

# The widowmakers are profitmakers

Get a man to waggle a new *Maxfli* stick, and he's well on his way to making his wife a "widow." And you're well on your way to a sale.

He'll feel the balance of the new *Maxfli* driver. He'll see how the four-way roll of that face fights the slice, the hook. He'll be sold.

Invite him to take a swing with the seven. It's a good Scotch blade, with no funny, phony bumps or lumps. Just an honest face with loft and bite built in. He'll be sold.

Then he can choose—steel shafts, aluminum shafts, or shafts of Dunlop's new light-

weight steel, *Maxlite*. He'll be sold.

Then there's the name. We don't put "Maxfli" on anything but the best we can make. He knows that. So do you—the best for your members means the most for you.

Then, once you've sold him, remind him of his "widow." See if he won't want to fit her out with Susie Maxwell or Clifford Ann Creed Signatures—instead of widow's weeds. The family that plays together, etc.

*Maxfli* clubs, balls and bags. Sold only by Golf Professionals.



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



# Gran Cushman



## Lots of little things add up to make the Gran Cushman the world's most successful golf car

Maybe you wouldn't buy it for the automatic seat brake alone. (Although many do.) Maybe you wouldn't for the award-winning styling alone. (Again, many do.) Or the roominess or the smoothness of the ride or the sports car console or any other one single feature of the Gran Cushman.

