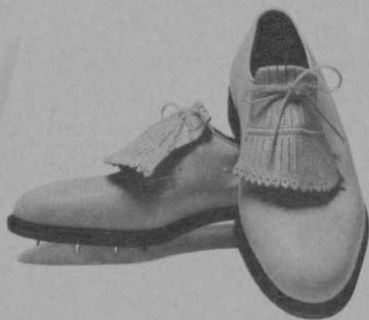




**Syl-mer treated Mulligans
are game for any weather.
Like a pro.**



Let it rain, let it pour. These Mulligans golf shoes can take all of it and still keep feet dry. Because they're made of SYL-MER® treated Eagle Ottawa leather uppers with sealed seam, waterproof construction.

And although this unique Syl-mer treatment keeps out rain, dampness, dew, slosh and mud, it lets air in. So feet can stay comfortable. And Syl-mer protected leather won't crack, curl or stiffen.

Mulligans are available in white print leather, as shown. Or in men's saddle bal styles, in olive/black. They retail at about \$27.

With all this built-in sellability, it pays to have a friend like Syl-mer brand silicones around. Weather or not.



Dow Corning Corporation,
Midland, Michigan

MULLIGAN^S by weinbrenner
Weinbrenner Shoe Corporation, Merrill, Wisconsin

See the complete line of Mulligans and Lady Mulligans at the P.G.A. Show in the Grant Robbins Co. display area.

For more information circle number 192 on card

PRINT

continued from page 60

their line in three groups: prints, plaids and multi-stripes. Each group features a golf dress (\$33-\$36), shorts (\$16-\$20), skirts (\$16-\$24), shirts (\$11-\$13) and culottes (\$18-\$25).

DiFini stylishly contributes to the spring story with floral and geometric print skirts (\$18-\$23) and coordinating Helanca tops (\$6.50). Included in the line is a patchwork print skirt (\$18), red, black or navy, shown with a solid top (\$7.50) and matching patchwork collar. Trevira knit diagonal weave trousers (\$33) are featured for the men golfers with coordinating mock turtlenecks (\$12). **Esquire** has broken all conservative barriers in active sportswear with a '70 trouser line, including hopsackings, ribbon stripes, a seersucker-look and tattersals, houndstooth checks, twills and prints (\$22.50 each).

Etonic, from the Charles A. Eaton Company, is showing an exciting array of one-half dozen different prints and patterns in their women's apparel line. The newest golf dress in 50 per cent Fortrel, 50 per cent cotton comes with a separate sash, side vents and separate solid coordinating shorts (\$26). For the men, trousers are featured with a new extension belt and big metal buckle in solids (\$30) and fine stripes (\$27.50).

Foot-Joy has a new golf shoe made of Aztran, a man-made material which breathes and conforms to the foot. An added feature is the Perma-Spike plate, which has carbide tip spikes which will not need replacing; in black/white, white, black (\$38).

Fox-Knapp is showing a new Billy Casper poplin golf jacket for spring. The jacket is of 100 per cent cotton Zelan finish with a nylon expanding mesh yoke in back which guarantees freedom of swing (\$22).

Gilison Knitwear is introducing

a multi-color men's cardigan mo-hair sweater (\$18.95) with random stripes. For women, Gilison continues their line of cardigans adding new spring colors (\$21).

Gino Paoli has a new completely washable, white sharkskin suit with a pleated skirt with multi-color grosgrain ribbon at the hem (\$22) and jacket with matching trim (\$28). For the traveling woman golfer, there are 100 per cent Fortrel polyester dresses, softly belted (\$30-\$38). For men, the latest sheer patterned shirt is shown in acetate and nylon, with pointed collar and short, cuffed sleeves (\$16).

Gregg Draddy is showing a woman's golfwear line under the label Chippers. For spring there are a variety of sleeveless dresses with attached coordinating shorts underneath in denim weave, Dacron/cotton and voiles. Pro shop buyers will like the additional detailing of attached back tee pockets and towel-rings. Hidden culotte dresses come with front button closings (\$38, each).

