



The Greens Committee reviews the pipe specifications for the new irrigation system.

Harry Turner, with the cigar, is sales manager of Wilson Textiles. Sam Donovan, on his left, runs a printing business. Herb Marks owns a dress store and Jack Byrnes, on the far side, has a big car dealership.

What they know about water pipe consists entirely of this:

They've got to get water, once and for all, to those scorched fairways and brown greens.

The swimming pool loan isn't paid off yet, and the membership is watching them like hawks.

They don't want to have to do this more than once a century.

So when they finally agreed to buy a permanent irrigation system, they did what smart, prudent men always do—they started asking around. A builder, some contractors, a couple of engineers, an architect, two other clubs.

They found a surprising degree of consistency: *Be sure of your contractor.*

Get good pipe—from somebody big enough to know all the new technology. And with a quality reputation.

Use a combination system: asbestos/cement for the big diameters, PVC (polyvinylchloride) for the smaller lines. More economical to install and better service over the long haul.

Choose white PVC—it lays easier and works better. And it hooks up better—either with special deep-socket joints or a unique gasketed coupling.

Get the whole system from one maker. Then everything arrives and works together.

While the Committee was finding all this out, one name kept coming up: Certain-teed. Big. Technically advanced. Quality. Complete A/C and PVC capacity. White PVC—with the special sockets and gaskets. Fast delivery, good service.

The bids were pretty close on price. One contractor specified a complete Certain-teed piping system. That did it.

The Committee, of course, continues to keep an eye on the piping. Unless they're rained out. Cheers, gentlemen.

Certain-teed Products Corporation, Pipe Division, 540 Pennsylvania Ave., Fort Washington, Pa. 19034.



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you
sure

you're playing
the best...

No other golf grip material can ever begin to compare with the superior "feel" of leather. It stays soft, pliable yet firm and its permanent tackiness prevents slipping in all kinds of weather.

Why not ask for the new LAMKIN one piece slip-on leather panel grip... made exclusively for and sold only by your golf professional.

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LEATHER COMPANY
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THE WORLD'S LARGEST MANUFACTURER
OF LEATHER GOLF GRIPS

For more information circle number 227 on card



Swinging around golf

by Herb Graffis

Financial public relations

Ben Hogan, so some in the business of finance say, possibly is the world's richest pro golfer. Anyway, Ben certainly is a successful businessman. If, in his opinion, the Professional Golfers' Assn. had completely and freely educated its members, the golf public and press with its financial statement, there might not have been the player split. The drop-out players believed that tournament operations were making PGA fiscally fat, although the non-tournament pros weren't contributing money to tourney development.

Warren Orlick as PGA treasurer made a slight break in PGA's traditional policy of handling its financial statements as if they were a private matter between PGA national and sectional officials.

The **United States Golf Assn.** executive committee's annual report does the kind of public information job its member clubs, the golf public and golf business deserve and need. When the USGA annual consolidated statement of income, expenses and funds unappropriated for the year ended November 30, 1968, showed an expense excess of \$40,281 over the preceding year's excess income of \$87,305, the picture was that the USGA did more for golf than it took in during the year.

