

# For the 12 days of Christmas

Once again you can delight your customers with an exclusive gift idea—12 Money Balls in a beautiful gift box. And help them improve someone's game in the bargain.

They'll like giving Titleist golf balls—#1 on tour, #1 in winnings, #1 in pro shop sales. Particularly when we personalize each ball with an individual or

corporate name at no extra charge. As always, you'll receive full credit for all orders sent directly to us, listing your name and the name of your club. Because Acushnet sells only thru golf course pro shops all year long—not just during the 12 days of Christmas.

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# SAVE \$60,000.00 in four years

(On Batteries Alone)

The CAROCHE 4-wheel electric is much lighter than any competitive electric golf car on the market, including 3-wheelers. Period.

How many dollars are added to the initial price of a heavier golf car for purchase of replacement batteries? By using an ammeter and voltmeter, we can prove *CAROCHE can turn an 88-minute battery into a 176-minute battery*, and that heavier golf cars draw so much electric current they can reduce an 88-minute battery to a 44-minute battery.

Batteries in some heavier golf cars will have first failures after five months' service, with average failures after eight months. *CAROCHE* experiences first failures after fifteen months' service, with average failures after 24 months.

Your average investment in batteries for one golf car is \$150.00—or \$15,000.00 for a fleet of 100 cars. After use of

the original batteries in heavier cars, you will buy five replacement sets through 48 months. The *CAROCHE* should get 24 months' service from the first set, with only one replacement set needed through 48 months.

Five replacement sets in the heavier cars will cost you \$75,000.00, compared with the one replacement set for *CAROCHE* at \$15,000.00. This \$60,000.00 savings on 100

golf cars (or \$600.00 per car) over a four-year period can make the initial price tag on the heavier golf car look *very* expensive and make considerable difference in your net profit price.

Add this \$60,000.00 savings on batteries alone to the safety and stability of *CAROCHE*, plus the new ride and steering afforded by the "1971-A's" modified A-frame suspension system, and you'll understand why it is known as the "profit machine". Call or write us for a demonstration.



We'd like a *CAROCHE* Demonstration.

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Johns-Manville  
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*proudly presents*  
*a totally new concept in*  
*Golf Course Irrigation*

***Binar***<sup>®</sup>

BINAR IS A CENTRALLY LOCATED AUTOMATIC IRRIGATION SYSTEM SPECIFICALLY DESIGNED TO MEET THE MOST DEMANDING WATERING REQUIREMENTS OF ANY GOLF COURSE. WITH ITS UNIQUE 2-WIRE CONCEPT, BINAR ELIMINATES THE MAZE OF WIRES (UP TO 30 MILES) USUALLY ASSOCIATED WITH AUTOMATIC SYSTEMS. AND, BINAR EVEN ELIMINATES FIELD SATELLITE CONTROLLERS. ALL SOLID STATE PROGRAMMERS ARE ENCLOSED IN THE SUPERINTENDENT'S OFFICE WHERE THEY BELONG . . . OUT OF THE WEATHER AND AWAY FROM THE TEMPTATION OF VANDALS . . . . ALTHOUGH THE MOST ADVANCED SYSTEM IN THE INDUSTRY, BINAR IS AMAZINGLY SIMPLE IN DESIGN AND EASY TO OPERATE. THE ENTIRE SYSTEM IS "PUSH BUTTON" CONTROLLED AND ECONOMY OF INSTALLATION AND MAINTENANCE IS REDUCED TO A NEW LOW.

# **Binar** GIVES UNHEARD-OF FLEXIBILITY

Call on any one of four individual watering programs built into every BINAR programmer. Change all timing with one switch, repeat valve operation during a single watering cycle, change valve sequence any time, reprogram the entire system (in about 10 minutes) from one location, use a portable field control unit for those touch-up jobs – and on and on and on!!

**BINAR Central Programmer Model CP-2.** A 2 wire solid state central programmer designed specifically to meet the irrigation needs of the most demanding turf specialist.

**Station-Valve Assignments.** After programming the "Patch board" the programmer automatically operates every valve in its assigned station sequence. It's as easy as 1-2-3.

**Johns-Manville Irrigation Corporation.** Backed by over 100 years of Johns-Manville experience, the producers of Ring-Tite Transite and PVC Pipes. Another J-M Irrigation first.

**Program A:** A 40 station program with timing that can be varied between 2½ to 60 minutes.

**Greens and Tees:** Push one button to program the watering for Greens and/or Tees only.

**Assignment:** A further refinement to permit watering of Greens and/or Tees during any one of four selective periods throughout the normal watering cycle.

**Syringe:** Dew wash - Frost wash Greens and/or Tees only. OR, syringe the entire course. Variable timing from 2½ to 10 minutes.