Haymaker sets new golf fashion trends with a His & Hers look done in matching, machine washable Dacron polyester knit slacks with quarter top and slash pockets (His, \$25; Hers, \$23), in a diamond print which gives a stripe effect. There is an A-line culotte skirt in the same fabric (\$20).

International Golf Accessories, distributors of Allen Solly shirts, continues the line of cotton lisles in mock, full turtle and pointed collar styles; sizes: small, medium, large, extra large. Spring colors are in solids and stripes (\$12.50-\$14).

Izod is showing for spring a 100 per cent Dacron Lacoste four button placket shirt in yellow, oat, celeste blue and navy (\$17.50) and for summer, flat terry cloth, pointed collar golf shirts in blue, green, yellow, red, navy and white (\$10). Coordinating with the tops are doubleknit Dacron trousers in solids (\$32.50), small checks, window pane checks, seersucker-look

and stripes (\$35 each). The newest look in golf slacks comes in a variety of floral prints (\$26).

Lee Trevino Sportswear has solid and plaid slacks for spring with straight on seam or western pocket styling (\$12) as well as a full range of continental walk shorts with extension waistbands (\$8). Coordinating Dacron polyester, cotton knit sweaters (\$5-\$7).

Leonardo Strassi has a wide selection of cardigans (\$17) in 20 colors. There is also a new 100 per cent acrylic wash and dry cardigan (\$22.50) in multi-color prints, full fashion features, available in natural, light gold, shrimp, blue and green. The latest Pro-Am golf shirt (\$8-\$9) has an extra long tail with slits that remain tucked in golf trousers.

Munsingwear has broken the traditional placket collar golf shirt look with a tab ring, zipper front shirt with contrasting piping (\$8). Stays have been added to the latest long pointed collar, permanent press shirts (\$8).

Parker Of Vienna is continuing the basic alpaca cardigan, but this spring will offer 144 different colors in the line, with sizes running from 38 through 50 (\$50). New are the fancy alpacas (\$70-\$80) and the 100 per cent wool cardigans (\$50-\$60).

Stahl-Urban is showing a 'Tee-Jac' Dacron/cotton jacket (\$13) for spring with a left inside score card pocket which can easily double for a tee holder. The jacket has a full one-piece sleeve, vented back action and a knit insert cuff.

Tailor's Bench's Arnold Palmer line has a linen weave trouser with a contrasting ribbon belt (\$16) for spring '70. The same slack is available in extra large sizes 44 to 60 (\$20). Polyester knit trousers with side tabs and slash pockets with saddle stitching in solids (\$20), stripes (\$22.50).

Thompson Trousers offers the traveling golfer a textured, Da-

continued on page 128

Profit from a pro.

Leonardo Strassi takes a professional approach to the game. Designs golf knits that look great and perform perfectly, on and off the course. And every shirt has the Leonardo Strassi label that customers recognize, thanks to a strong national advertising program in leading magazines, newspapers and on TV and radio.

To make your life a lot easier, each and every shirt is pre-ticketed. And has a built-in extra-long markup for more profit. There's an in-stock program with special order processing and shipping facilities for immediate delivery. In other words, you're never out of a size or a color.

To find out how Leonardo Strassi "Pro-Am"® Golf Knits can improve your profit score, write or call the Grant Robbins sales representative nearest you. Or contact us directly and we'll send a man your way.

Shown: Striped "Pro-Am"® Trophy golf knit.



