

The new TROPHY...

all the basic Cushman features, plus 4 wheels, at a new low cost.

The new Trophy is loaded with the Cushman-engineering that has made the brand the most successful in golf, with more Cushman cars in use than any other kind. Strong, silent electric power that provides plenty of muscle plus power reserve enough to give you a full day of golf. A prime-coated tennite steel body resists rust and is sturdy enough to give excellent service and maintain its good looks years after other cars have expired.

The Trophy. It has four wheels for greater stability. Automotive type steering for easy handling. Individual bucket seats for comfort. Automatic line-compensating charger. The famous Cushman automatic seat brake for safety—so the car can't move until the driver is seated.

There's even the totally enclosed, dust-free Cushman sliding contact switch, famous for smooth take-offs and stops. Plus storage space *behind* the seats for sweaters and other accessories. And a golf ball compartment with adjacent insulated drink can holders just for the luxury of it.

All these things are *standard equipment* with one more big extra available only from Cushman . . . a price tag so low it'll make your smile spread from ear to ear.

See the Trophy. Drive the Trophy. Specify the Trophy. Now. At your nearby Cushman Distributor.

CUSHMAN MOTORS

Lincoln, Nebraska

A Division of Outboard Marine Corporation

For more information circle number 237 on card



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Send in this coupon. We'll have the nearest Cushman Distributor drop off a TROPHY for you to try out on your own course. Free.

Name _____

Title _____

Club _____

Address _____

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The tournament's tomorrow and Harry's forecasting a cloudburst.

Harry is the club's groundskeeper and a fine weather forecaster, too. Right now, there aren't enough clouds in the sky to keep the sun out of his eyes. Yet Harry is calling for rain.

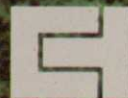
Because Harry's also the club's rainmaker.

And by pushing the go button on a Certain-teed irrigation system, Harry can order up just the right soak needed to make the ground sparkling and ready for the next day's play.

If you're charged with keeping a brown-out out of the greens, Certain-teed can make everything pushbutton simple for you with a PVC-A/C irrigation system. "PVC" and "A/C" stand for polyvinylchloride plastic pipe and asbestos-cement pipe. Each does its own thing best: PVC for small, A/C for large pipe diameters. Both are tough, rust- and corrosion-proof, and easy to install. You get FLUID-TITE® or deep-socket solvent-weld joints that speed connecting and never leak.

Whatever's best for your greens, you can get it all from one source—Certain-teed. Which means coordinated deliveries, good service, and everything working together. Ask your contractor to put Certain-teed into your irrigation plan specs. You'll never have another game cancelled for lack of rain.

For more information circle number 170 on card



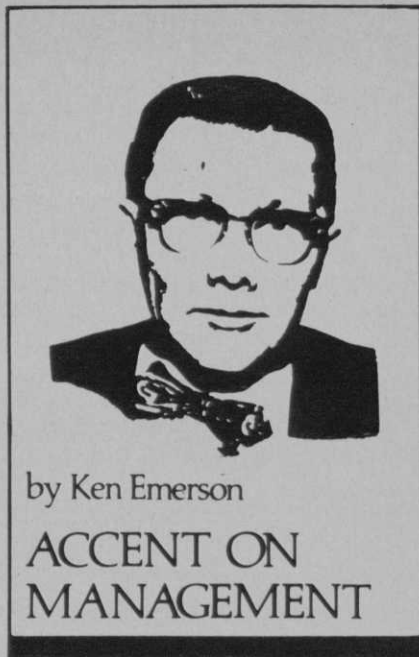
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Valley Forge, Pa. 19481

The Reliable Rain Makers



by Ken Emerson

ACCENT ON MANAGEMENT

Club problems are everybody's concern

The recent proliferation of critical articles and essays concerning private golf clubs has had at least one positive result. It has aroused the concern of the individual private club member.

Commencing with the appearance of the greenbelt articles in both GOLF and GOLFDOM Magazines, the first to call attention to the pyramiding problems of golf clubs, it has become evident that club members are willing to pursue solutions to their problems once aware of what they are.

From the volume of mail received by the National Club Assn., it is apparent that most club members are eager to become involved in supporting their clubs during their difficulties. In only a very few instances have individual members insisted that all the articles were wrong; that everything was still fine within the golfing industry.

Indeed, some of the points made in one or two of the stories appearing in some national publications may have been overdrawn, but these are areas of very real concern. Because of the desire for information and because of the immediacy of the problem, NCA has developed a series of special information seminars designed for the club officer, treasurer and manager. NCA is making the seminars available to concerned people within the private club industry.

