest single source of income. You can't afford a golf car that can be rented only once a day. You can't afford to deep-cycle your batteries to get that second round. You **MUST** have a golf car that will go 72 holes or more between charges to assure getting 36 holes without discharging batteries below the critical 50% reserve.

## WHY 72 HOLES, IF 36 HOLES IS ALL YOU CAN PLAY IN ONE DAY?

Golf car batteries contain about 400 cycles of life. Experts agree batteries should never be discharged below a 50% reserve. Batteries charged at this point use 1/2 cycle and give 2 x 400, or 800 charges. It takes 4 times more out of batteries to deep-cycle them below a 50% reserve. If you

operate golf cars when the batteries show a specific gravity reading of 1.210 or lower you lose 2 full cycles and after only 200 battery charges they must be replaced at a cost of about \$125 per golf car.

**PROFIT IS THE NAME OF THE GAME** and CLUB CAR has proven to be the profit machine by going two and one half times further between charges than any other golf car. The batteries in CLUB CAR are lasting 2 1/2 times longer than they will in any other golf cars.

**SWITCH TO GASOLINE POWERED** (we do not make same for good reasons) if you can't get at least two golfing rounds with CLUB CAR without reducing the specific gravity below 1.210. Pay yourself with a demonstration. This should give you a charge — because it's free.


## Club Car

CLUB CAR DIVISION — Stevens Appliance Truck Co. Box 897, Augusta, Georgia  
 Send technical bulletins: "Care and Feeding of Golf Car Batteries," etc.  
 We'd like a CLUB CAR demonstration

NAME \_\_\_\_\_  
 CLUB \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ COUNTY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Limited Number of Distributorships Available. Write for Details.





# Golf Resort of the Future

*Planning a new course? Here's how golf is becoming the center-point of community planning. Facts from Boca Raton, West . . .*

**T**he National Golf Foundation recently reported that 40 per cent of the new country clubs under construction in this country are part of large real estate developments from which the club sells parcels of land for housing developments, either by individuals or other developers.

Another aspect of building homes adjacent to business facilities is the trend of developers toward building many moderately-priced homes near golf courses. In both these arrangements, home buyers may be given membership priority or membership may even be included in the price of the parcel.

A further refinement of this trend is developing in the clear, sunny climate communities of California, Florida and Arizona, where apartments, town houses and shopping centers have been built near recreational facilities. In at least two of this type of communities, one in Florida and one in Arizona, the development has taken the form of a mobile home city.

What is the significance of this development of leisurely and pleasurable surroundings adjacent to the (what would hardly be called traditional any more) domicile?

The key to an explanation of this phenomenon can be found in the American population's steady move from the city to the outer reaches of the city and now, from the outer reaches to the *other* reaches.

The American Mobile society wants its playgrounds within easy reach of its residents, in planned communities that are characterized by developers as "trans-urban"—that is to say, beyond suburban, and even beyond ex-urban communities.

As they are visualized by the planners, these "trans-urban" communities are being projected as lush, rolling, clean, green recreational areas, surrounded by homes and apartment buildings. Included within these precincts are golf clubs, tennis courts and swimming pools. In effect, the country club and the city dwelling have joined hands in a "planned community." Some of the new communities are within commuting distance of cities, some are paired with industrial

ILLUSTRATED BY BARON STOREY

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A lot of golfers  
will pay several hundred dollars  
for a dozen Maxflis.



The gleam in the woods goes deeper and looks richer this year. The irons are kind of flat on the back and fat at the bottom and snubby-nosed, like they could punch a ball from here to next month. A lot of color and flash and feel—and they're all named as well as numbered, from Driver to Niblick. Order a few dozen Maxflis soon.

**Maxfli**

by **DUNLOP**  
BUFFALO, N. Y. 14240





## Brighten your shop's Image for the new season

*It's easy to create  
a new look with  
little expense*

**By Barbi Zinner**

**S**pring houseclean your pro shop for the new season. With a little extra effort and care you can brighten up your shop and collect the benefits of good will and appreciation and the accompanying dollar profits.

Start off by re-touching and repairing the old "landmarks"—the small cigarette burn on the arm of the chair, the tar stain to the right of the entrance and the chipped paint on the counter corners. Although your members may not notice your small repairs, you can be sure that your failure to correct these eyesores will register negatively.

