



MIDWEST GOLF KAR

**NEW
IMPROVED
TWO PEDAL**

Golfkar[®]

For your Convenience and Safety a new brake pedal has been added. This brake has a locking action which releases at the touch of your foot.

- POWERFUL 8 H.P. ENGINE
- EASY RIDING
- ELECTRIC STARTER
- BALLOON TIRES
- FOAM CUSHION SEATS
- EASY STEERING
- QUIET GASOLINE ENGINE
- FULLY WARRANTED

**A GOLFCOURSE WORK HORSE—
ECONOMICAL TO BUY AND OPERATE**

MIDWEST INTERNATIONAL
KELLOGG, IOWA
50135



INC.

Distributor and Dealer Inquiries Invited

For more information circle number 270 on card

Introducing the Dawn to Dusk Battery.



The amazing new battery for golf cars from Exide and Willard. Delivers 41% more running time between charges.

No golf car battery made can compare with this revolutionary new power source made only by Exide and Willard. It's rated at 106 minutes of continuous running power, or 41% more than standard* golf car batteries.

That's enough power to let your golf cars run from sun-up to sundown after overnight recharging.

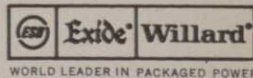
What's more, the new one piece cover and quarter-turn vent caps save battery maintenance and inspection time.

Any way you look at it, Exide's and Willard's exclusive, new polypropylene EV-106 battery could mean more money and less aggravation for your course beginning this year.

Call your nearest Exide or Willard distributor before you buy batteries this season. He'll be glad to give you all the specifications on Exide's and Willard's new line of polypropylene batteries for golf cars, including the new EV-88.

If you'd like information on

becoming an Exide or Willard distributor, call Roger Cansler in our Cleveland office at 216-861-7100, collect.



ESB Brands, Inc.
A Subsidiary of ESB Incorporated
Box 6949, Cleveland, Ohio 44101
Please send me your free "Battery Maintenance" manual and wall chart.

Name _____
Golf Course _____
Address _____
City _____
State _____ Zip _____

*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.



Ag-Organics Department, Midland, Michigan 48640

Dursban insecticide. Bugs have another name for it.

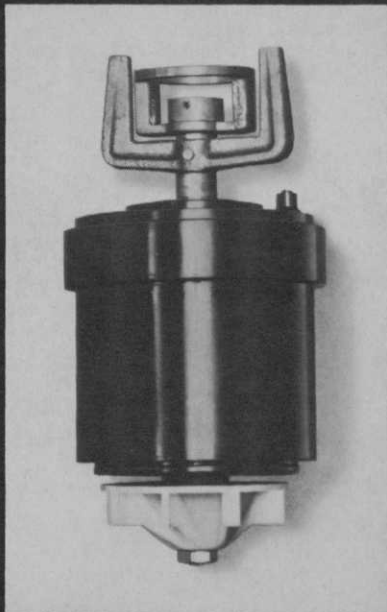
They call it "The Unsurvivable One!" Because nothing wipes out chinch bugs, sod webworms and many other serious turf pests like DURSBAN* insecticide. And DURSBAN insecticide won't leach. It has excellent residual activity. It's safe, too, for all common turf grasses. And economical—you get more bugs for your buck, because so little goes a long long way. Ask your Dow distributor or your contract applicator for "The Unsurvivable One!"

*Trademark of The Dow Chemical Company



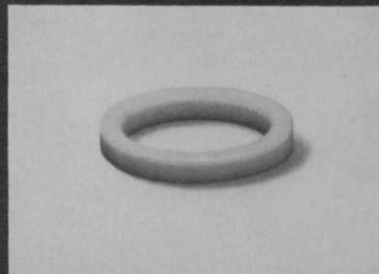
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DOW CHEMICAL U.S.A.



Normal cost of replacement part
for a gear-driven sprinkler:

\$13.00 to \$47.00



Normal cost of replacement part
for a Rain Bird impulse sprinkler:

45¢ to \$1.50

No wonder we sell more sprinklers.