Three of these seminars have already taken place in Los Angeles,

Dallas and New Orleans. Three more are still to come: June 6 to 8, Seattle, Wash.; June 9 to 11, Lake Geneva, Wis., and June 13 to 15, Washington, D.C.

The programs include in-depth discussions of the Tax Reform Act of 1969, the tax on unrelated business, using the skills of a club's professional staff, developing club financial programs, property taxes and green belt legislation and accounting problems under the new tax law.

Participants include Jack P. Janetatos, general counsel for NCA; Arthur Iredell, senior partner in the law firm of Harris, Kerr, Forster; Cyril F. Brickfield, president, NCA; Ben Chlevin, executive director, and Richard C. Blake, president, Golf Course Superintendents Assn. of America; Warren Orlick, president, and Robert F. Creasey, executive director, Professional Golfers' Assn., and David Ripper, president, and Edward Lyon, executive director, Club Manager Assn. of America.

Interested club executives, who wish to participate, may contact NCA's Washington office at 1522 K Street N.W., Washington, D.C. 20005.

Other groups are also exploring the club problem: the Practicing Law Institute recently held a four-day seminar in New York City; the International Assn. of Golf Administrators reviewed the issues at their fourth annual meeting in Palm Beach Gardens, Fla., and individual local chapters of club managers have invited club officers to attend meetings to hear speakers from the national association.

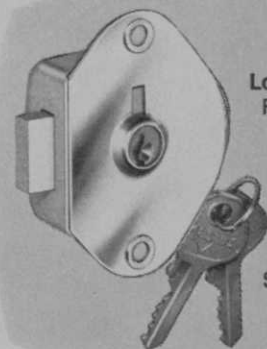
Although a few voices continue to predict total doom for the club industry and a few more insist that no problems exist, it is encouraging to note that the majority are participating in seeking positive solutions. □

Toro expands Moist O'Matic plant

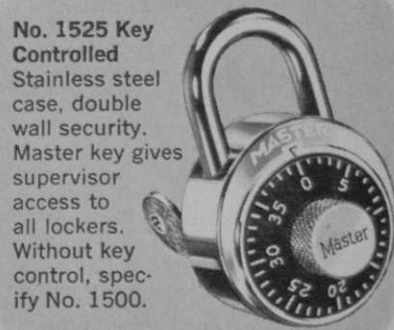
Toro Mfg. Corp. has completed a 17,700-square-foot addition to their Moist O'Matic underground sprinkler facilities in Riverside, Calif. The \$250,000 expansion will increase facilities for the irrigation line. According to Edwin Hunter, vice president and general manager of Toro's Riverside operation, "Since Toro took over Moist O'Matic in 1962, we have had an increase in sales of 20 to 30 percent a year. This growth record has made the expansion . . . necessary."

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the one **CUSHMAN**
versatile, high-quality vehicle
for efficient
grounds maintenance



Slide-away-ramp for loading mowers is an accessory. Stows beneath bed. Optional fold-away rear seat allows the Big Box to carry three passengers in addition to mowers or other equipment.

The Cushman Turf-Truckster is a hefty vehicle designed especially for turf applications. Available with three or four wheels and in your choice of standard Pickup Body or Big Box.

An air-cooled, 18-hp, 4-cycle engine enables the Turf-Truckster to take the steepest hills in stride. And tow three-gang mowers with ease. It has a top speed of 22 mph, and a payload capacity of 1,000 pounds. Equipped with big traction tread 8.50 x 8, 4-ply rating Terra Tires, the Turf-Truckster can go anywhere on a golf course or park without damaging the turf. Even in damp weather.

Two different box sizes are available; the Pickup Body is 46" x 34⁷/₈", and the Big Box measures 57" x 53".

Cushman Turf-Truckster becomes a self-propelled sprayer.



Fairway Sprayer on the Pickup Model Turf-Truckster sprays a 30-foot wide swath. Boomless nozzle, handgun assembly and 50 feet of hose are standard.



Complete Greens Sprayer shown mounted on Big Box model. Six-speed dual-range transmission and variable speed fast-acting governor assure uniform ground speed over varying terrain.

TURF-TRUCKSTER

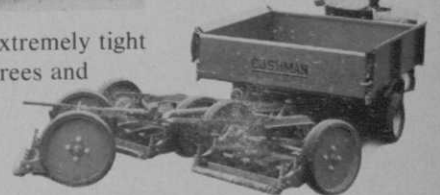


Handgun is standard equipment with Fairway Sprayer. Optional equipment with Greens Sprayer. Can be adjusted for direct stream reaching 45 feet high. Ideal for spraying ornamental trees and inaccessible areas. Excellent for mosquito control.