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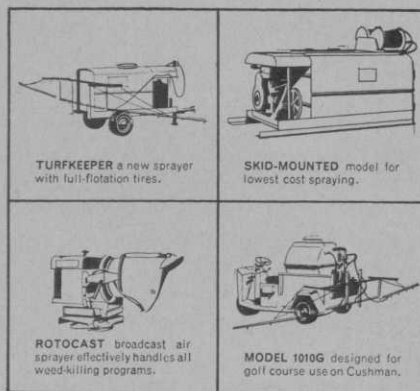
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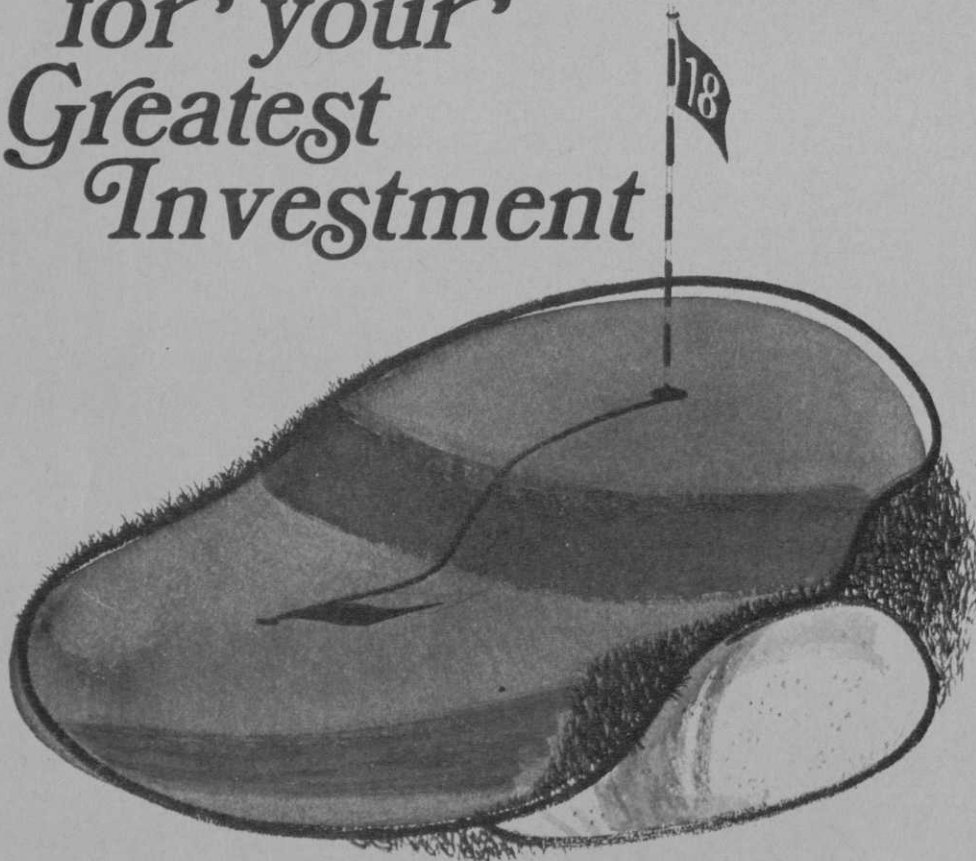
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The 1971 Club

Managers Assn. of

America conference, held at the Fairmont Hotel will be hosted by the San Francisco and Northern California chapters. Past president of CMAA, John Bennett of the San Francisco Commercial Club, is the general chairman, and he is being aided by most of the members of the chapter and their wives.