It's not necessary to refurnish, redecorate or repaint your entire shop every season for a new appearance. Psychologically, your image is refreshed simply by adding a new accessory such as an umbrella stand, a clock or by merely finding a new bowl to hold your tees. Add a vase of seasonal flowers or a couple of new plants (try inexpensive tropical trees

which can be used to frame the entrance way or fill in an empty corner) to lend atmosphere.

Rearrange your furniture, if you can do so without hindering the efficiency of your operation. The change will be immediately noticed and serve to uplift your shop's face. Set up a new display rack. Match all clothes hangers on your racks even if it means purchasing several dozen new hangers. The additional cost will be well worth the investment in extra neatness and increased space efficiency of matching hangers.

For the customer's convenience, place shirts near slacks and skirts for easier color coordination. Replace yellowed paper signs. Mark shelves and drawers for quick and easy size identification. Check leftover stock to insure that all items have price tickets.

Make an opening-of-the-season resolution to keep an efficient bookkeeping system. This resolution necessitates checking out a

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# PGA rings

By Don Curlee

The Professional Golfers' Assn. Business School held in San Francisco, Calif., February 9 to 14 gave 146 golf professionals and assistants from the western states a clear view of their positions in the profession, in their own business communities and in society, and also gave them hundreds of suggestions for maintaining and improving them.

Capacity enrollment of 150 was reached early, so applicants had to be turned away, and then four participants were scratched after the deadline. The San Francisco school is the third of five for 1968-1969. The remaining two will be held in Hartford, Conn., March 2 to 7 and in Chicago, March 30 to April 4. Earlier schools were conducted at Palm Beach, Fla., and Oklahoma City, Okla. Attendance at the five schools is expected to exceed 700.

Charles Leider, professional at the Crystal Springs GC in Burlingame, Calif., was school coordinator in San Francisco. "The participants were especially impressed with the dedication and the quality of the speakers," he said. "They seemed to complete the school with the feeling that they can turn to their fellow professionals for assistance and understanding, knowing that all of them want to see the profession grow and prosper."

Leider arranged for faculty members mostly from the northern California area who

teamed with others obtained by the PGA from a wider area under the direction of Patrick Williams, PGA education director. Leider expressed his gratitude enthusiastically for the willingness of the speakers to address the school with nothing more than reimbursement for any out-of-pocket expenses.

"These schools began in 1957 as teaching seminars and were concerned mostly with club repairs," Williams explained. "Now we include techniques and business operations, and emphasize personal growth and development—human relations. In one week of sessions we try to give a complete overview of what is expected of the golf professional, plus what he should expect, and we strive for the ultimate in instructors."

Topics that proved of unusual interest were those on public speaking by William Sherman of Sherman and Associates in San Francisco; effective human relations by Dr. Pete Zidnak, professor in the School of Business, San Jose State College, and a course in the basic principles of small business management by Dr. Milburn Wright, dean of the School of Business at San Jose.

Eight hours were given to the subject of teaching problems and methods, conducted by a four-man panel chaired by Henry G. Lindner, director of golf, Lost Tree Club, North Palm

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**"They seemed to complete the school with the feeling that they can turn to their fellow professionals for assistance and understanding, knowing that all of them want to see the profession grow and prosper."**



# the school bell



The graduating class from the PGA Business School, recently conducted in San Francisco.

## PGA rings the school bell

Beach, Fla. The other panelists included William Strausbaugh, Jr., golf professional, Columbia CC, Chevy Chase, Md.; Charles Finger, golf professional, Stanford GC, Stanford, Calif.; and Dale Anderson, golf professional, Big "T" Golf Center, Buena Park, Calif.

Strausbaugh, a former PGA professional of the year, explained that the panel on teaching, which used spoken presentations, demonstrations, slides, films, and questions and answers, emphasized three main areas—teaching, method and communication. "This was our base theme," he said. "From this we established the three great gifts that the professional can give his students: motivation and confidence that they can learn to play, a simple method of learning and concise communication within that method."

The panel members, who represented almost 90 years of teaching experience, stressed that the school participants need not adopt their methods. "Most professionals have a pretty good knowledge of the game and the fundamentals," Strausbaugh said, "but there has been too much 'cold potatoes' teaching and corrective instruction. We try to get them to set up a conceptual pattern of the swing with the student and apply their knowledge of the game within that framework. We hope to shorten the trial-and-error period of teaching for the younger men; we want them to realize that a method must be foremost."

