



Cushman Motors
1002 N. 21st Street, Lincoln, Nebraska 68501

I'd like to know more about the Gran Cushman.
Please send me your full-color literature.

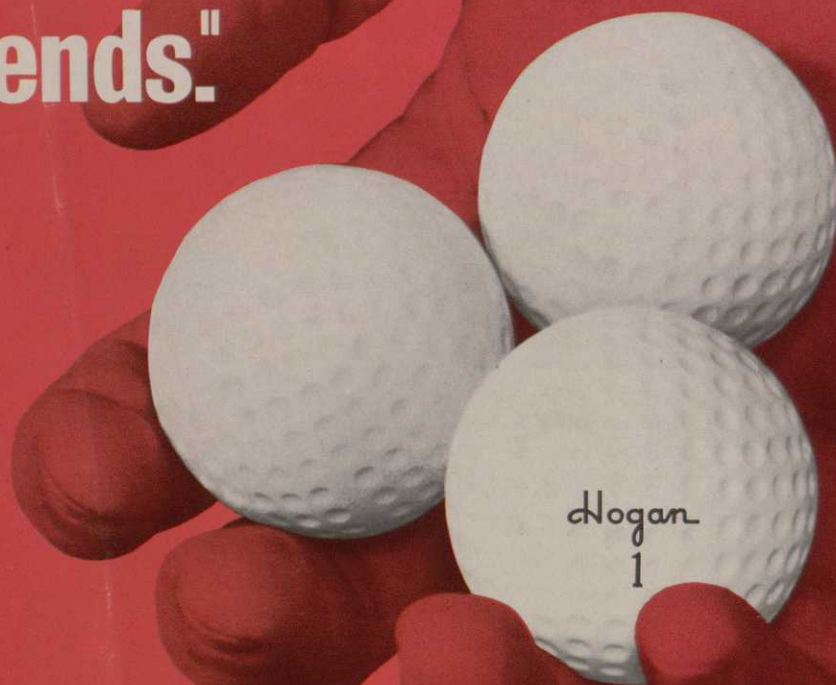
Name

Title (if any)

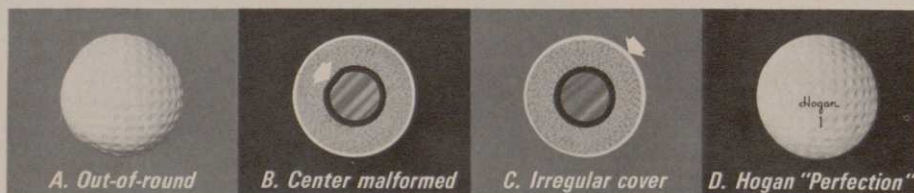
Address

City State Zip

"All golf balls *look* round and white ... and there the similarity ends."



Ben Hogan says:
"My new Golf Ball
is
DIFFERENT!"



Up until now, you have probably been buying built-in hooks and slices because of manufacturing flaws that were not controlled. (See Diagram A, B, C)

Every one of my new golf balls gives you uniform size, weight and velocity equal to the best of the "tour" professional's golf ball standards . . . and they do use a specially selected ball.

From core to cover my new golf ball is produced under such demanding tolerances that

no other golf ball plant in existence meets our production line standards.

It took us years of research and we had to build the world's most modern golf ball plant at our Fort Worth location to do it!

The result: A high-velocity golf ball (See D) that gives you the edge on distance and accuracy . . . shot after shot!

Play 'em! You can see . . . hear . . . and feel the difference!



The Hogan Black: Professional Tour Compression,
The Hogan Red: Standard Compression - Both in the New Convenience Package

AMF | BEN HOGAN CO.
2912 West Pafford Street, Fort Worth, Texas 76110
Available only at your golf professional shop.

For more information circle number 202 on card



by Herb Graffis

SWINGING AROUND GOLF

Education is badly needed

By getting Dr. Paul Alexander as director of education, the Golf Course Superintendents Assn. of America was lucky as well as foresighted. Alexander was at Clemson (S.C.) University from 1958 to 1969, then went with the United States Golf Assn. Green Section as agronomist for the Mid-Continent area. He knows the problems of golf turf managers from grass to people. Alexander's assignment is to conduct a "clearing house for the educational needs of the golf superintendent on the job."