Big Box Model dumps manually. Meters out the material at correct flow. Swinging tailgate is operable from driver's seat.

You can mow in extremely tight situations around trees and shrubs with the Turf-Truckster.



CUSHMAN MOTORS

1019 N. 21st Street, Lincoln, Nebraska 68501
A Division of Outboard Marine Corporation

See your Cushman Dealer today for a demonstration.
Mail the coupon below for full information
on the Cushman Turf-Truckster.

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Yes, I'd like to know more about the Cushman Turf-Truckster.

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Title _____

Company _____

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Warren's® A-20 Bluegrass



THE FINEST GOLF GRASS FOR TEES FOR FAIRWAYS FOR APPROACHES

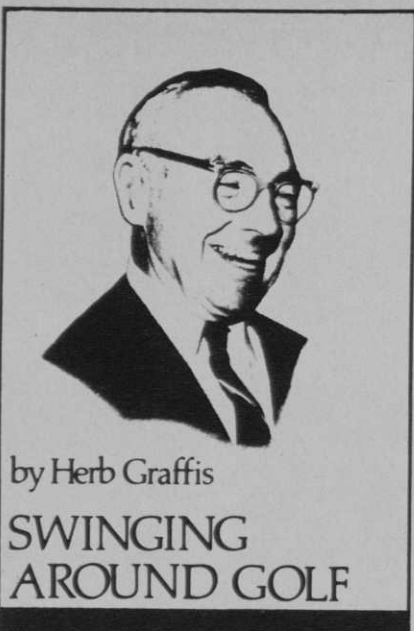
- Heals more rapidly from divot injury.
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as sod or plugs



For more information circle number 143 on card



Unsung, unpaid working executives

Few people recognize the value of the working executives of golf business associations. The Professional Golfers' Assn. would have had its growth stunted and have been in trouble, including more than a half million dollar annual maintenance expense on the PGA National course and offices, if **Tom Crane**, when executive secretary of the PGA hadn't warned, "Stop, look, listen and duck" on legal matters involved when the PGA moved from Dunedin. Tom steered the PGA safely through many of its growing pains. Now **Bob Creasey** as executive director and **Lloyd Lambert** as executive secretary handle the PGA's wide and complex affairs.

The Golf Course Superintendents Assn. of America, growing greatly in its fundamental value to golf, is struggling with training and occupational problems of course superintendents and their importance in the national ecological situation. It is an association operating far beyond the time of its elected officials, even if they happen to be management experts. With **Ben Chlevin** as executive director, the superintendents have their organization with around 3,500 members working progressively and smoothly.

Club Managers Assn. of America with its active nationwide program of educational and other member and club services has **Edward Lyon** as its executive director. CMAA officials, too, are unpaid for their association work and generally have

jobs at country and city clubs that require close and competent attention. Lyon, a former club manager, shows great talent in running the CMAA association efficiently for its members.

What makes the jobs of Creasey, Chlevin and Lyon delicate and demanding past the degree of administrative jobs generally is association politics. There's often political and other differences of opinion in golf business association affairs to distract the attention of the paid executive from more important matters.

The United States Golf Assn. in promoting **P.J. Boatwright Jr.** to executive director and **Frank Hannigan** to assistant director when the Tournament Players Division of the PGA hired **Joe Dey**, was smart and lucky. The USGA, as so many amateur sports bodies do with the years, needed freshening and adjustment to golf's changing picture. One USGA executive committee several years ago estimated that it cost him \$20,000 a year to serve the USGA and golf.

Boatwright and Hannigan, backstopping Dey, got great basic training and were excellently qualified to quietly and diplomatically effect updating, even more than the USGA family understood.

Dey with valuable performance for the USGA was getting near the retirement state. His hiring to restore the "face" tournament players lost in the PGA civil war was lucky for the journeymen, who were swiftly falling in profit potential and personality rating with the public, sponsors and TV time buyers. Dey's pay and other costs of the divorce and separate maintenance increased the division's operating costs nearly four times over operation as a PGA entity, without multiplying tournament purses by four. But what Dey as TPD commissioner and **Joe Schwendeman**, the Philadelphia newspaperman who went with Joe as top sergeant and public relations man, have done to halt tournament players' slump in golfers' esteem is beginning to be appreciated.

Marshall Dann, executive secretary of the Western Golf Assn., is the least publicized and certainly one of the most valuable men who are on the job effectively all the time for the WGA elected, unpaid officials. Dann, formerly a Detroit sports

(Continued on page 21)



REAL PRO

A real pro can really be counted on in a pinch.