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**

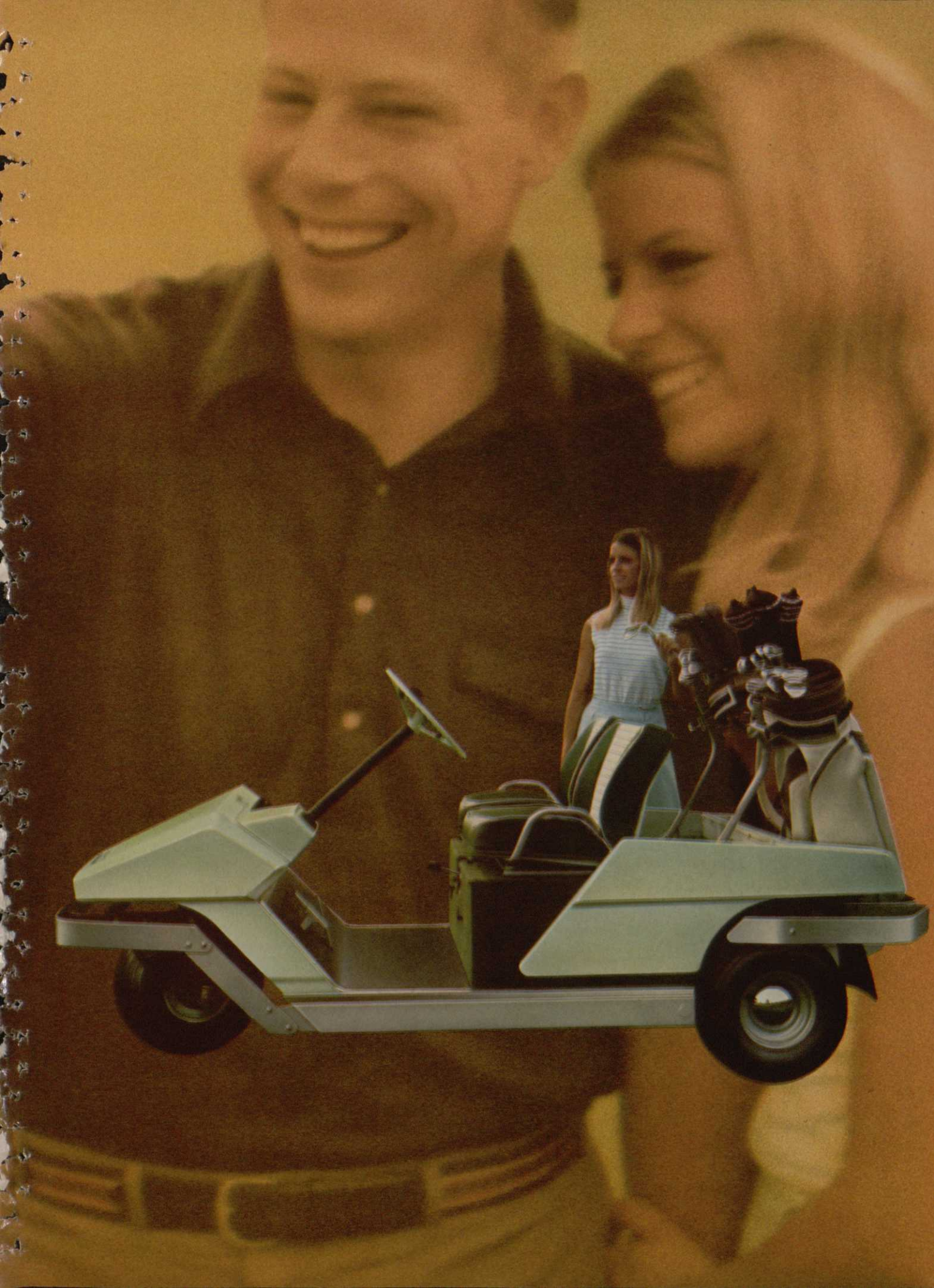
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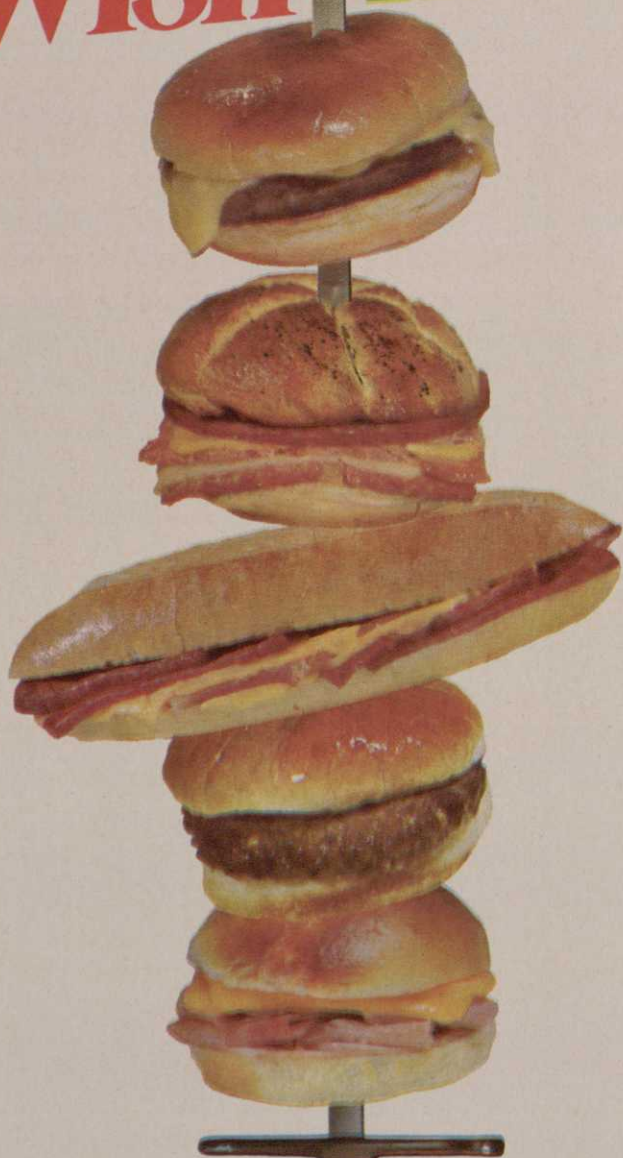








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## LETTERS TO THE EDITOR

### Spalding's statement on stainless steel shafts

Allow me to establish one point early—we believe in the stainless steel shaft. We will continue to manufacture golf clubs with this shaft, in spite of what is being rumored by our competitors.

The shaft has some very definite advantages and will play as well as or better than any shaft ever made. It can be made lighter; it is extremely strong and produces a feel that the better player finds superior not only to aluminum, but to carbon steel.

It also has some disadvantages: it is about twice as expensive as aluminum, which is once again as expensive as steel.

Because the shaft is so costly, it must always be positioned in a premium golf club. And the volume of shafts used in the top line clubs is substantially less. Therefore, the shaft manufacturers have to ask themselves how much money they want to spend to develop and produce a shaft that will always be limited to a small segment of the market. We see the stainless steel shaft as having a market position not only in 1970, but also in future years.