The responsibilities, ambitions and investments involved in the work of superintendents warrant an immense budget for the program, but the painful fact is that there isn't anywhere near the amount needed. The GCSAA Scholarship and Research Fund, Inc., in 1969 was slightly over \$21,000, of which the GCSAA supplied only \$3,678; Toro and Jacobsen distributors each gave \$2,000; the National Golf Fund grant from the Professional Golfers' Assn. of America's National Golf Day campaign was \$11,440 and other contributors provided about \$1,300.

This year the National Golf Day grant for the scholarship part of

the GCSAA program is \$14,300. The USGA Green Section gets \$15,400 to allot to various turf research projects.

Figures such as the foregoing are nothing compared to the immense annual operating costs, increased investments, tax payments and other player spending. But they tip off every good businessman in golf that the educational programs in golf are far behind what is required.

Pat Williams, PGA's education director, probably has already been worth millions to pros and their players. Pat, himself, will admit that he has taken his classes beyond the kindergarten stage of business schooling in an exacting, unique field.

What golfers rarely realize is that all the club usually does is give the professional the chance to make a living in a limited, short-season market. And for what the pro earns, his services at a private or fee course determine just how well that course does financially.

What may prove to be the most profitable business educational group operation done in golf is the conference of secretaries and officials of the multitude of sectional associations. There were previews of this sort of work when the USGA Green Section put its road show around the country several years ago. Club presidents, green chairmen and owners of courses and superintendents got together, so that subjects discussed were to the top level.

Top level education is what is needed with the \$2 billion annual spending in golf business that GOLFDOM's survey indicated. That figure is conservative considering the ramifications of the golf course-real estate developments.

Club Managers Assn. of America has been pushing its educational and screening program, and it is advancing. How much the CCM (Certified Club Manager) rating will be reflected in club financial statements will be the real test of the plan.

Continued on page 14



OUR
*Swiss
Poplin*

GOLF SLACK

A beautiful slack made of our swiss poplin. Great for golf! Cool and wrinkle resistant. May be washed and worn. Beltless styling.

Available in bright red, royal blue, carmel, kelly green, yellow and navy blue.

Other quality styles in worsted wool, knobby linen, stripes and plaids. Ask for our No. 500

One of 20 Extraordinary slack styles by

Arcan

P.O. Box 5937, Bethesda, Maryland
For more information circle number 189 on card

On September 1st the PGA's rating plan becomes effective with the Master professional getting top billing. The Apprentice entry to the PGA roster revives the original procedure of a youngster's basic training in pro golf.

GCSAA has not been able to devise a grading system, simply because if a course is in good condition, most of the time the man who runs it is a super superintendent; when the course isn't okay, regardless of explanations and GCSAA classification, the man in charge is out of luck.

In studying bales of information about the educational programs of the professionals, managers and superintendents, it will be noted that a lot is said about what the schooling will do for the three classifications of golf workers, but little is mentioned about what good will be done for the golfers, who eventually pay the bills.

There hasn't been nearly enough attention paid lately to the immense and rapid increase in the cost of golf. At private and fee courses prices have mounted so that millions of young people are being ruled out. Perhaps the awakening will come in time before golf itself through high costs kills its next bumper crop.

For the golf business man who wants to think five years ahead there are the pleasant present facts that playing equipment has the lowest price increase in golf and that the golf selling and playing season has extended. The longer the year for golf is due to the work of pros and golf resort owners. Golf playing equipment manufacturers, with few exceptions, have not been active in extending the selling, hence playing, season.

National Golf Day last year got a record \$110,000 to be distributed to golf improvement, welfare and relief funds. About 75 per cent was passed along to golf educational funds, such as the 26 regional cad-

Continued on page 16



Tops in
sales...
Club Sox
by **Reliable**
of Milwaukee

fully washable
knit of 100%
Creslan Acrylic

These Club Sox aren't just golfing partners. They're business partners. Designed for instant sales—with style golfers go for.

Come-on strong colors and springy long-lasting fit. Knit of Creslan acrylic, they're fully lined to better protect a golfer's woods. Great for golfers...for gifts...for prizes... from Reliable.

Creslan acrylic is a product of American Cyanamid Company, Wayne, N.J.

Creslan[®]
LUXURY ACRYLIC FIBER

For new catalog of golf accessories, write:
Reliable of Milwaukee, Box 563,
Milwaukee, Wisconsin 53201

For more information circle number 163 on card

lesson:



How to tell your
Club Members
where to get off
— and profit by it.

We have a program that's the
greatest idea for golfers since the
invention of the sand wedge.