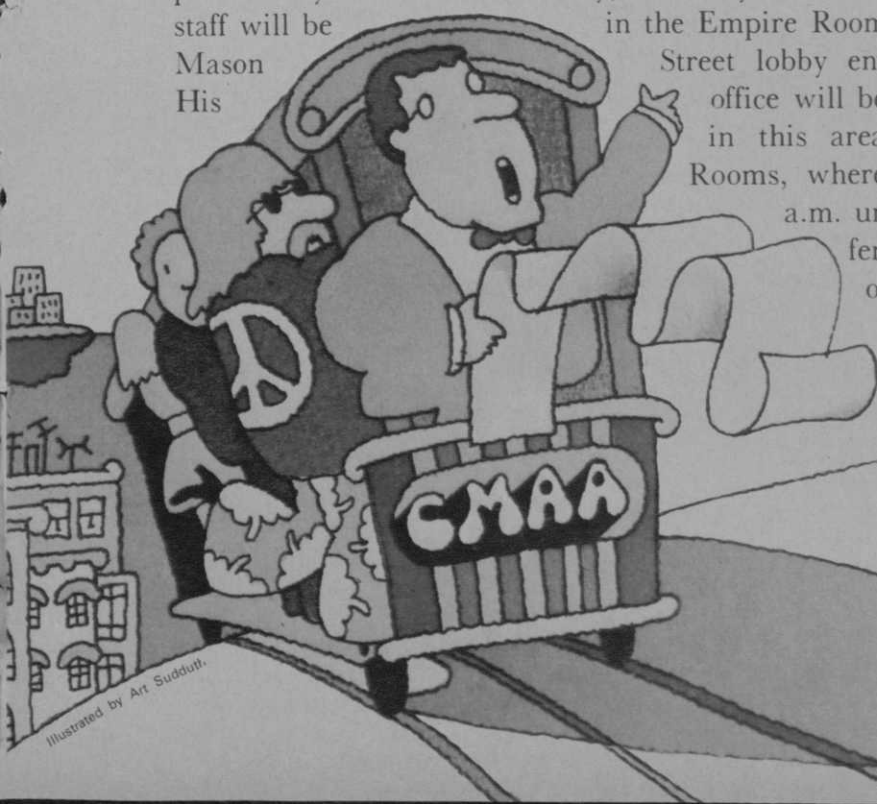
The conference is officially scheduled to begin on Wednesday, February 4th, but that is really when it gets down to business. For many of the attendees, it will begin with a trip to Las Vegas, which is being sponsored by the Greater Chicago Chapter and is scheduled to leave January 30th from Chicago and Detroit.

Others will be vacationing in California and San Francisco, and it is conceivable that some may have arrived on the West Coast as early as mid-January. It is quite possible that some will go via Los Angeles to revisit the conference site of 1967.

If I may make a suggestion, everyone who is coming to the conference should plan to spend a few days before, or a few days after, touring the Bay Area. Because sightseeing is a normal part of attending any conference, and San Francisco is a particularly fascinating city, I suggest that you do a bit of traveling on your own while there. Men should bring fall suits, a light combination top coat-rain coat, bermuda shorts, a pair of comfortable shoes, some soft slacks, a sweater, a light jacket and golf clubs. Plan to do some walking in the various areas of Fisherman's Wharf, Chinatown, Twin Peaks and Golden Gate Park. Women should bring a minimum of things, and then plan to use some of the great shopping facilities that exist in this area. Also, bring comfortable shoes and some comfortable clothes in which to enjoy your stroll.

Here is a rundown of the program that will take place. The conference will begin preliminary activities on Sunday, February 1st. Executive director, Ed Lyon and his staff will be in the Empire Room, which is just to the left of the Street lobby entrance at the Fairmont Hotel. His office will be "open 24 hours" a day. Also, in this area are the Garden and Green Rooms, where coffee will be served from 8 a.m. until 5 p.m. every day of the conference. Registration will be going on in the lobby from noon until 6 p.m., and CMAA's board of directors will be

continued



Illustrated by Art Sudduth.



continued

holding their meeting from 9 a.m. until 6 p.m. in the French Room.

Incidentally, Sunday can be the ideal day to rent a car or take a walking trip of the city during the daylight hours. The evening can be the beginning of some epicurean exploration of the famed and varied restaurants of the city.

Monday, February 2d, will have virtually the same activities as Sunday, except that registration will begin at 8 a.m. in the lobby and continue until 6 p.m.

Tuesday, February 3d, will be an active day, even though the conference does not begin until Wednesday. Again, registration will be going on in the lobby for the entire day. From 8 a.m. until 5 p.m. in the 20th Century, State, Frontier, Far East and California Rooms, there will be a continuous showing of audio visual films and a display of CMAA sales materials. Here one can view interesting films, slides and audio visual presentations concerning areas of club management interests. In this area, too, will be the annual Idea Fair.

At noon and continuing until about 2 p.m., the Past Presidents Luncheon will be held in the Florentine Room. After they have left, the nominating committee meeting will be held in the same room from 4 to 5:30 p.m. At 2 p.m. the chapter officers will assemble in the Hunt Room for their meeting and the certification committee has been invited to meet in Ed Lyon's suite from 4 until 5:30 p.m.