Included in this letter is a description of the physical testing that was done on the shaft, as submitted by James M. Long, Spalding's vice president of engineering. (Long has been primarily responsible for Spalding's development of both aluminum and stainless steel shafts.) It is also important that you know a

*continued on page 16*





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Let's face it. Unless your golf course produces substantial income during winter months, you have a part time job. With the addition of a GOLFOFORMAT wing, your golf course facilities continue to produce a healthy *profit* from GOLFOFORMAT greens fees, sale of pro shop supplies, food and beverage sales—day and night, rain or shine—12 months a year.

GOLFOFORMAT is the highest income-producing facility in which any golf course operator can invest. Evidence: At Lakeside Golf Club, Ft. Wayne, Indiana, gross revenue from the club's GOLFOFORMAT wing produces a net profit equal to or exceeding net profit from two outdoor courses.

If you'd like to convert your golf course into

a steady profit producing operation 12 months a year, the answer is GOLFOFORMAT. Only a modest cash investment is required.

Any responsible assistant can successfully manage a GOLFOFORMAT wing and net thousands of dollars a month while pro-managers bask in Florida sand traps during winter months.

Time is required to erect a GOLFOFORMAT wing. The time to investigate is *now*.

*GOLFOFORMAT is real golf, indoors, on world famous courses, made possible by computerized electronics and optics. Players hit regulation free-flying golf ball, use every club in the bag, swing with all the force and finesse that is required outdoors. You've got to see GOLFOFORMAT to believe it.*

Howel H. Hopson, President

*For complete information and financial data, write or telephone:*

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## LETTERS

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little about our field testing.

In addition to having a large number of sets out in the hands of our home professionals and some amateurs, we conducted a strictly controlled test in Tucson, Ariz., in February, 1969. We

used players such as Al Geiberger, Johnny Pott, Al Mengert and Dave Stockton to test distance, control and feel. All proved excellent.

We then went to Dallas in April to cross-check our results and conducted a similar test with players such as Bob McCallister, Shelley Mayfield and Kermit Zar-

ley. Again, the stainless shaft proved superior to steel in all areas, but was about the same as aluminum in distance. Records and charts of these tests are available and open for inspection at anytime.

There are two basic tests used to determine the physical properties for golf shafts: permanent deflection and impact strength.

The purpose of the permanent deflection test is to give assurance against shafts bending in play. Shafts are placed in a collet-like holder placed at an angle of 10°. A 15-pound weight (24 lbs. for irons) is hung 18 inches from the face of the collet. A reading is taken on the shaft before the weight is loaded on the shaft. The weight is hung on the shaft for 60 seconds. A second reading is taken after the weight is removed. The permanent set or bend in the shaft must not exceed .10 inches as noted on the dial gauge readings. Our stainless steel shafts meet this requirement.

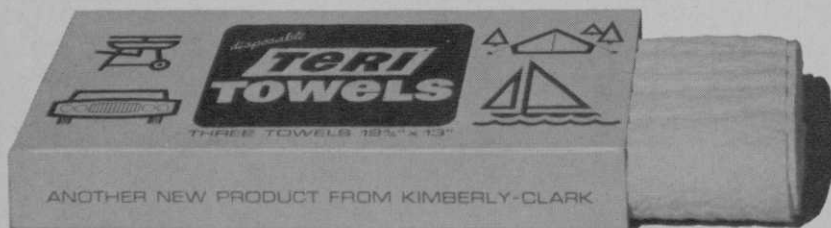
The purpose of the impact strength test is to give assurance against shafts breaking in play. The test is performed in a piece of laboratory equipment designed for impact testing known as Izod test. Golf shafts are sawed into sample pieces approximately five inches long—these specimens are placed in a vice and struck with a pendulum hammer—a reading is taken in foot pounds of the amount of energy required to break the shaft. The impact strength must not be less than 20 foot pounds. Our stainless steel shafts meet this requirement.

We have had excellent experience to date with the stainless steel shaft in production and only a minor problem in the field. In the early shipment, we had a slight variation in surface finish. We complained and actually rejected some shafts for this reason. Unfortunately, Sandvik made a serious error in their desire to correct the finish problem. Sand-

*continued on page 90*

Introductory Offer...

**FREE** (A \$50.00 retail value)  
**Disposable, vended**  
**TERI® TOWELS**  
**with each vendor purchased**



New, tough, strong and highly absorbent disposable TERI® Towels are now available in vended form. Selling 3 to a sleeve (25¢ coin slot), TERI Towels are nylon reinforced, white and lint-free.