It's exciting. It's first class. It's right
for your members and you.

If you are a
recognized Golf Professional:

1. Invest nothing
2. Stock nothing
3. Sell nothing

Find out how simple it is for you
to participate. Send in the coupon.
No obligation of any kind.



**DOUG SANDERS
GOLF INTERCONTINENTAL**

A PROJECT OF AMERICAN MANHATTAN INDUSTRIES, INC.

DOUG SANDERS GOLF INTERCONTINENTAL

35 West State Street Westport, Connecticut 06880

☐ I'm interested in the Golf Pro
participation program. Send details.

PRO _____

CLUB _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

GPR4/0

Continued from page 14

die scholarship funds, scholarships of the superintendents' association and Green Section scholarships and turf research and PGA Educational funds. The remainder was directed for use by the PGA funds for relief of indigent pros and their families, the United Voluntary Services and National Amputee Golf Assn., mainly for golf therapy of injured servicemen.

National Golf Day, May 30 this year, is the largest of the professional athlete contributions bouncing back to the public. It has raised at \$1 per amateur player and club pros. Playing pros never have had pleasant public relations value from this nation-wide operation, mainly because of a fault in the organization, which had the playing pros contributing only \$77 in 1969.

That sort of sorry showing the astute Joe Dey, the journeymen's

commissioner, is endeavoring to correct. He strenuously argues against the golfers' comment, "Why shouldn't there be a lot of millionaire pros; what do they give away?"

Dey is investigating the possibilities of tournament pros' tax exemptions for contributions from their prize money to their PGA National Golf Fund. Most of the circuit tournaments are for charitable enterprises after prize money comes off the top. Thousands of workers who sell tickets and do other work essential to the tournament spend their own time and money and get no deductions. That sets up the picture nicely for pro tournament prize winners' tax free contributions to the PGA's National Golf Day.

Tournament pros' managers, early beneficiaries of pro earnings, have been negligent in directing their clients toward the good public relations phases of charity tax exemptions. Gary Player with Na-

tional Open prize money going to the Cancer Fund and the USGA junior golf program; Lee Trevino and Chi-Chi Rodriguez giving easily with only locker-room exemptions to various needy causes, and Billy Casper with the church tithe, are the known and admired givers. Other top fellows in pro golf have given, too, but either because of modesty, self-defense or incompetent public relations of their managers, they have not been recognized.

Helen Macdonald Hassinger died recently, age 72, at Fort Myers, Fla. Helen's first husband, the late Bob Macdonald, was rated by brother pros as a really great teacher. Helen managed Bob's golf school in the Leiter Building, Chicago, the world's largest indoor golf teaching and practice establishment. She later had a successful school of her own in Chicago. It was an attractively decorated, light, conveniently arranged and notably neat place. □

SPOTLESS FAIRWAYS

FOR A PENNY A DAY!

MOST ECONOMICAL! . . . MOST EFFECTIVE! . . .

33¢ per 1,000 square feet PER MONTH . . .

JUST ABOUT A PENNY A DAY . . . provides outstanding control of Dollar Spot, Copper Spot, and Red Thread . . . on FAIRWAYS, GREENS, and TEES! Order from your Mallinckrodt distributor today!