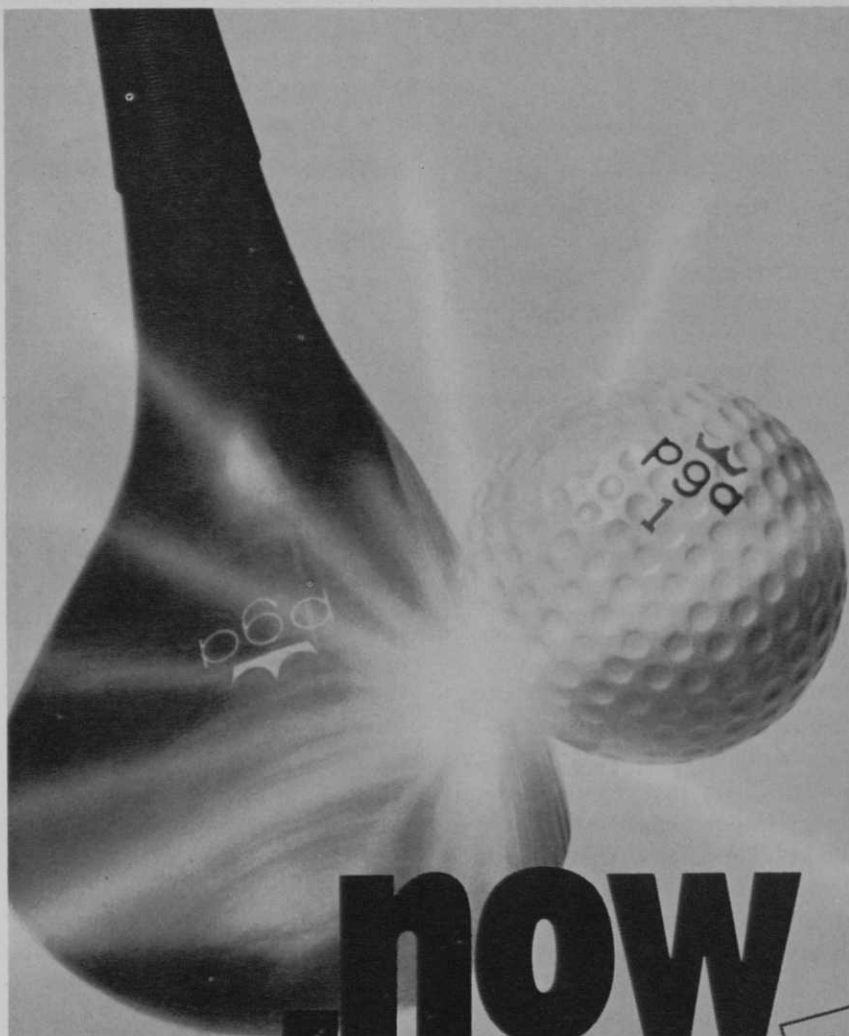
The PGA financial statement of home and tourney pros might show the same thing. What the tourney operations financial statement might show in value of services to golf would be an interesting examination.

At the Masters, a pro golfer during an interview in the Bartlette Lounge complained that he was not being proclaimed one of the golfing stars even though he had won \$250,000 in prize money in two years. The writer's comment was amusing—about a nice guy who thought the PGA mismanaged the tournament circuit when he got only a quarter of a million in two years.

The PGA business school and the Players' school obviously could stand plenty more education in financial statements. Such statements are complex in golf business, especially in tournament golf where a tremendous amount of expensive service is contributed by members of host clubs.

Frank Belwood, a charter member of the PGA and for many years pro at Garden City (N.Y.) GC, died recently following a long illness. He was nearly 86 and had been retired for about 15 years. He was a competent and beloved man and did all golf an immense amount of good. His widow Alice survives him. Now Walter Hagen and Jimmy Crossan are the only surviving charter members of the PGA. Where is Jimmy now?

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now hear this

Note: We're convinced the all-new PGA is the finest ball money can buy. And we're going all out to tell your customers about it. This ad, the second in a series, will appear in Golf Digest, Golf Magazine and Golf World. Watch for it.

**You can actually hear the sound of distance—
with the all-new PGA ball.**

The 1969 PGA is like no other ball. Everything about it, from its liquid center to its bright white cover, is new and better.

But you've got to hear the new PGA to really believe it. The sound is loud, powerful, satisfying. It's the sound of distance, and distance is what you get. More of it than ever.

The secret: Sonic-Winding, a PGA exclusive. It winds the rubber thread around the center faster, tighter and more accurately than any other method. And the result is louder, livelier performance.

Blast off with a new PGA. Play it all day. If it's anything less than the best sounding, best playing ball you've ever used, return it to your golf professional.

He'll refund your money.

the pga ball. golf's great new sound.



PGA Division, Victor Golf Company, Morton Grove, Illinois 60053, Products of Victor Comptometer.

INCREASE EARNINGS, SERVICE & SPACE

Remodel your present storage space, bring your bag racks up to date

WITH NEW *Stafford* VERTICAL BAG RACKS



U.S. & CANADIAN PATENTS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available.

Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves.

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Provides a neat appearance
- Faster, easier storage
- Easy to install and add more as needed —

Send us your floor measurements, we will plan a layout and quote you — no obligation.

