

Westinghouse electric golf cars ... 3- and 4-wheel models ... and the price is right.

Our cars can help your club make money. They're safe, too. Both models have featured automotive-type brakes on both rear wheels since 1969. And because they're electric, they're quiet and fumeless. Before you lease or buy, contact us. HR-7-72

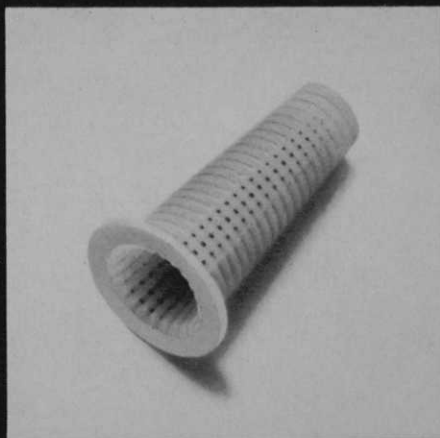
You can be sure...if it's Westinghouse



For more information circle number 187 on card



Why we spent \$25,000 to develop a 10¢ grit screen.



It's a small thing. A plastic screen designed to fit under a spray head. Small. But important. Because all water contains debris. And debris will clog small nozzles and spray heads.

No matter what kind of spray heads you're using, you can use our filter. And it only costs a dime. Money well spent on a product nobody else offers.

But then, nobody else offers what Rain Bird offers. No one else makes the world-famous Rain Bird impulse

sprinklerhead. We've sold millions, and most of them are still working as well today as the day they were installed.

With that kind of record, it's no wonder we're the world's leading manufacturer of sprinklers for agricultural, commercial, golf course, and residential needs.

Our 10¢ grit screen tells a lot about a company as big as we are. To get big, and stay big, you've got to sweat the small stuff too.

RAIN BIRD®

GLENDORA, CALIFORNIA 91740

The Cleanup Line-Up.

Jacobsen Distributors know that everybody doesn't have the same kind of turf cleaning problem. That's why we carry the most complete line of turf sweepers in the industry.

The Jacobsen Sweeper line.

We have sweepers that can handle any turf cleaning problem you have. Because only Jacobsen can give you a sweeper with the patented pick up system.

The Rubber Finger Pick Up.

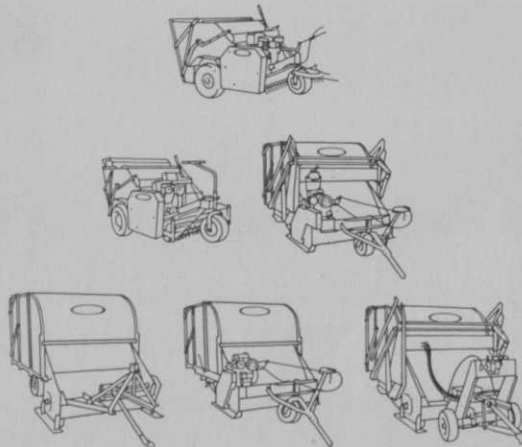
These exclusive rubber fingers pick up all types of debris on your turf. Grass clippings and leaves, wet or dry. Broken branches. Rocks. Bottles and cans. Even small things

like cigarette butts and matchsticks.

The Jacobsen Sweeper line has many labor saving accessories. Curb Brooms. Electric starters. Bagging attachments. And a special Thatch/Thinner attachment that dethatches, sweeps it up, and picks up other debris all in one smooth operation.

Many models to choose from. Power take off sweepers. Self-propelled units. Two sweepers have hydraulic lift dumping systems.

Contact one of us about the line of Sweepers from Jacobsen. If you've got the turf, we've got the sweeper.



Your Jacobsen Distributors.

Before we sell it, we buy it.



For more information circle number 144 on card



1972 Gran Cushman
worth more today.

1967 Gran Cushman
worth more when you sell it.

The best golf car when you buy it is the best golf car when you sell it.

When you buy a Cushman, you're getting the best built golf car in the world.

It has standard features competitors offer only as options, if at all. (Automotive steering, automatic seat brake, and upright bag racks to mention a few.)

This year all Cushman models come with all-steel bumpers that will prevent golf car body damage from a head-on collision with a flat stationary object at 5 mph.

And the new Gran Cushman has interchangeable seat covers that allow you to equalize wear between driver and passenger sides. Cut your seat repair and replacement costs.

Today the Cushman body is built of separate panels of heavy-gauge steel, coated with lead then epoxy primed and painted with our special paint. This extra protection results in a body that really resists damage and corrosion.

The Cushman power plant, gas or electric, is the most reliable around.

It spends its time working. You don't spend your time working on it.

Your Cushman pays off when you own it. And it pays off when you sell it. Because Cushman used golf cars have a consistent history of the highest resale values in the industry. Compare a Cushman to any other car of the same vintage and condition... you'll find the same story: the used Cushman is worth significantly more.