**Station:** The number of the station in operation lights up for quick identification of what's happening where.

**Starting Clock:** A 24 hour, -15 minute interval starting clock.

**Program Selector Clock:** A 14 day clock to operate Programs A and/or B in any combination to meet your watering needs.

**Program B:** A second 40 station program for supplemental or other special watering needs.

**Time Multiplier:** Reduce by 50% or double the amount of water desired with one switch. Eliminates resetting multiple field station timers.

**Manual:** Manually water any station on Programs A or B.

**Auto:** Switch position for automatic (clock) starting.

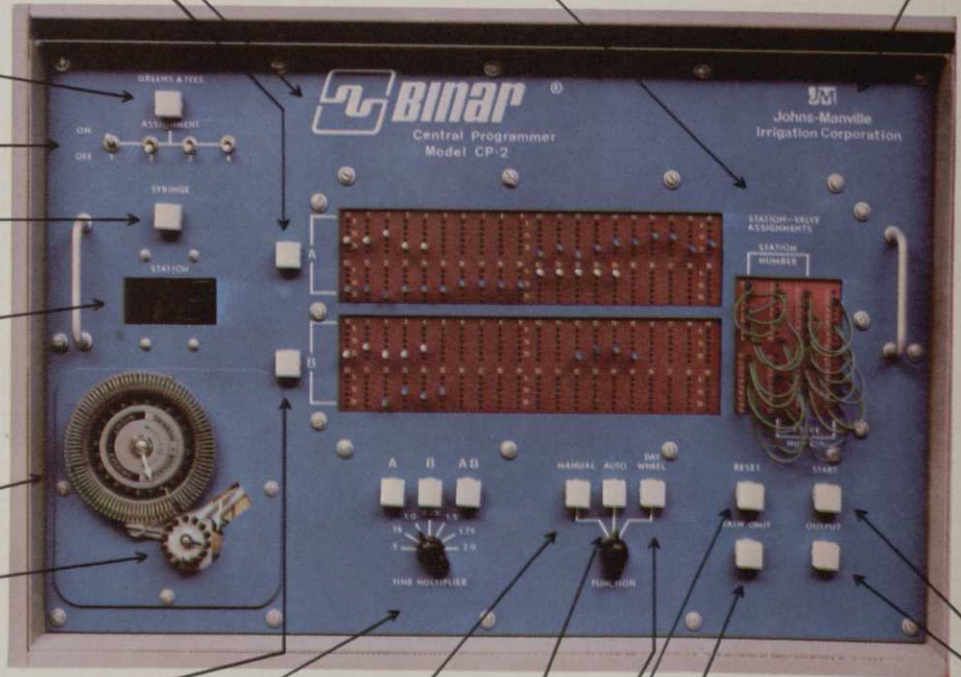
**Day Wheel:** Switch position for 14 day program selector clock.

**Rain Omit:** Push button to override operation of all programs during times when watering is not required.

**Reset:** Instant stop and program reset button.

**Output:** When the output light is on you're assured the watering schedule is progressing properly.

**Start:** Manually start any program. (By pass 24 hour starting clock.)



**NOTE:** BINAR has been designed specifically for golf course irrigation only. A system that is flexible enough to meet the superintendent's most rigid demands for varying turf, soil and weather conditions.

**If your course is worth irrigation, it's worth *Binar***

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than a voice in normal conversation. And when you want absolute silence, you simply lift your foot from the accelerator. Just get up to play your next shot. That's all there is to it. To start our car? Just depress the accelerator. Harley-

Davidson golf cars. Both gasoline and electric models. From the people who prove everyday you don't have to make the most noise to make the great majority happy. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

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# GOLFDOM

INCORPORATING GOLF BUSINESS

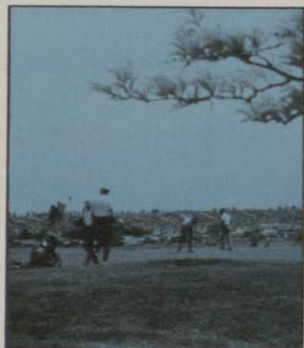
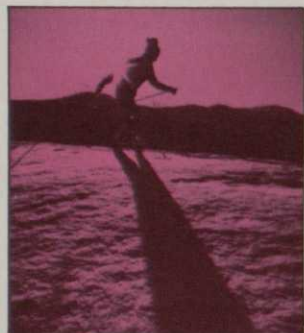


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VOL. 45 NO. 9

SEPTEMBER, 1971

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## Cover

Hound Ears Lodge & Club, Blowing Rock, N.C., photographed by Leonard Kamsler

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# 1972. The Cushman line

Cushman offers you more ways to go than any other name. More premium golf cars, in more models than anyone.