Wednesday, February 4th, is opening day. Here is a rundown of the day's activities. The national office, the coffee and hospitality area and registration will begin at 8 a.m. At 9 o'clock in the Grand Ball Room, the opening session will begin, at which the keynote speaker will be Dr. John R.

Searle, who will bring to us some of the issues of our times as he talks on "Confrontation and Confusion on the American Campus." Following the opening session a reception will be held in the Terrace and Vanderbilt Rooms from 11:30 until 12:30 and then members and wives return to the Grand Ball Room for the opening luncheon.

After luncheon the men return to the Terrace and Vanderbilt Rooms for the annual legal clinic and meeting.

On Thursday, February 5th, the seminars begin. Here is a look at the line up: "Correct Wine Service for Private Clubs"; "Manpower—Where to Find It and How to Keep It"; "Narcotics Abuse and How It Affects Our Society"; "Your Image Through Housekeeping"; "Insurance Problems Most Commonly Overlooked by Clubs"; and "Teenagers in Private Clubs."

During the 11:30 a.m. to 2 p.m. period the seminars will recess for a reception in the Grand Ball Room followed by luncheon. At the luncheon, Ray Montsalvatge will speak and the title of his talk is "Uncork Your Hidden Talents." After luncheon the seminars will continue.

At 6 p.m. there will be a reception in the Terrace and Vanderbilt Rooms, followed by a dinner party at 7 p.m. in the Grand Ball Room.

Friday, February 6th, is special Problems Round Tables Day in the various rooms of the mezzanine level. The town club managers will go to this area in the morning, while the country club managers are gathering Instantaneous Ideas at the Selectravote session in the Golf Room. After an 11:30 a.m. reception followed by luncheon in the Grand Ball Room, the order will reverse.

Friday evening is open.

Saturday, February 7th, begins with the opening of the CMAA office and the coffee room at 8 a.m. At 9 a.m. in the Venetian

Room the attending members of CMAA will assemble for the closing session, which includes the annual meeting and election of officers. Awards will be given to the worthy recipients, committees will report on their activities during the conference and new names will come onto CMAA's board of directors.

After the meeting closes, there will be another reception and luncheon from 11:30 until 2 p.m. in the Grand Ball Room.

At 7 p.m. in the Terrace and Vanderbilt Rooms, the final reception will be held followed by the annual formal dinner and dance.

Sunday morning, February 8th, is the last day of the conference. The national office remains open until noon and a buffet breakfast is served for all from 7:30 a.m. until 11 a.m. as a final farewell. Up in the Green Room, the board of directors will go back to work, with their new members. That evening, they will be joined by their wives for a dinner.

The CMAA conference combines many things: education, social affairs, business meetings and entertainment. It is also a week in which a manager has the opportunity to gain ideas, education and inspiration to help him in his work, but it also engenders in him the desire and knowledge to do a better job.

There should be little time spent by any club in deciding whether or not to send its manager, superintendent or professional to an educational conference. There should be less consideration given to the financial aspects and absence from the facilities for these persons. With the rapidly changing areas of technology, legal aspects, employee training and labor saving methods, and the need for innovation, efficiency and promotional activities, what club can afford not to send their top personnel to these gateways to ideas?

—Jerry Marlatt

NEW

LOW CUT MOWER WITH (10 BLADE) HIGH SPEED REEL

*Putting Green
Beauty on Aprons
and Tees!*

Faster, efficient mowing of tees and aprons.



RAISED FOR TRANSPORT

Equipped with built-in hydraulic system for faster transport between areas to be mowed. Can be used with most utility vehicles.

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The Roseman Hydraulic Transport Lo-Cut Mower is designed for fast, efficient mowing of golf course tees and aprons. The 26" cutting swath of each unit gives greater flexibility. Eliminates scalping on mounds and a smoother more uniform cut is obtained. The mowers have 10 blade, high-speed reels for mowing the new strains of Bents and Bermudas that require low cutting heights. A low cutting height of $\frac{3}{8}$ inch with a $\frac{1}{2}$ inch frequency of cut is featured. The hitch design permits unlimited mower unit flexibility.