That's why we call this Ford 3500 tractor-loader-backhoe a real pro. Course officials at the PGA National Golf Club in Florida called on their Ford 3500 recently when they had to meet a critical deadline for the 1971 PGA National Championship! The versatile Ford 3500 came through by transplanting 400 trees and placing hundreds of feet of

irrigation line. Plus they got top performance from the 3500 TLB lifting, loading and distributing top dressing to cover 54 greens!

You can count on Ford equipment the way the PGA counts on all 28 pieces of theirs, ranging from a 14 hp Ford lawn and garden tractor all the way up to a 57 hp Ford 4500 tractor-loader-backhoe. Specify Ford and you'll always "make the cut."

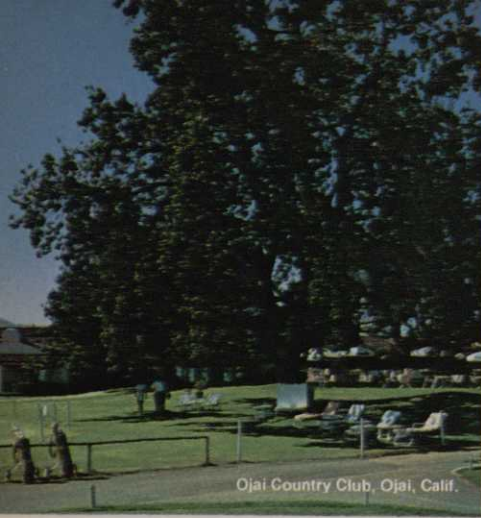
Your Ford industrial tractor and equipment dealer is listed in the Yellow Pages under "Tractors" or "Construction-Equipment." Contact him for information on how to buy/lease/rent.

NUMBER ONE ON WHEELS

FORD TRACTOR



For more information circle number 216 on card



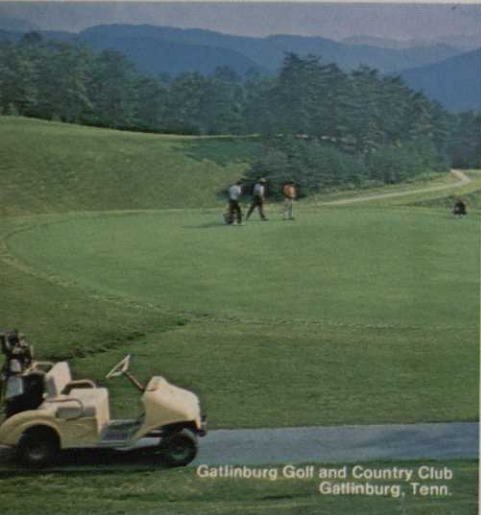
Ojai Country Club, Ojai, Calif.



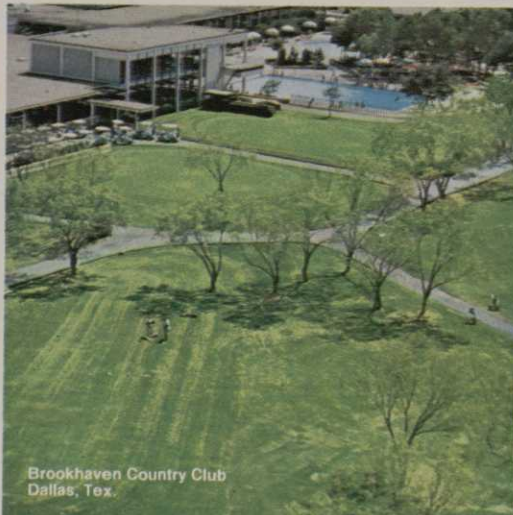
Hound Ears Golf and Country Club
Blowing Rock, N. C.



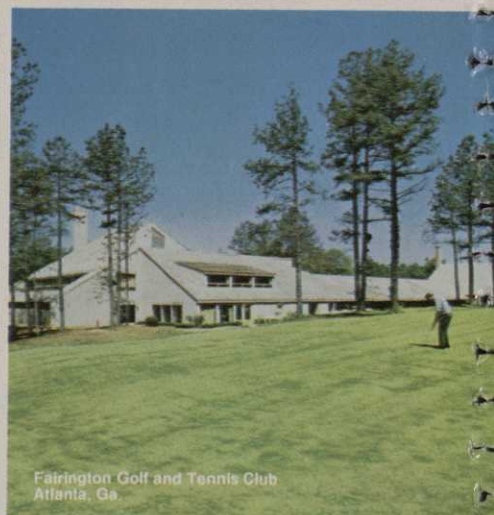
Bedford Springs Hotel
Bedford Springs, Pa.