Recently the compact Trophy golf car was added to the family. It gives you almost all the premium features of the Gran Cushman but in a new smaller size and at a new lower price.

This year we've doubled up on a good thing. We've added the 3-wheel electric Trophy, the lowest in cost of all Cushman cars (but no one will ever guess it).

Our 22 years of golf car leadership have taught us not just how to make a lot of different models, but how to make all of them better, stronger, longer lasting, more comfortable, more efficient. And in 1972 we've made some significant advances.

For instance, all 1972 Gran Cushman models have a new heavy-duty, steel bumper protecting the body. At 5 mph it will withstand a collision with a flat object and incur no body damage.

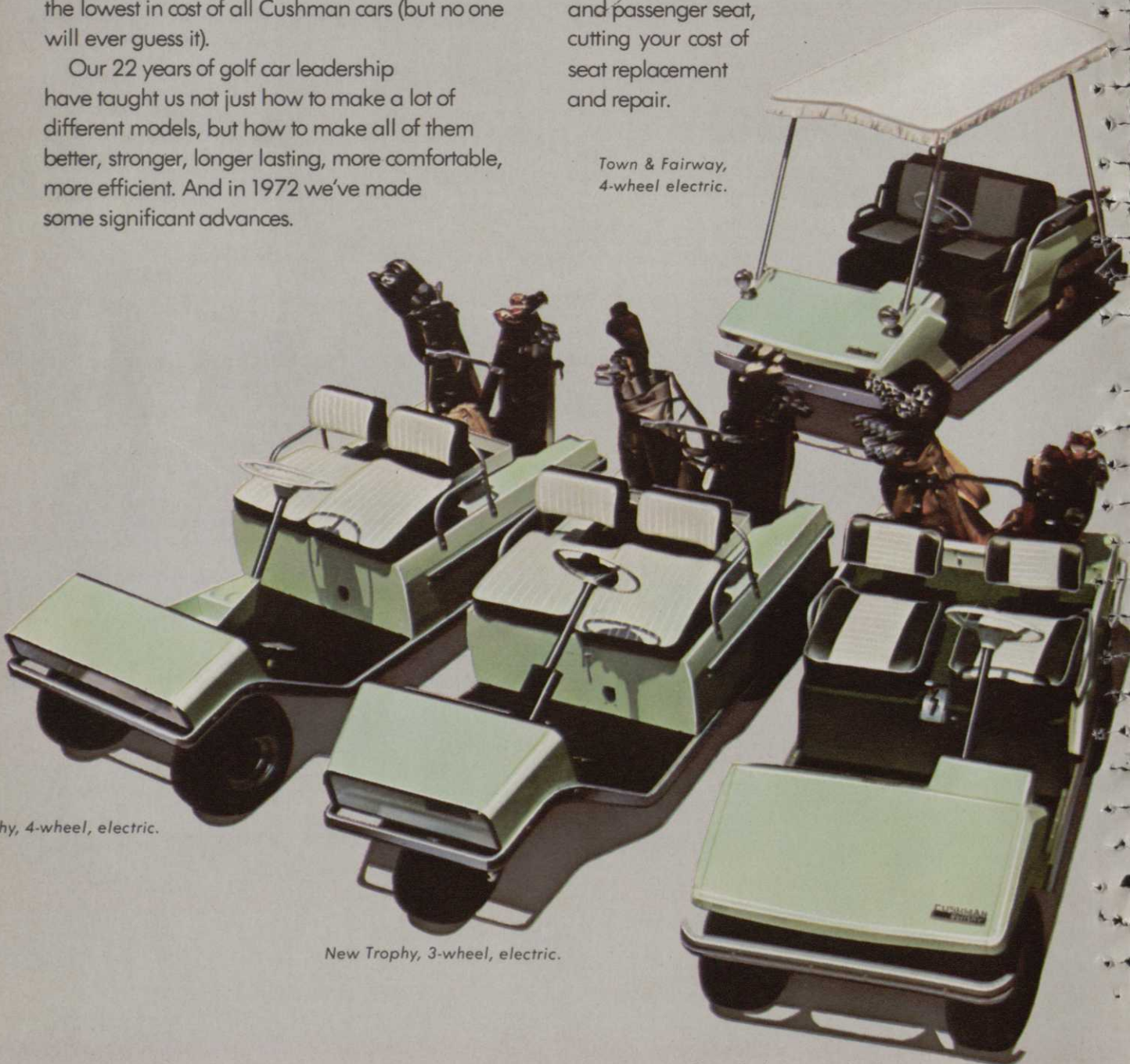
Other improvements include new, easy-on, easy-off, upright bag racks and new, deep foam contoured seats with adjustable backs and interchangeable vinyl seat covers. Now you can share the wear evenly between the driver and passenger seat, cutting your cost of seat replacement and repair.