CADMINATE®
BRAND
TURF FUNGICIDE

Mallinckrodt®

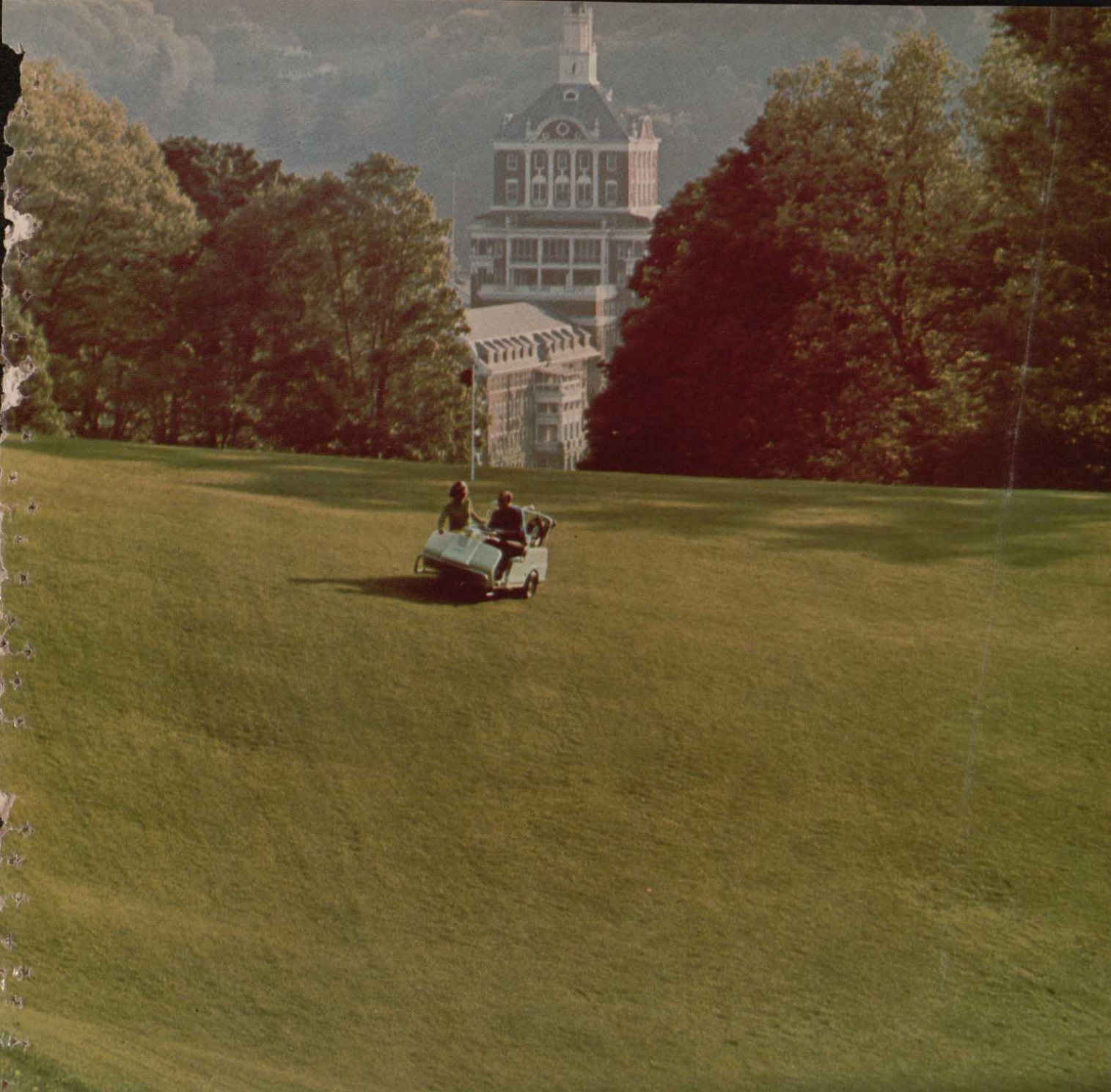
**MALLINCKRODT
CHEMICAL WORKS**
Turf Products

St. Louis • New York • Los Angeles

For more information circle number 166 on card

Always spray turf chemicals with the **SPRAY-HAWK®** mobile turf sprayer.





Photographed at The Homestead, Hot Springs, Virginia.

Harley-Davidson electric cars can give you twice the distance.

Because a Harley-Davidson electric golf car releases only as much power as necessary to get from tee to green, you can drive our cars as much as fifty per cent farther between charges. This means, batteries last up to twice

as long. It also means our cars cost far less to operate. Because charging costs are reduced. And did you know? One of the strongest parts of our electric car is made out of paper. It's our exclusive two-year warranty on all major

electrical components including batteries. Harley-Davidson electric golf cars. They give you all the power you need. And some you don't. Harley-Davidson Motor Co. Inc., Milwaukee, Wisconsin.

Harley-Davidson

For more information circle number 258 on card

We Couldn't Photograph the 3 Most Beautiful Features of Caroche



Price: far below the published list price for other four-wheel cars.

Weight: 840 lbs. (with batteries), well under that of three-wheel golf cars and 200 to 500 lbs. lighter than other four-wheel cars.

Braking system independent of the transmission: Caroche is the first golf car to employ both automotive type hydraulic wheel brakes and a mechanical braking system on both rear wheels. The hydraulic wheel brakes and mechanical system operate independently of the transmission.

These are three important reasons the beauty of Caroche is **more** than skin-deep. Call or write for a demonstration and you'll discover many more.

Caroche

What a golf car should be.



203 NORTON ST. • P.O. BOX 897
AUGUSTA, GA. 30903 (404) 798-8687

☐ We'd like a CLUB CAR demonstration.