THE A. G. STAFFORD CO.
2000 Allen Ave. S.E. • P. O. Box 287
Canton, Ohio 44701 • 216/453-8431

For more information circle number 217 on card

Graffis

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Another reminder that subdivision architects and golf architects had better work closer together than they usually do is provided by a circuit court suit in Miami, Fla., which asks that a golf club be closed because it is a nuisance. The **George Taylors**, owners of property adjoining a fairway, have been "continually harrassed, annoyed and disturbed by trespassers." The Taylors charged that a bombardment of inaccurate shots had damaged their "fences, trees, flowers, vegetation, grass, building and personal property." Too frequently, golf-residential areas show dangerous lack of coordination in design.

Sorry to say that reports of the minor league tournaments are gloomy. The affairs seldom draw enough to justify the work and expense in putting them on and are not getting much more sports page space out of town than Little League baseball.

James Vaughn moved from Miami Valley GC, Dayton, Ohio, to super job at Dearborn (Mich.) CC. **Kermit Delk**, Vaughn's assistant, succeeds him. . . **Dan Quast** now super at Springfield (Ohio) CC, succeeding **Steve Zappe**, who retired. Quast's assistant at Troy (Ohio) CC, **Ronald Coyle** moves into the super spot at Troy.

Bruce Sering elected president Chicagoland GCSA. Sering is superintendent at Evanston GC. Vice president is **Fred D. Opperman**, Elmhurst CC; **George Druzinsky**, Thorngate CC, Deerfield, is secretary-treasurer. Board of directors: **Jerry Dinelli**, Northmoor CC; **Robert Williams**, Bob O' Link GC; **Al Johnson**, O'Hare Inn; and **Julius Albaugh**, Westmoreland CC.

Mickey Gallagher Jr. switches to pro job at Salisbury CC, Midlothian, Va., from Catawba CC, Hickory, N.Y. **Sherill Austin**

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CUSTOM MADE PUTTERS

Including Famous
"WON-PUTT" & "PRO'S OWN"



\$20.00
Includes
Free Cover

Dargie's
"NEW" WON PUTT

- hand crafted
- precision brass blade
- solid persimmon back

Write for free
illustrated catalog

Bert Dargie

GOLF CO.

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BLDG. SECTION 2
MEMPHIS, TENN. 38112
Phone 901 - 324-4688

For more information circle number 266 on card

TROUBLE FREE RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair—FREE. Carts rebuilt yearly. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan



For more information circle number 202 on card

The 16 most wanted features:

only The Gran Cushman
offers them all



The Gran Cushman
the golf car that thinks
it's a sports car

1. Automatic seat brake for safety.
2. Individually adjustable bucket seats for comfort.
3. Completely enclosed sliding contact switch, for clean, smooth starts.
4. Automatic line-compensating charger for easy power.
5. Award-winning sports car styling for dashing appearance.
6. 1208 square inches of footroom for solid comfort.
7. Individually adjustable bag racks for easiest possible club access.
8. Automotive steering for easiest maneuvering.
9. Low center of gravity for extra stability.
10. Complete glide-riding suspension fore and aft for a smoother ride.
11. Dashing sports car console for easiest control accessibility.
12. Front, rear, side bumpers... it's surrounded by steel.
13. Carpeted roomy rear sweater deck; fiber-reinforced rubber floor mat.
14. Huge ball, drink, glove, tee compartment, completely carpeted.
15. 9.50 x 8 Terra Tires for comfort and for turf protection.
16. Service and parts by your nearby Cushman Distributor. He's the man who knows golf cars; in fact he's "Mr. Golf Car!"

These 16 advanced features combine to make the Gran Cushman the most successful golf car ever introduced to the American golfing public; the one golf car that is not already obsolete! Have you tried it? Available with gas or electric power, three wheels or four.



CUSHMAN MOTORS

A Division of Outboard Marine Corp.
1090 N. 21st Street, Lincoln, Nebraska 68501

Please send your colorful free literature about the Gran Cushman!

Name _____

Address _____

City _____ State _____ Zip _____

Practical questions (with answers) about AstroTurf® tees

Q. How durable are AstroTurf® tees? Will they divot?

A. At their convention in Miami Beach, January '69, plenty of golf superintendents tried their hardest to take a divot out of AstroTurf. They couldn't. The sample tee didn't lose a single nylon grass blade. AstroTurf tees have passed the two-year mark outdoors without any observable deterioration.

