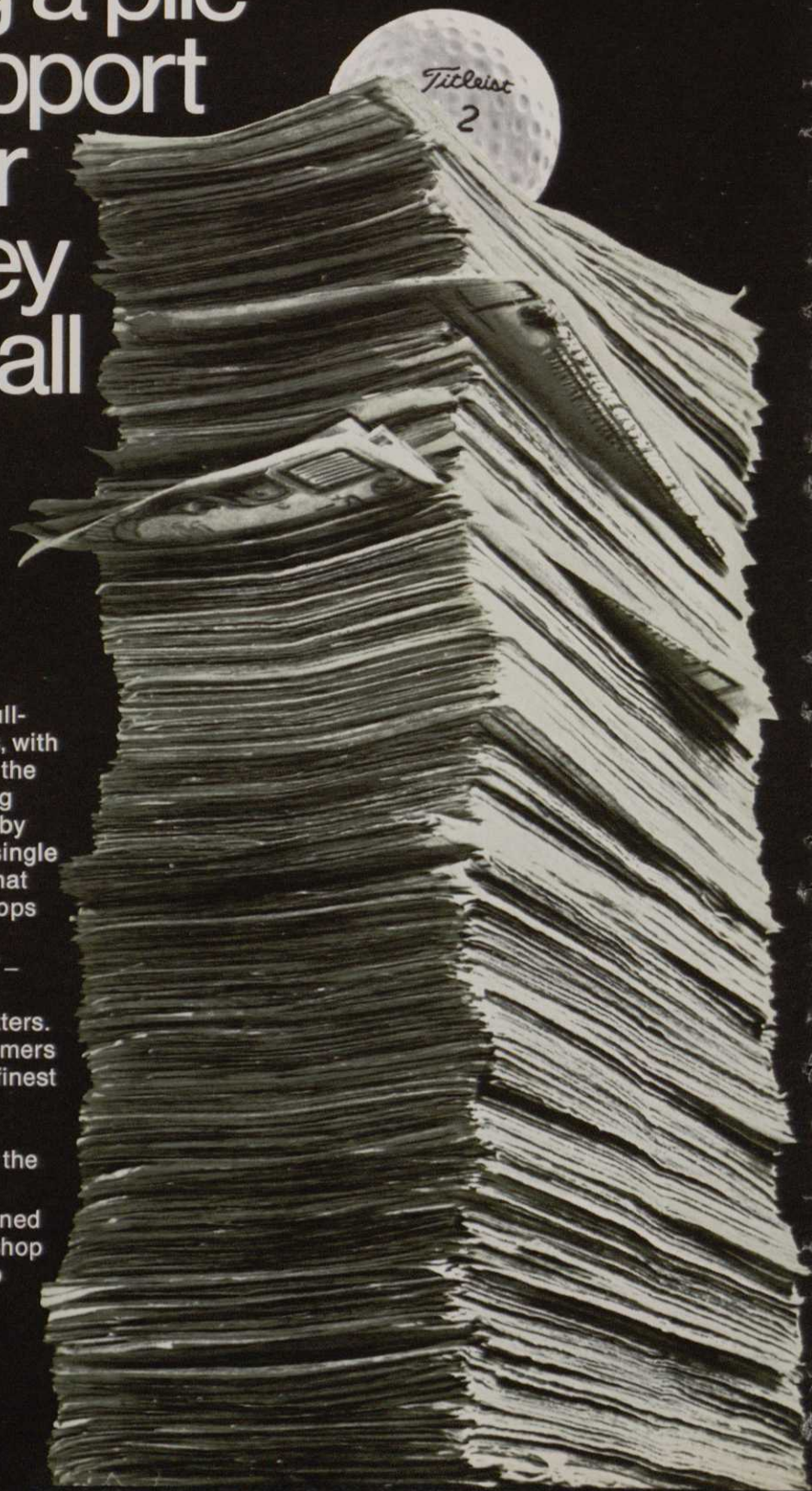


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It's really *your* advertising program, designed to bring golfers into your golf course pro shop where they belong. And we're not going to let them forget it.

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Sold thru golf course pro shops only

For more information circle number 131 on card

how to suit you to a tee . . .



MENS STUFF *by Lilly Pulitzer*

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SEND FOR FREE CARPET SAMPLE AND BROCHURE

Philadelphia Carpet Co. (Contract Division)
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Please send free sample of Spikeproof Carpet and
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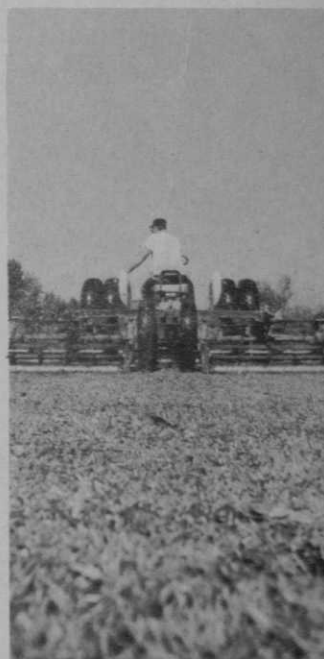


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LETTERS TO THE EDITOR

Aping our elders

Owning two golf courses and being very grateful for what golf has done for me and for the country, especially for the younger generation, I would like to make a comment about golf TV programs.

I notice that nobody replaces divots. I see the great pros taking a cut at the ball and I see turf flying, but I don't see the turf being replaced (but we know it is).

My young players, perhaps 100 a day, are great imitators. I see the turf flying further than the ball and if I mention to them that they should replace it, they say the pros don't replace the turf.

Some of these young players think that the name of the game is really to see how far they can drive the turf.

*Robert Herndon, president
Dearborn Hills GC
Rush Lake GC, Mich.*

Right direction

Dick Stranahan and I read your article, "Co-Pros: Partners in Profit," appearing in the October/November, 1969, issue of GOLFDOM. We would like to commend you for the way it was presented. Gerry Finn, who wrote the article, is familiar with our feelings regarding co-professionalism. Although it was not our intention to be controversial, we do hope that our concept raises a few eyebrows. We are both interested in upgrading our profession and feel that the article is at least a step in the right direction.

*Tony Clecak and Dick Stranahan
Co-professionals
Longmeadow CC
Longmeadow, Mass.*

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to make the Gran Cushman
the world's most successful golf car

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But put them all together, they spell "Number One Value" and that's what the Gran Cushman has become to the golfing world. Never, in the history of the game have the players, fleet operators, pros and committees agreed so enthusiastically on the merits of one vehicle.

The extraordinary value of *used* Cushman golf cars doesn't hurt, either. A used Cushman golf

car routinely brings better than 50% more than a competitive car of comparable age. And 2% more in initial cost is a small price to pay for so much more value when the vehicle becomes a used car.

All that's to say nothing of the built-in servicing you get when you go Cushman. The Cushman Distributor in your area is "Mr. Golf Car." It's his *business*, not a sideline. Keeping your Cushman cars in top shape is his aim in life.

Maybe these are all little things. But they're the things that add up to success. If you haven't ridden a Gran Cushman recently, call your Cushman Distributor. Or write us direct and we'll see that you get a free ride.

CUSHMAN MOTORS

1002 N. 21st Street, Lincoln, Nebraska 68501

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