The full week of instruction ended with a one and one-half hour final examination, followed by a banquet at which Lyle Wehrman, professional at the Diablo CC, Diablo, Calif., and vice president of the PGA, told the participants what it means to be a golf professional. Wehrman is a former PGA golf professional of the year.

At the opening session the members of the school heard

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Leo Fraser, PGA president, talk about the past, present and future of the organization, and listened to PGA executive director Robert Creasey talk about the organization in operation. Joe Zakarian, golf professional, Los Altos Golf and CC, Los Altos, Calif., and president of the Northern California PGA section, discussed the contributions of the PGA sections. The theme of the school was established by Joe Walser, Jr., PGA vice president and golf professional, Oklahoma City Golf and CC, Oklahoma City, Okla., when he told the members about building a professional image.

The topics for the remainder of the school ranged from golf course design, discussed by golf course architect Robert Muir Graves, to first aid on the course by an official of the American Red Cross, through inventory management by Jimmy Thompson, golf professional, Valencia GC, Valencia, Calif., and press and public relations by Art Rosenbaum, sports editor, San Francisco Chronicle.

Williams explained that the business schools are part of a total educational program conducted by the PGA, which includes a home study program, advanced business schools (the first of these is to be held April 27 at Oklahoma State University, for Class A professionals only), the educational programs through the PGA's 36 sections, the winter educational program at the PGA National Golf Club, specialized seminars, film libraries and the booklet and services division.

Williams said that the school received strong support from the northern California section, which made it possible to attract the maximum number of participants and to conduct a program that each one can credit for improving his position as a professional in the business of golf. □

## Brighten your shop's image

*Continued from page 18A*

business equipment supply house for new and improved products.

Plan to keep a running inventory on everything from gloves to slacks. Start off on the right foot by making an accurate count of all stock, old and new. Make a strict resolution to keep your inventory up-to-date. Ordering and reordering can be easier with the aid of a working inventory sheet.

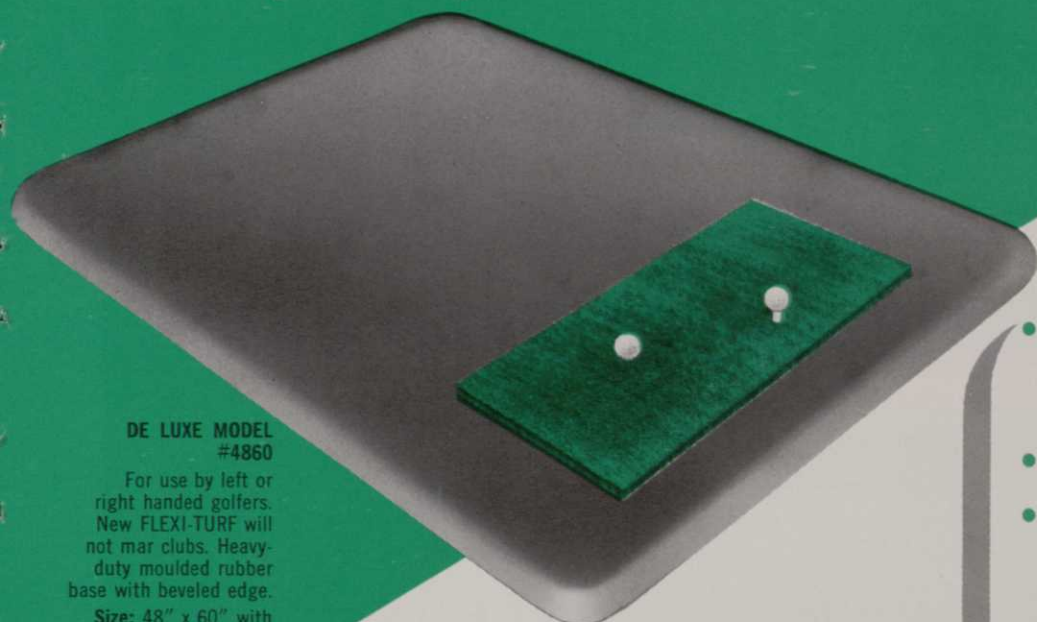
If you haven't already established a personal file on all your members, begin one now. Simply use a metal file box with index cards. Arrange the cards alphabetically using the last name of each member. Be careful to add the names of all new members. Indicate the clothing and shoe sizes of each member. Record each purchase (size, color and style) and the date of purchase. Equipment purchases may also be listed on this card.