Q. Will AstroTurf tee surfaces take wooden tees?

A. Today's AstroTurf tee surface will take tees—easily. The first-generation tee surface would not.

Q. What about cleaning?

A. It's easy to do with detergent and water, or a vacuum cleaner. How often cleaning is needed depends on local conditions. But we recommend a regular cleaning program to remove any dirt or mud tracked onto the tees.

Q. How much does AstroTurf cost?

A. The cost per square foot depends on how much AstroTurf you buy. But to give you an idea, here are firm figures for one tee: Tee, 15 x 20 ft. area is \$750.00 (plus installation).

Want more facts? Write: AstroTurf Recreational Surfaces, 800 N. Lindbergh, St. Louis, Mo. 63166. Or call: (314) 694-1000.

AstroTurf
RECREATIONAL SURFACES BY
Monsanto

Pat. No. 3332828

For more information circle number 248 on card

Graffis

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moves to the Catawba job from Lake City (S.C.) CC... **Bob Damron** goes to Oak Cliff CC pro job vacated by **Earl Stewart**. Damron was assistant to **Ernie Vossler**, Quail Creek CC, Oklahoma City, Okla.

Fred Clarkson, one of that grand clan of Carnoustie natives who gave so much to the development of American golf, died recently in St. Louis, Mo. For years Fred was pro at Glen Echo CC in suburban St. Louis, a post at which he was succeeded by his son Don, who later moved to the pro job at Old Warson CC in the St. Louis area.

Paul Runyan, after a long time as pro at La Jolla (Calif.) CC, goes to pro job at Schalle GC, Seattle, Wash. Paul is one of golf's foremost instructors. Like the other top ones, Paul shows students how to learn their own most consistent games. He won the PGA championship in 1934, beating Craig Wood in the 38-hole finale and in 1938 by defeating Sam Snead, 8 and 7, in the final.

Jim Rountree goes from DuClay CC, Jacksonville, Fla., to pro job at Ponce de Leon CC, St. Augustine, succeeding **Art Manucy** who is retiring.

The course at the Masters was, by general judgment of the players, in perfect condition. Superintendent **Allen Baston** had invented a brush for his greens mowers that aided in getting the greens in as fine a condition as greens can be made. Weather was ideal with very little wind. New fairway mowers were set at 3/8 inches; greens mowers at 9/64 inches. Pin setting committee of **John W. Fischer**, **Denny Shute** and **Julian Roberts** used the usual four tournament pin areas. Yet Archer's winning score on the

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GOLF'S "MR. SPIKE"
TODAY'S MOST TALKED ABOUT GOLFING
GIFT — PRIZE — NOVELTY



"MR. SOREHEAD"

Also available
Mr. Cheater
& Mr. Swinger

"MR. PUTTER"

\$14.95
Cash with order
prepaid

A real conversation piece—Thought provoking art piece—Serves no purpose except to amuse—A dramatic gift for most discriminating persons. Body is shaped like authentic railroad spike, formed of metal and painted black on walnut base. 12" height—Individually boxed—Available with engraving plate 50¢ additional—Engraving 5¢ per letter.

Write for free complete prize catalog of Trophies—Holloware—Jewelry, etc.

EDWIN W. LANE CO.
Dept GD
32 W. Randolph St.
Chicago, Illinois 60601
(312) 782-2371

For more information circle number 246 on card

DIVOT-FIXERS

Golfers insist on good greens! Furnish them with a **DIVOT FIXER** and they will do their part helping you maintain these beautiful greens.

DIVOT FIXERS are now available in both aluminum and highly polished nickel steel, with standard imprinting "FIX BALL MARKS ON GREENS THANKS—YOUR GREENS COMMITTEE." Samples furnished upon request.

Prices effective Jan. 1, 1968 (plus shipping charges):

Nickel steel (FOB Des Moines)	Aluminum (FOB Des Moines)
100 — \$20.00	100 — \$12.50
250 — 35.00	250 — 25.00
500 — 52.50	500 — 40.00
1000 — 95.00	1000 — 75.00

\$12.50 extra per order for special imprinting aluminum only, 1 or 2 lines, one side only. 1st line limit 26 letters and spaces. 2nd line limit 29 letters and spaces.

**Woodside Golf & Park
Supply Co.**

Des Moines, Iowa 50313

For more information circle number 240 on card

**HI!... I'M THE NEW
GOLDEN RAM GOLF BALL**

I'm a new *kind* of ball. One that promises you the distance, feel and click of other top-grade wound balls, and the indestructibility of solid balls. You've gotta admit, that's a tough combination to beat.