The mobility, increased mowing capacity, the speed of operation plus the ability to replace slow, labor-consuming walk and ride type mowers make Roseman mowers a necessity if costs are to be reduced.

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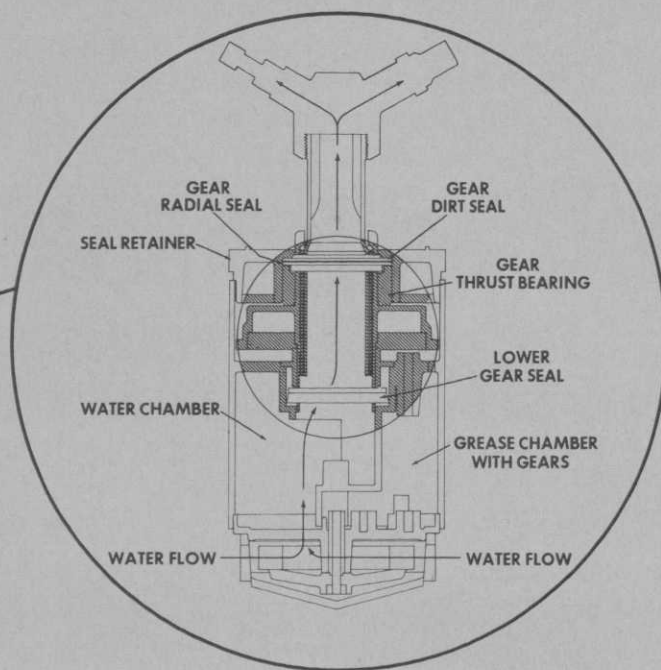
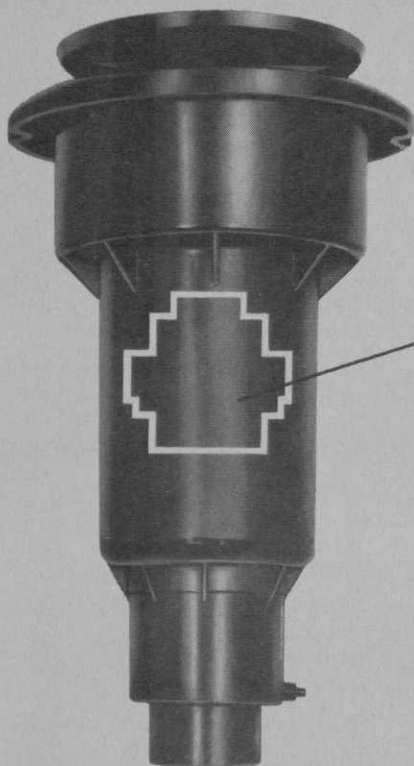
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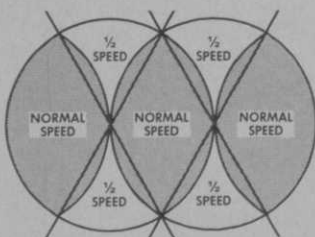


Fig. 1 Large Turf Areas
Golf Course Fairway

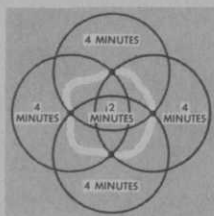


Fig. 2 Golf Green

Fig. 1 Single row (in-line) two speed sprinklers eliminates puddles and run-off in overlapping patterns, reduces water costs and smooths out precipitation.

Fig. 2 Another TORO exclusive—two-speed 180° pattern for pop-up sprinklers around golf green, double row fairway football field, park grounds. Nozzle rotates at normal speed on the over-lapped areas, slows down when watering bunkers or non-over-lapped areas.

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Washington Cuts Back FHA Loans

A tight fiscal policy, designed to curb inflation, is the reason cited by the Government.