Duties of today's golf pro often are the same as those of an accomplished retailer. Keeping this in mind, why not consider promotional mailings for your pro shop? Send your members a printed mailer announcing your arrival and the re-opening of your shop. (Take names and addresses from your personal file.) Be sure to state what's new and emphasize your replenished stock.

Take the opportunity the mailer offers you to mention new fabrics and design ideas which might interest the golfer. For example, here's your chance to push the new polyester doubleknit washable pants. If you have room in your shop, try to incorporate something in the way of apres-golf apparel. Add additional variety with new jewelry or crests. Advertise these new items in your first mailing. Come on strong, new and different.

Make your shop more than a dispensary for a forgotten pair of socks, a torn shirt or a worn-out glove. Become the center and focal point for stylish golfwear geared to the sophisticated and fashion-conscious golfer. □

**NOW AVAILABLE...THE MOST DURABLE and ECONOMICAL GOLF MAT**  
 that has yet been produced with a full *Flexi-Turf* (T.M.) Hitting Area



**DE LUXE MODEL #4860**

For use by left or right handed golfers. New FLEXI-TURF will not mar clubs. Heavy-duty moulded rubber base with beveled edge.

Size: 48" x 60" with large replaceable 12" x 30" FLEXI-TURF insert.

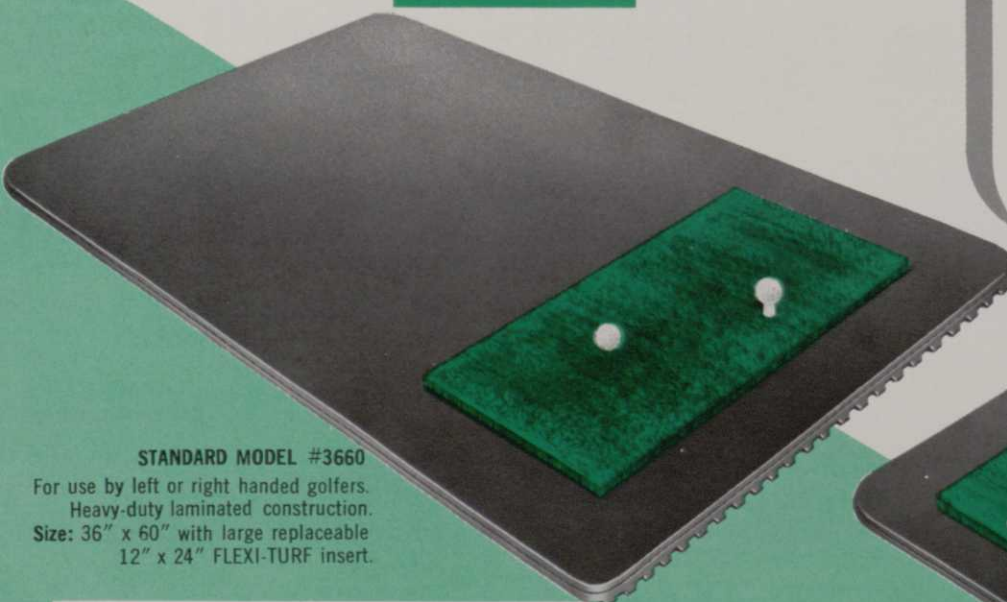
# Flexi-Mat's®

**All New MOULDED GOLF MAT**  
**All New LAMINATED GOLF MATS**

- The **FIRST** and **ONLY** true practice mat for the most discriminating golfer!
- For indoor and outdoor use
- For right or left-handed golfers

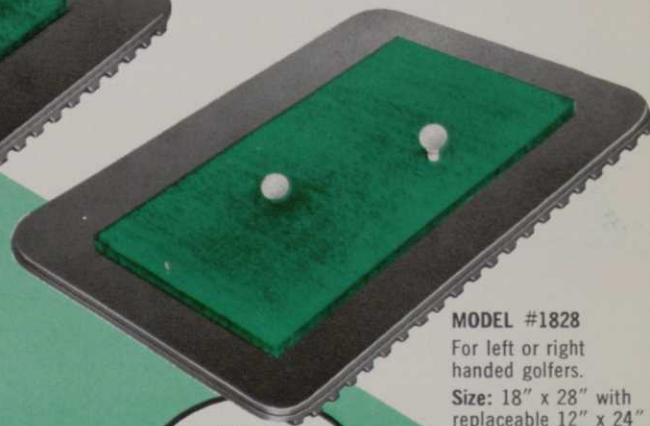
Practice your woods and all your iron shots on NEW FLEXI-TURF (T.M.) grass that will outwear any synthetic surface on the market... the closest thing to actual playing conditions on a golf course.