Gatlinburg Golf and Country Club
Gatlinburg, Tenn.



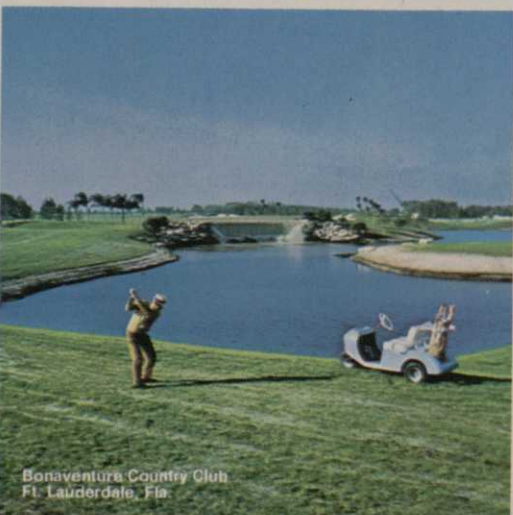
Brookhaven Country Club
Dallas, Tex.



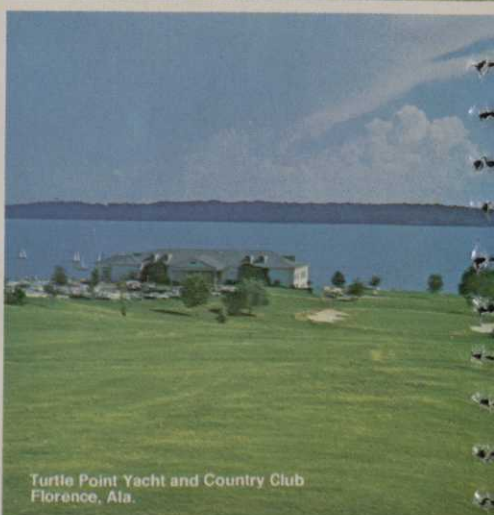
Fairington Golf and Tennis Club
Atlanta, Ga.



Pinehurst Golf and Country Club
Pinehurst, N. C.



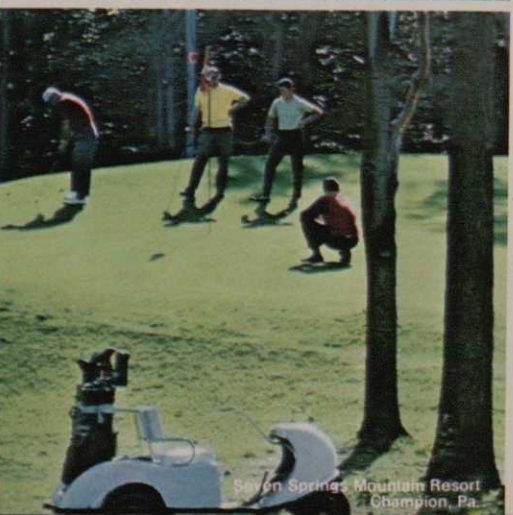
Bonaventura Country Club
Ft. Lauderdale, Fla.



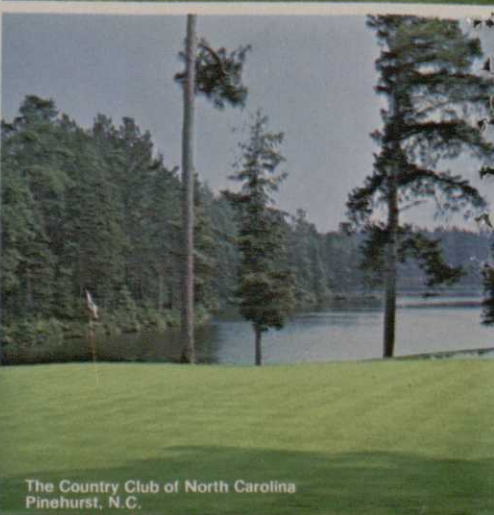
Turtle Point Yacht and Country Club
Florence, Ala.



French Lick Sheraton
French Lick, Ind.



Seven Springs Mountain Resort
Champion, Pa.



The Country Club of North Carolina
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not only tell you the most convenient place to see our cars. He'll send you a brochure with all our models and specifications. And settle, once and for all, one of the age old problems of golf: how to improve your drive.



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economical to own and operate. And why they're so widely accepted for industrial uses. Choose from six body styles, cabs and other options to match your jobs. Choose gasoline power with simple, reliable automatic transmission plus instant ignition starting that ends wasteful idling. Get a demonstration

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