And since we're the only manufacturer with an established nationwide network of golf distributors, we're really the only manufacturer who can even assure you a market for your used cars.

At Cushman, our business is golf cars. We've been at it longer. We're in it to stay. We'll put our product up against anyone's.


Write for free model by model analysis sheets: Cushman Motors Division, Outboard Marine Corporation, 1005 North 21st Street, Lincoln, Nebraska 68501.

Cushman



GOLFDOM

VOL. 46, NO. 9 SEPTEMBER 1972 INCORPORATING GOLF BUSINESS

 A PUBLICATION IN THE UNIVERSAL PUBLISHING CORPORATION FAMILY OF SPECIAL INTEREST MAGAZINES

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GOLFDOM, Incorporating GOLF BUSINESS, September 1972. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation of New York, N.Y. Executive Offices: 235 East Forty-Fifth Street, New York, N.Y. 10017. Volume 46., No. 9. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Marlon Waters, Senior Vice President; David Rowan, Senior Vice President; Mortimer Berkowitz Jr., Senior Vice President; John Fry, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Edward Hughes, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1972. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, 155 Allen Blvd., Farmingdale, N.Y. 11735. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF MAGAZINE, THE FAMILY HANDYMAN, NATURAL GARDENING, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale. Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00. Foreign \$5.00 per year. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.





ROYAL GOLF ENTHUSIAST

The late *Duke of Windsor* and briefly King Edward VIII of England, shared with President Eisenhower distinction as the world's most famous golf enthusiasts.

After the Duke abdicated, he was one of the easiest men to interview about golf; much easier and, of course, much more interesting than many playing stars. He and Walter Hagen were good friends, playing golf together and otherwise enjoying themselves. The Duke was a pretty fair player; about what we'd know as a 12 handicap golfer before the long stretch of World War II kept him out of the game. He played several times on his visits to the United States. He'd played in at least 23 countries and was captain of the Royal and Ancient and of 10 other clubs.

He began playing golf when he was 14. At the 1963 World Cup tournament at Saint Nom la Breteche, where he walked along as a spectator, he told me that the most useful golf instruction he had ever received was from Percy Boomer. The Duke wrote the foreword to Boomer's book, "On Learning Golf." Boomer emphasized that the golfer should turn as in a barrel. The Duke learned that and he had a steady swing.

Fred Corcoran, who succeeded Bob Harlow in Professional Golfers' Assn. tournament management, was one of the Duke's close American golf friends for 30 years. Last February the Duke and Corcoran visited in Paris. Fred sent the Duke a book on the U.S. Open, which was gratefully acknowledged as a book the Duke read with interest and placed in his library alongside "100 Years of the British Open."

After commenting on the "fantastical" development of golf in the last decade "both as a national game and an industry," the Duke pleasantly echoed the conclusions of millions of senior golfers:

"As an old 'hacker' I can recommend golf as a game that can last one a lifetime and can suddenly become quite rewarding from dismal lows of discouraging play."

There isn't much difference in what competent professionals know about the simple and sufficient essentials of a lower-80s game.

But there is a world of difference in how teaching professionals effectively transmit this knowledge.

A successful golf lesson is a two-way deal. There's got to be a pupil conditioned to learn and a teacher who knows how and what to show the pupil to learn.

In almost 50 years of covering golf, I've worked with many famous golf instructors and hundreds of lesser publicity, but high ability. The famous ones, I have observed, in their personal lessons had genius in making the pupil realize he or she was an important part of the act. It was difficult to put that across in print. That's why golf instruction books are so nearly alike.

Tommy Armour had the greatest gift of projecting his personality into print, so the reader got the feeling he was taking a lesson with Armour. During a lesson Armour would have the pupil hit 20 balls—no more or less—then discuss the what and why of the effort. That gave the pupil a sense of his responsibility. *Claude Harmon* gets the same effectiveness in a different way. He gives the pupil two or three simple points clearly, then tells the pupil that he can work out

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**enlist the help of USS Vertagreen
Weed & Feed with Balan.[®]**

Two things that every golf course superintendent in the country agree on is that Poa Annua can be a problem in the Fall, and Crabgrass can be a problem in the Spring.

Getting rid of these pesky weeds and feeding the turf used to be two separate operations . . . until VERTAGREEN Weed & Feed for Professional Turf solved the problem.

Weed and Feed contains famous BALAN,[®] the highly selective pre-emergence herbicide that kills Poa Annua and Crabgrass seeds as they germinate. You never even see them. And,

because BALAN[®] breaks down gradually, it leaves no harmful residue. Doesn't damage your established turf.

And, as it weeds, it also feeds. Its superior grass-growing nutrients (12-4-8 VERTAGREEN) provide quick and steady growth for a healthy, professional turf.

Now's the time to stop Poa Annua before it starts. Call the VERTAGREEN Representative from USS Agri-Chemicals today. His Professional Turf Program includes a full line of dependable turf products and services. To make your course a lot nicer and your job a little easier.



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And we'd like to prove it to you.

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