Flexi-Mat's Golf Mat #4860 is molded of 100% rubber impregnated with nylon cord for durability and long life. No metal parts to harm expensive golf clubs or mar costly flooring. Models #3660, 1828, and 1224 are laminated and also impregnated with nylon cord for tougher wear. The Pat. Pend. "easy-to-replace" FLEXI-TURF (T.M.) inserts are mounted in all models with non-corrosive durable nylon fasteners and recessed in the base of the Mats. (See illustration below). The unique Mat design prevents slipping and gives firm footing.



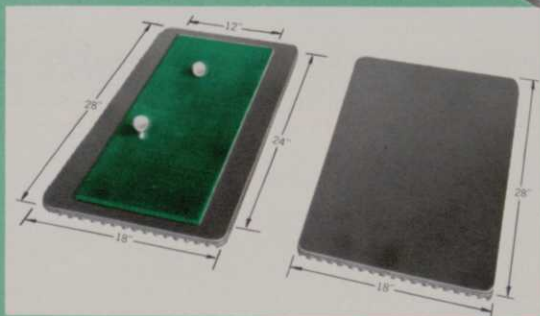
**STANDARD MODEL #3660**

For use by left or right handed golfers. Heavy-duty laminated construction. Size: 36" x 60" with large replaceable 12" x 24" FLEXI-TURF insert.



**MODEL #1828**

For left or right handed golfers. Size: 18" x 28" with replaceable 12" x 24" FLEXI-TURF insert. Heavy-duty laminated construction.



**COLLEGE MAT SET MODEL #1224**

Uses Model #1828 FLEXI-TURF Mat with 12" x 24" FLEXI-TURF insert and a separate 18" x 28" laminated Standing Mat. Perfect for teaching and easy to store when not in use.



TESTED BY 100,000 HITS... and still going strong!

At Last!

Flexi-Mat's®

NEW, IMPROVED,  
TOUGHER RUBBER BASE  
(NO METAL)

TURF KING GREEN  
(T.M.)  
GOLF PRACTICE  
BRUSH MAT

Cat. No. 650-22  
Size: 6½" x 22"

Cat. No. 520-69  
Size: 5" x 20"

WITH A MORE DURABLE FLEXI-TURF INSERT!  
The closest thing to REAL TURF!

The ideal Golf BRUSH MAT for OUTDOOR and INDOOR use,  
can be used WITH or WITHOUT ANY GOLF RANGE MATS

- The new TURF KING (T.M.) Green BRUSH MAT is made of FLEXI-TURF (T.M.) GRASS that will outwear any synthetic surface on the market.
- Will not rot, expand or contract with weather changes. Completely weather-proof for OUTDOOR or INDOOR USE.
- The new all rubber vacuum cushion base (Pat. Pend.) prevents BRUSH MAT from slipping while in play.
- WILL STAY PUT ON ANY SURFACE OR FLOORING.
- Completely free of metal, wood, wire, or any other abrasive material and will not scratch, mar, or damage expensive GYM FLOORING.
- THE IDEAL GOLF BRUSH MAT FOR DRIVING RANGES, GOLF COURSES, SCHOOLS AND COLLEGES.
- The easy to replace FLEXI-TURF INSERTS (Pat. Pend.) are mounted with non-corrosive, durable nylon fasteners and recessed in the base of the mat.
- GUARANTEED not to mar or damage any expensive GOLF CLUBS.
- THE MOST DURABLE AND MOST ECONOMICAL GREEN BRUSH MAT THAT HAS YET BEEN PRODUCED!
- **Size:** Now available in 5" x 20" and 6½" x 22" sizes to fit 5" x 20" or 6½" x 22" Golf Range Mat openings.

For additional information . . .

see your favorite golf equipment supplier, or write to . . .

Flexi-Mat Corporation

1400-1440 West 21st Place • Chicago, Illinois 60608  
Phone: 243-2787 Area Code 312