Rain Bird sprinklers don't know when to quit. That's why the vast majority of millions we've sold since the late Thirties are still going strong.

But everything breaks down sooner or later. Nice thing about our sprinkler heads is that when they do break down, it usually costs from 45¢ to \$1.50 to fix them. That's the cost of a new wearing ring that's designed to take the brunt of the wear.



A gear-driven head is a very different story. A \$13.00 to \$47.00 story. Because that's what the parts normally cost for repairing a gear-driven sprinkler. (It's more than repair. You generally have to replace the entire sealed gear unit.)

The next time you've got a gear-driven sprinkler head up for repair, put it up for replacement instead. With a Rain Bird impulse sprinkler.

RAIN BIRD

GLENDORA, CALIFORNIA 91740
For more information circle number 101 on card

**18 years and millions of
spikes later...at East
Lake C.C., Atlanta.**

N282

**spikeproof
Wilton carpet
...still fresh-
looking,
unscarred.**

This unretouched photo, taken 18 years after installation, is the most convincing salesman possible. N282's specifications are the same today! This famous carpet is performing just as perfectly in busy spike shoe areas all over. Jacquard Wilton custom woven in your colors with club emblem, initials or special patterns. Or select from our extensive library of country club designs, also in your colors. Maintenance is simple . . . the tight weave keeps dirt and caked mud on top. Available even in limited yardage orders.

**SEND COUPON FOR FREE CARPET
SAMPLE AND LIST OF CLUBS USING IT**

Philadelphia Carpet Co.
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Please send free sample of N282 spikeproof carpet
and brochure listing clubs where it is installed.

Name _____

Club _____

Address _____

City _____ State _____ Zip _____

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Carpet Company



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Weaving Division: Allegheny Ave. & C St., Philadelphia, Pa. 19134

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GOLFDOM

INCORPORATING GOLF BUSINESS



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FAMILY OF SPECIAL INTEREST MAGAZINES.

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Sea Pines Plantation GC, Hilton Head Island, S.C.

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NON-WOVEN FABRIC
No Losses...No Laundry Problems

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Chicopee Mills, Inc.

1450 Broadway, N.Y., N.Y. 10018

Offices in leading cities

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K

For more information circle number 242 on card

NEW GRIP-GARD SLEEVE



Ferrule for golf club grips

Recommended by JACKSON BRADLEY . . .

**PUTS A "FACTORY LOOK"
INSTANTLY ON A REPLACED GRIP**

Anyone can install in seconds—no skill or experience required. The only ferrule that stretches intact over the large end of a bare shaft and returns to shape.

Made of good-looking, thoroughly baked black vinyl, the Grip-Gard Sleeve* removes forever the problem of wrinkled tapes and jagged ends when replacing golf club grips. Its taper is specially designed to fit the shaft and grip of any iron or wood. No glue required.

Inexpensive to buy, easy to install—builds customer good will. Grip-Gard Sleeves have been used on thousands of repaired golf club grips by some of the largest golf repair shops in the country.

*Patent Pending



Jackson Bradley is widely recognized for his mechanical knowledge of the structure of golf clubs and procedures for their repair.

disregard above

Jackson Bradley, Executive Director of Recreation Corporation Elkins Lake, Texas is widely recognized for his mechanical knowledge of the structure of golf clubs and procedures for their repair.

PLASTI-GARD CO. 3915 Sharp Street • Houston, Texas 77003

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Mileage and the electric golf car.

How many holes should an electric golf car get on a battery charge?

Course and battery conditions aside, it depends on the car's design and, to a very small degree, its weight.

A Cushman car is designed to use less power in its higher speed ranges (over 4 mph). Research shows a golf

car is normally driven in this range over 75% of the time.

A competitor's car is designed to use less power in its low speed ranges. In order to get all the extra distance claimed in its advertising, it would have to crawl over the course at less than a walking pace, hardly what a golf car is intended to do!

As far as weight is concerned, the Gran Cushman is a little heavier. There are good reasons why. It has an all steel body for added strength and comes with standard features only available as options on other cars, if at all. Like an automatic seat brake, automotive steering, adjustable seat backs and many more.