NAME _____

CLUB _____

ADDRESS _____

CITY _____ COUNTY _____

STATE _____ ZIP _____

*Limited Number of Distributorships
Available. Write for Details.*

For more information circle number 220 on card



by Ken Emerson

ACCENT ON MANAGEMENT

Conference highlights

A discussion on civil rights and the private club was the highlight of the Annual Conference of the National Club Assn. at San Francisco's Mark Hopkins Hotel, February 2 to 4, which also elected its officers and directors for the year.

"Operation Aware: A Civil Rights Dialogue" was the subject of the February 3 afternoon session of the association. The panel discussion included Steve Early of Westchester County, N. Y., and Middlebury College, Vt., organizer of several recent protests against private social clubs in the New York area. Other participants in the panel were Harry J. Keaton, Esq., of Los Angeles and a spokesman for the conservative point of view. The panel discussed social versus civil rights as they concern private social and recreational clubs, raising the question of whether there is such a thing as a "right of private association."

Other pressing questions from the world of private clubs that were discussed at the San Francisco meeting included: Will today's young people seek membership in private clubs; What impact will unions have on the club industry; Does the Tax Reform Act of 1969 single out clubs for especially harsh treatment?

Representative John H. Dent (D-Pa.) and the association's newly-elected officials were honored at a reception February 2.

The next day, February 3, association members heard Harry J. Keaton, West Coast labor attorney, discuss the problems involved in dealing with union organizers. At lunch that day Congressman Dent reviewed the new Minimum Wage Bill which he is sponsoring. The NCA was presented with a Distinguished Service Award for its work with the Office of Civil Defense.

On Wednesday, February 4, Jack P. Janetatos, Washington, D. C., NCA counsel, conducted a tax clinic during which he reviewed the Tax Reform Act and its impact on private clubs. Part of his talk covered the manner in which the taxes are computed:

"The computation begins with gross income. This includes all funds which come into the club. You then deduct from this your 'exempt function income' and then you deduct the expenses—the usual deductions—which were directly connected to the production of your non-member income.

"The main complexity concerns the determination of what is exempt function income. The new law has a complex and difficult definition for this term. It is meant to include income received from members or dependents or guests, for goods, facilities or services in furtherance of the club's social and recreational purposes. This means that income received from non-members is not exempt function income. Thus, if the Rotary Club has a luncheon at your club, even though sponsored by a member, this income will be taxable, even where it falls within the permitted 5 per cent. Investment income will not be exempt. If you receive interest from a savings account or dividends on stock, these funds will be taxable in all cases. If you sell stock held for investment, your club is taxed on the gain.

Continued on page 21

WITTEK WORLD'S LARGEST MANUFACTURER AND DISTRIBUTOR

CAN SUPPLY ALL
YOUR NEEDS

Miniature

Range

Pro Shop

Club
Fixtures

Course
Supplies

The finest and most complete assortment of equipment and supplies for golf driving ranges (indoor and outdoor). Miniature Golf Courses, Par 3 Golf courses and items for resale. Also— all types of golf and baseball netting. Golf Ball Dispensing Machines.

Balls - Markers - Clubs - Retrievers - Tees - Golf Bags - Mats - Obstacles - Pails - Ball Washers - Grips - Ball Pickers - Nets

RANGE BALLS — NEW — USED
SOLID — CONVENTIONAL

WRITE
FOR YOUR
1970
CATALOG

WITTEK
GOLF RANGE SUPPLY CO. Inc.
3650 AVONDALE • CHICAGO, ILLINOIS 60618

For more information circle number 217 on card



The widowmakers are profitmakers

Sell a man a bagful of new Maxfli sticks, and you make his wife a "widow." And yourself a profit.

He'll feel the balance of the new Maxfli driver. And he'll see how the four-way roll of that face kills off evil tendencies.

Let him take a swing with the seven. It's a good Scotch blade, with no phony bumps or lumps. He'll see that it's just an honest face, with

the loft and the bite built in.

Then, offer choice. Steel shafts. Or aluminum shafts. Or shafts made of Dunlop's new lightweight steel, Maxlite.

Then, point out the name. Maxfli. We don't put that name on anything but the best we make. Maxfli Clubs, Balls and Bags.

Sold only by Golf Professionals.



Maxfli

By **DUNLOP** Buffalo, N.Y. 14240

For more information circle number 201 on card