*Town & Fairway,  
4-wheel electric.*

*Trophy, 4-wheel, electric.*

*New Trophy, 3-wheel, electric.*

*Gran Cushman, 4-wheel, gas.*



# is longer and stronger.

Because we build them better Cushman cars have a history of lasting longer and being worth more longer. Combine that with all the quality features that mean less maintenance and downtime, and you've got the lowest cost cars to lease or own and the highest profit makers for your club.

Why not find out why Cushman golf cars are the world's most successful?  
Write today for the current Comparative Analysis of all major golf car brands.

*Town & Fairway, 4-wheel, gas.*

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# Cushman

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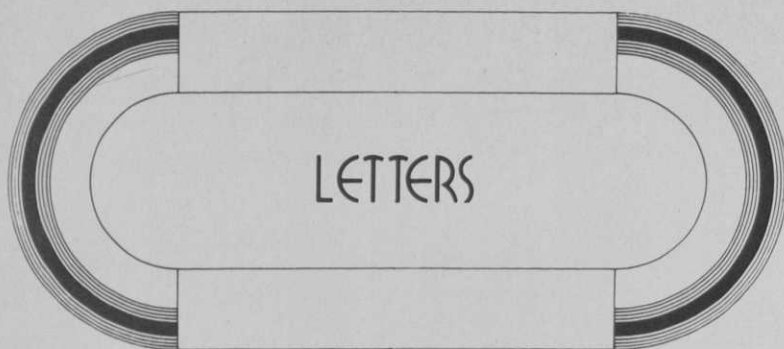


*Gran Cushman, 4-wheel, electric.*

*Gran Cushman, 3-wheel, electric.*

*Gran Cushman, 3-wheel, gas.*





## LETTERS

### Golf courses: no burden on taxpayers

May I contribute my "two bits" worth of opinion relative to Ralph Nader's reply to your April editorial, printed in your July issue?

Nader seems to insinuate that members of private golf courses are involved in some dark sinister plot against taxpayers simply because most municipalities have seen the justice in alleviating real estate taxes on these open spaces devoted to recreation. Nader may have had a point about a certain rear-engine automobile, but he is beyond his depth when he discusses taxation.

First, he claims that lower taxation on private golf courses is in effect a subsidy. He states that this land could be acquired and operated as a public municipally-owned golf course with the money private clubs "save" on taxes in one year. Nader should know that few, if any, municipally-owned golf courses break even when all operation costs are fairly stated.

When this land is devoted to a municipally-owned golf course, not a single penny of tax revenue is forthcoming. Actually, then those taxpayers who do not play golf are subsidizing the golfers. Does Nader state that all subsidies for recreational purposes should be eliminated? In our area the cities, counties and the state spends millions of dollars a year to maintain beaches, boat docks, skating rinks and many other recreational areas. If I do not like to swim, to go boating, skating or skiing, I am in effect paying a subsidy to those who use these facilities.

Now let's examine the nature of land taxation. A parcel of undeveloped land requires very little service from the community; less than a single family dwelling with several school age children. When we add a clubhouse and improve the land for use as a golf course, there is still very little service required from the com-

munity because water, sewer and street improvements are usually covered by direct assessments. There are no children who need schools, so just what subsidy is the taxpayer paying?

Nader also objects to the tax rollback theory, that the differential in land taxes on private golf courses be paid in the event the land is sold for commercial purposes. Why does he object? Suppose that the club members, instead of owning a share of the club, had collectively purchased an equal amount of stocks or bonds and let's also assume that this investment had doubled in value over a period of 10 years. There would be no taxes levied locally on that investment until the stocks or bonds were sold. My only point here is that a share of stock in a golf course offers no return to the investor unless the land is sold at a profit.

Most private golf courses were originally established beyond the corporate limits of cities. Now the urban sprawl has engulfed many of these courses, and city fathers are looking hungrily at the "vacant" land as a source of additional taxes, purely on the assumption that the land has now increased in value and should be broken up for dwellings or shopping centers to justify "maximum taxable use." This is similar to the homeowners who purchased or built homes adjacent to an existing airport and are now complaining about the noise.

Nader's "real issue" is not his concern for overburdened taxpayers, because the existence of a private golf course is no burden on taxpayers. Nader, like most over-zealous crusaders, damns everyone and everything that does not conform to his sacred opinion and is not adverse to twisting the truth or logic to support his ideas.

*Clarence E. Fyten  
Minneapolis, Minn.*

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