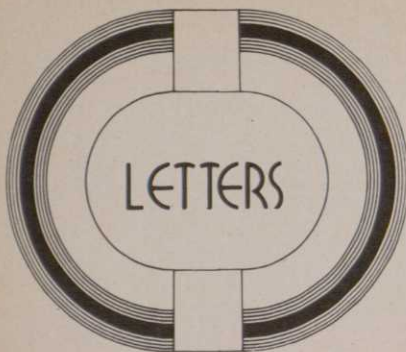
The Cushman weighs more because there's more in it, but a fully charged Cushman will cover all of the holes you normally demand of it each day.

And consider this: Cushman consistently enjoys, by far, the highest resale values in the industry. Add that to a history of lower maintenance costs and you'll find a Cushman is the most economical car you can buy or lease.

Send for our exclusive analysis sheets. Write: Cushman Motors Division, Outboard Marine Corporation, 1004 North 21st Street Lincoln, Nebraska 68501.

Cushman

For more information circle number 180 on card



Golf course destruction is everyone's concern

It does not matter whether we live in Chicago or its suburbs, or if we play golf or not, we cannot allow land developers to bulldoze any more golf courses in the name of progress. The public's lack of concern in regard to this wanton destruction of our fast-diminishing recreational facilities and the complacency of those people who are in the position to stop it, will no doubt prove to be one of our generation's dismal inefficiencies of community planning.

I will not attempt to name all the golf courses in this area that have met their demise due to our form of "progress." I will only name the few I have personally had the pleasure and privilege to enjoy in the past years. The following list only covers those courses which were in proximity of Chicago's western border: Hillside GC, Maplecrest GC, Tam O'Shanter CC, Walnut Hill CC, Indian Head CC, Navajo Hills CC, Mohawk CC, Langford Links CC, Twin Oaks CC, Acacia CC, Westward Ho CC, Big Oaks GC and Bunker Hills CC. With the exception of Tam O'Shanter the courses were public daily fee. This summer Mohawk CC, which has survived these past 47 years, must make way for more factory sites.

The popularity and play of golf has increased many fold in the past decade, possibly due to the free promotion given by the telecasting of golf tournaments in the past 15 years and also because of the public's increased interest in participatory sports. In every new generation more people have more leisure time and enjoy more money than did their predecessors.

This alarming disappearance of golf courses since the 1950s cannot be due to the lack of interest in golf, not be-

cause it is proving to be an unprofitable operation, but because of the pressure put upon the golf course owners by smart money manipulators who can show without difficulty, how by following their advice to sell the land for other uses, they can make millions.

The above is written with my apologies to those who so devotedly worked for the preservation of our golf courses, but were overwhelmed by adversities or numbers.

May I add a fact known to us golf buffs, that those terminated golf courses were built during a period when land in this area was plentiful and only the choicest most suitable land was used for golf courses. The requisites are: accessibility for quantitative play; rolling terrain and natural hazards such as tall trees, flowing streams and lakes. This will be a good start for the making of a championship golf course. Now add many months of man's labor and growth of nature, give five to 20 years, depending on how much a "nature" start you had and you will wind up with a good golf course.

In conclusion, our insane drive to fill every available open or recreational area with housing developments, factories and supermarkets without regard to community planning for the betterment of human needs, without consideration for the aesthetics and quality of living, will most surely assure us of transforming the same quality of life to our outer city as we knew or left behind in our inner city. I am sure that our present city planners will not be here long to enjoy our future environment which they were so instrumental in foisting upon us. Why would they want to live among nothing but concrete, stone and steel entwined with more concrete to support the endless increase of traffic and noise? Not if by choice they can live near nature once again, free of the ugly bleak surroundings they so aptly planned for us.

*Richard Orlow
Villa Park, Ill.*

Editor's note: The above open letter was mailed to national and state legislators of Illinois and to other legislative bodies as well as any group, organization, publication or association which may be influential in the preservation of golf courses in metropolitan areas.



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