**MY COVER IS SO TOUGH
YOU'LL NEVER SEE ME
CRACK A SMILE!**

Thanks to my new, exclusive Ramlon cover made from DuPont's "Surlyn" A ionomer resin, a tough thermoplastic material that is impossible to cut.

**RAM AND DUPONT TOOK
3 YEARS TO DEVELOP ME**

That's right. Ram and DuPont chemists and engineers spent a lot of time developing my new cover to make me what I am today.

**AND THIS IS MY HEART!
... IT'S AS LIVELY
AS THEY COME!**

My "Dynamite" center provides maximum rebound. In fact, it will out-rebound other centers, like liquid, by as much as 50%.

**YOU'LL NEVER GET TO
SEE 'EM, BUT I'VE
GOT HIGH-TENSION
WINDINGS**

And these windings are what put the "go" in golf. They also account for my excellent distance and flight characteristics.

**IF YOU LIKE DISTANCE,
FEEL AND CLICK, WE'LL
MAKE FRIENDS IN A
HURRY**

Up until now, you had to choose between playability or durability. Now you can get both.

**MY WINDINGS ADHERE
TO THE COVER, SO I'LL
NEVER LOSE MY SHAPE.**

And you'll never again have to be concerned about loss of compression or your ball going out-of-round.

**I'd like to be your next playing partner...
with your swing and my all-around play, we'd be a great combination!**

Stop foolin' around, switching back and forth from solid balls to wound constructions. There's no longer any need to, because I've got everything you've been looking for in a golf ball.

Outstanding distance, crisp "click" and feel, excellent playability and unbelievable durability.

I know it's all very confusing,

with all the various types of constructions that have hit the market in recent years. One, two and three-piece constructions, all promising one thing or another. But, if you're looking for a ball that has *everything*...

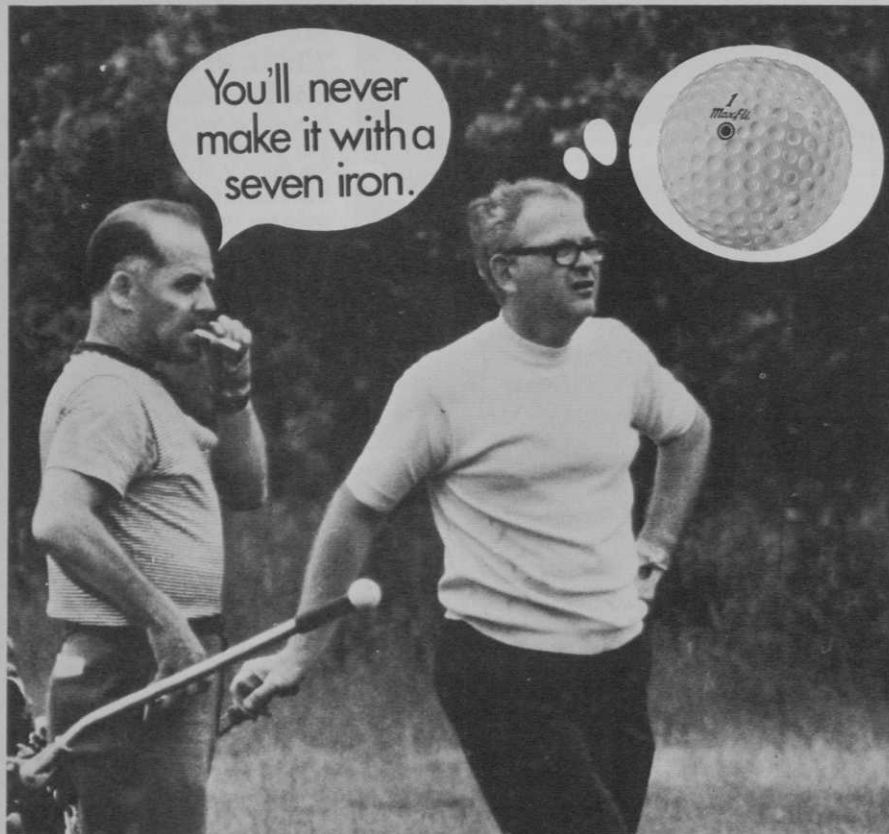
... give me a try, next time you tee it up!