Construction of new golf courses will be dampened

By WILLIAM LOOMIS

WASHINGTON, D.C.—Construction of golf courses in small cities and rural areas received a blow at the start of November. The Federal Government announced that a cutback in spending by the Nixon Administration has forced the Agriculture Department to suspend indefinitely its loan program for golf courses and other recreational facilities.

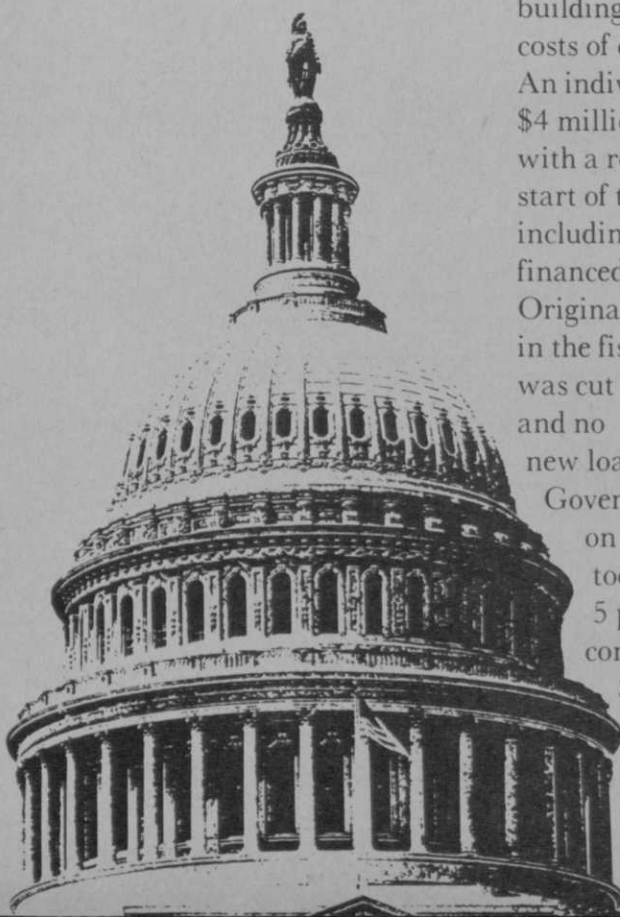
These are the loans made to individual farmers and landowners regularly engaged in farming by the Farmers Home Administration, Agriculture Department, to convert all or portions of their farms for such things as golf courses. The loans have been made since 1962 to buy and develop land and water resources, build and repair buildings and pay other real estate and operating costs of converting the farmland.

An individual or group could borrow up to \$4 million. The interest rate on the loans is 5 per cent with a repayment period up to 40 years. Since the start of the program, seven years ago, almost 800 projects including a goodly number of golf courses have been financed by the program at a cost of \$102 million. Originally, the \$30 million was budgeted for these loans in the fiscal year ending last June 30. But the level was cut to \$18.3 million. This scaling down is continuing and no new loans will be made.

Government officials concede the cutbacks will be tough on new golf course development. It is impossible in today's tight money market to get a loan anywhere near 5 per cent interest, especially for recreational and constructional purposes.