**Golfers** will buy them to clean muddy clubs, dry golf balls, wipe their hands and face, and dry off sweaty grips. Weather tight vendor mounts easily outside starter's shack or pro shop.

### ORDER NOW AND SAVE!!!

During a limited introductory period, we are offering a FREE 200-package case of disposable TERI Towels (a \$50.00 retail value) with each vendor purchased.

The TERI Towel vendor is made of rust resistant steel and features fully hinged doors, completely dry interior, double locks and a trouble-free dispensing mechanism.

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# Standard unveils new tee console... features Cycholac® professional ball washer!

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The Professional ball washer is made of Cycholac® . . . the special plastic that's hard, tough, rigid, won't stain, dent, peel, chip, rip, rust or fade. It's cold-proof, shock-proof and crack-proof. It's the same material all NFL football teams use in their helmets. So you can see it's not an ordinary plastic. Give it the hammer test . . . and see for yourself. The Standard Professional ball washer features a Cycholac® case, lid and handle. Besides the bright, yet distinctive color, it does an excellent job of putting a sheen back on to golf balls.

See the new Standard Console and Cycholac® Professional ball washer at the Houston golf equipment show in February. See for yourself how you can put some more color and class on your golf course. Or write for FREE, colorful literature today.



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# two

# NEW



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Keep your greens and fairways vigorous and healthy. Use new "Tersan" SP and new "Tersan" LSR, non-mercurial turf fungicides, carefully formulated and rigidly tested for most effective disease control.

"Tersan" SP is recommended for the prevention and control of Pythium Blight and snow mold (typhula).

"Tersan" LSR is recommended for the prevention

and control of large brown patch and leaf spot diseases caused by Helminthosporium spp. "Tersan" LSR replaces Du Pont "Parzate" C as a more effective fungicide.

The Du Pont family of "Tersan" fungicides gives effective disease control and helps keep your course in excellent condition.



**TURF PRODUCTS**

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by Herb Graffis

## SWINGING AROUND GOLF

### Golf business education

Officials of private and public courses seldom are aware of one important development since golf became big business. That development is the planned education and identification of competent department heads. This work by the Club Managers Assn. of America, the Professional Golfers' Assn. and the Golf Course Superintendents Assn. of America recently has been marked by the managers' awarding certified club manager diplomas, the PGA bringing together its empirical educational program and the superintendents' association executive committee voting to add an education director to the GCSAA headquarters' staff.

All this makes it easier for club officials to hire the right man for the job. The blunt, costly truth is that golf officials haven't been educated in the art and science of hiring men properly qualified to run departments or to manage overall golf operations. There's been plenty of good sound business judgment, but luck is exercised far more in the selection of men for top operating jobs at golf clubs or pay-play plants.

Immense investments in real estate and resort projects, based

fundamentally on the attraction of golf, must have expert golf management. That type of money can't be managed incompetently or haphazardly.

Employers of professionals at most active top resorts awakened to the greater responsibilities and value of working pros sooner than professional golf in general did. That's why the golf director job pushed out the mere "pro" job at the more attractive, better managed resorts. Give **Fred Waring** and his then golf director, **Harry Obitz** at Shawnee-on-Delaware, Pa. (practically the birthplace of the PGA), credit for discovering and proving that a pro had to be more than just nice and old-fashioned to meet the new conditions and possibilities. Waring and Obitz both are adept at breeding profits. They showed pro golfers and golf resort operators that the way to profit is through a pro department operation that draws golfers from everywhere and keeps golfers happy and spending.

Obitz killed the old idea of a name professional associated with a resort. Name pros who got that sign-carrying gravy often weren't at the advertised places and were haughty and costly when they were there. Customers went back home and enthusiastically broadcast warnings to stay away.

The home club professional jobs were changing too. At what it costs to belong to a first-class private country club today one has to have ultra-fancy resort service and the pro has to be a super-pro with quite a service staff.

Superintendents, back when they were greenkeepers, really were pioneers in golf business education because of their association with the state agricultural stations and the United States Golf Assn. Green Section. Actually the superintendents with educational sessions and attending lectures by experts and with their short courses at state agricultural

*continued on page 22*

# No.1

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