The Golden Ram ball (SOLD THRU PRO SHOPS ONLY)

2020 INDIAN BOUNDARY DRIVE, MELROSE PARK, ILLINOIS 60160

For more information circle number 175 on card



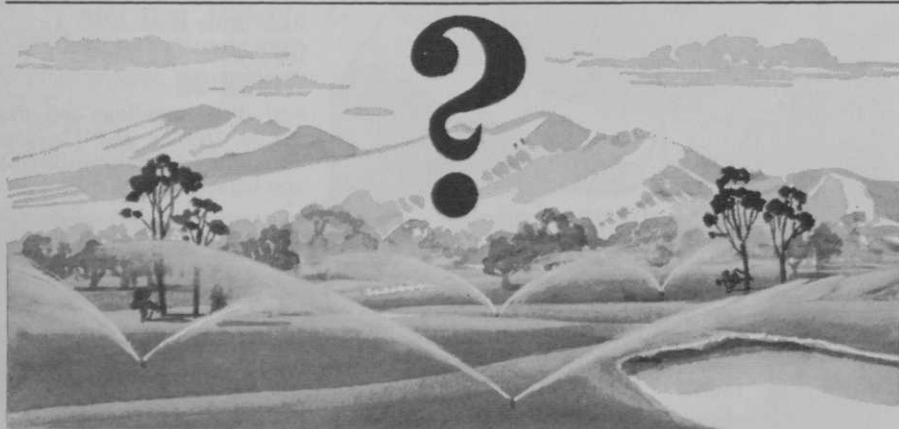
You'll never make it with a seven iron.



Help them get the most from every club. Sell Maxfli. They'll never know how good they are until you do.

Maxfli
By **DUNLOP**

For more information circle number 211 on card



Was the Irrigation System Computer Pre-tested?

Computer pre-testing is not everything but it's plenty—and we use it. Whether it be for turf irrigation systems or lake circulation and treatment systems we study, investigate, analyze and finally computerize every pertinent factor until we know that the system will function at maximum efficiency for decades. That is why we are busy. If we can be of assistance, please call.



**IRRIGATION
DESIGN
CONSULTANTS**

Division **B. HAYMAN CO., INC.**

P. O. Box 3847, Los Angeles, California 90054, (213) 698-6761

For more information circle number 262 on card

Graffis

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3,485-3,495—6,980 yard, par 72 course was 281, four strokes higher than the 1968 winning figure and 10 above Nicklaus' record of 1965.

There was some bellyaching about the course. The complaints indicated the course out-smarted the players. Dr. **Allistair Mackenzie** who, with **Bob Jones**, designed the Augusta National course, had the idea that a great golf course should look hard and play fairly easy or look easy and really be tough. Deception to make the players think was the Mackenzie policy.

Larry Wise, assistant to the late Wiffy Cox at Congressional CC, Washington, D.C., named to succeed him. Wise is a good player, has a pleasant personality and is a first-rate teacher. . . **Stan Dudas** resigns as pro at Leo Franer's Atlantic City (N.J.) CC to lease Mays Landing CC, McKee City, N.J., designed by Fraser and owned by a group headed by the PGA president. **Chuch McGuire** succeeds Dudas at Atlantic City.

Joe Looney and his teammates on the sports staff of the Boston Herald-Traveler won cheers for their handling of the paper's annual golf supplement, April 6. It was a collection of features with wide scope and authority. Good amount of advertising in it, too; hopefully it will encourage other newspapers to get out golf promotion issues. Men's and women's handicaps in Massachusetts listed by clubs were among the features. Colorful story about Fred Corcoran, Boston ex-caddie whose tournament management made golf an international sport by **Tim Horgan**. **Bob McGarigle** wrote "Video Golf Missing the Educational Boat"; it should be required reading by TV golf program directors and tourney pros and candidates. □

“ AN OUNCE OF PREVENTION...”



PHOTOGRAPHED BY LEONARD KAMSLER

By **WILLIAM DAY**

Shoplifting, fraudulent checks, armed robbery and dishonest employees are putting a large dent in pro shop profits. Here are some ways to protect your shop

“Crime,” an unfamiliar word to pro shop managers several years ago, now, unfortunately, is common in both word and deed.