Still there are no signs the Government will reverse

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Cooper Champion

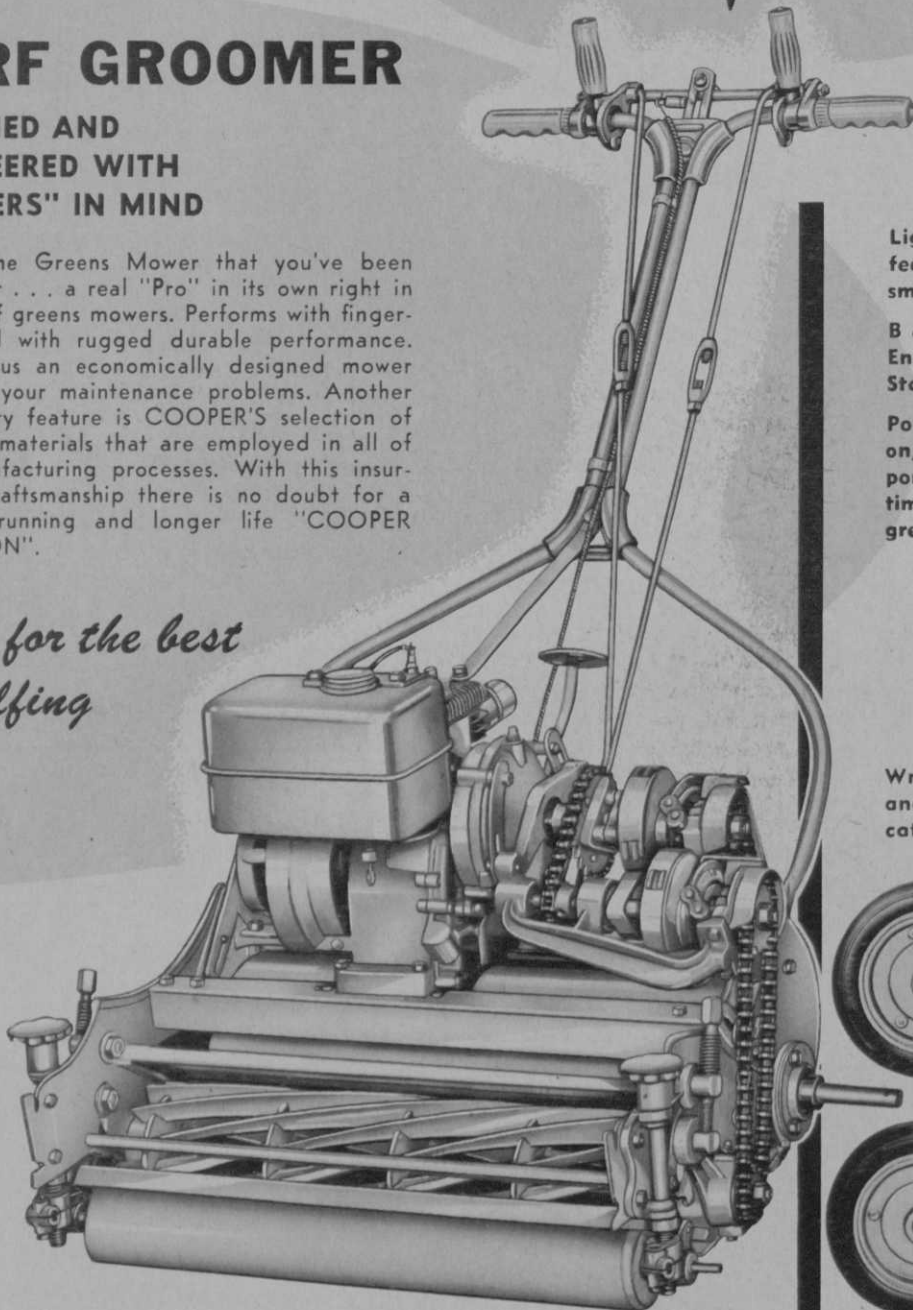
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Here is the Greens Mower that you've been waiting for . . . a real "Pro" in its own right in the field of greens mowers. Performs with fingertip control with rugged durable performance. All this plus an economically designed mower to reduce your maintenance problems. Another high quality feature is COOPER'S selection of top-grade materials that are employed in all of their manufacturing processes. With this insurance of craftsmanship there is no doubt for a smoother running and longer life "COOPER CHAMPION".

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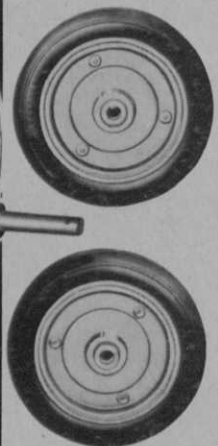


Lightweight with perfect balance for smoother cutting.

B & S 3.00 HP 4-cycle Engine with Recoil Starters.

Power driven, quick-on, quick-off transport wheels — saves time from green to green.

Write for literature and detailed specifications.



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