To get a better picture of how the current crime wave is effecting the golf business, **GOLFDOM** conducted an investigation to determine what kinds of crimes are

committed against golf shops and what can be done about the problem. The investigation surveyed three different types of shops: pro shops at private clubs, public course shops and shops not attached to a course.

In private club pro shops, the most common crime is burglary.

It usually happens at night and is done by someone who is familiar with the layout of the shop and the expensive items the shop may have in stock. In three of these clubs, which have had large losses recently, a former employee was suspected of being in on the

continued

"AN OUNCE OF PREVENTION. . ."

continued

crime. The burglars usually took items they could sell readily—golf balls and clubs. Clothes, for the most part, were left untouched. Entry to the shops was usually by window and, in one case, the intruders came down a rope lowered through the skylight.

The best protection against this crime is to have a night watchman on duty at all times. Unfortunately, the expense can be prohibitive, and only the largest private clubs can afford it. For smaller clubs several preventive measures are available, however.

Invisible deterrents

Burglar alarm systems

- **The Electric Watchman**—The windows, doors and other vulnerable areas of your place of business are wired. When you are closed for the night, a continuous current flows through the wiring. An interruption of this current gives an instantaneous signal.
- **Invisible Light**—A beam of light is directed across an open area to a photo-electric cell. If the beam of invisible light is interrupted the photo-electric cell trips a silent switch and the alarm is sounded.
- **Unheard Sound**—This system floods the area to protect with a blanket of sound waves beyond the range of the human ear. Disturbance of this wave pattern by a moving person will transmit an alarm.
- **Vibration Detector**—The detector is adjusted to react to certain attack vibrations. commonplace burglary operations, such as hammering or chopping will cause the detector to set the alarm.

All four of these systems can be set up to sound either bells or send signals to a police station or alarm company central office.

Services of a private patrol can be acquired at less expense. It would check the shop several times a night, while checking several other business establishments as well. One difficulty involved here is that many courses are located many miles from major business centers where these protection patrols are most likely to be.

For those clubs not wanting the expense of a full-time night watchman or those situated too far out for private patrolling, there is another answer. The pro shop can be wired with an electric protective alarm system. This system is connected to either the local police station or a telephone answering service. When the alarm wire is tripped, the burglar hears nothing as the alarm goes off in the police station. Before realizing what has happened, he can be apprehended. This kind of system is relatively inexpensive and can be used by any pro shop having a telephone connection.

Along with burglary, the pro shop on a public course has added problems not usually found in a private club. Shoplifting and bad checks are two of its biggest headaches. Since this course is not restricted to members only, anyone can drift into the shop—be he golfer or not.

One public course pro shop located close to a large Eastern city lost over \$1,000 in golf balls alone to shoplifters last year. The manager believed that most of the lifting was done by non-golfers—"kids who steal the balls and then go out on the course and sell them to golfers."

Shoplifting is difficult to stop completely, especially on days when the manager and his assistants are busy with customers and do not have time to watch the merchandise and browsers in the store. A system of mirrors like the ones used in large department stores is a good way of dealing with this problem because a complete view of the shop from any

angle is obtained. Several shops, however, prefer to keep daily running inventories of fast moving items such as golf balls. By this method losses become immediately apparent and the culprits usually can be traced. For the shop doing a large volume a private guard in the store is still the surest deterrent yet. Smaller shops temporarily might invest in this method during their peak selling periods.

When it is possible instruct employees to maintain a constant vigil to prevent shoplifting. Be certain, however, that they know beforehand the state law covering shoplifting. For example, some states allow in-store apprehension of shoplifters, other states do not.

One public pro shop manager said that he had been stuck with several losses from bad checks. He was fooled by "convincing stories" and "honest faces." Most shops simply don't cash checks from strange customers. This seems to be the best solution; insurance does exist, but it is quite expensive and requires check writers to submit to photographing. A shop manager interviewed said he would take the loss on the check rather than subject his customers to this kind of embarrassment! A shop that does accept checks should always insist on proper identification.

Pro shops located in urban areas are most likely to be plagued by armed robberies. One city shop manager described an armed robbery he had had just recently. Three men came into the store, pulled guns and demanded all of the cash including rather large contributions from two customers as well. The victims were bound and gagged before the robbers fled the shop. Here, obviously, the prime interest was not in golfing goods but in money. Any business in the city runs a higher risk of this type of crime.

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