Wherever golf is played...

Par Aide Tee Equipment has proven to be practical and also adds beauty to the tee.

The portable tee accessory can be easily moved for mowing and tee changes.
SALES PLANNER

Try this close: “I can have these mowers delivered now, or would you rather have them delivered after the first to be billed next month?” Or possibly, “I can get that trap dug next week or would it be better to wait until after the weekend play?” Always try to close by giving them a choice.

The eighth and final phase is to analyze how successful you were. This is another simple step that may be overlooked, and one that never should be. If you win your point you may neglect a review in the excitement of success. If you were not successful, you may be too dejected to care. This is exactly why the eighth step is so important. In the first case, an analysis here would let you see how you were successful. There never was a success in any field without the individual having “know-how.” A successful sale does something definite to increase your knowledge. See what caused your success, store it in your mind, and try it over and over again.

You also need to analyze why you weren’t successful, so you can see where you went wrong. If you keep repeating this wrong approach, you’re dead. How many times have you seen a pro golfer practice his swing after a shot. He was analyzing. You have your Sales Call Planner—look at it again, and recall the reaction of your audience. Did someone present an objection you couldn’t overcome, or ask a question you couldn’t answer? Did your opener “fall flat?” Did the mower salesman ask why you didn’t mention the most important feature of the machine?

Use the entire outline. Don’t let “old man lazy” sell you on his idea—he has a pretty good outline, too. Work this out on paper several times, and the system will come to you. Many things will become automatic, and with practice you can do many things mentally just as you do things physically. However, you are not born with this type of knowledge. It takes a definite outline of logical reasoning, and practice with critical analysis of your results, good or bad.
If you are about to construct or rebuild your greens, start with TURFACE®, Wyandotte’s tested soil additive and conditioner. With TURFACE working mechanically in a soil mix, compaction is reduced... water, air and nutrients are able to penetrate deeper. The result is richer, lusher, tougher grass and measurably easier maintenance.

TURFACE also promotes fast percolation and drainage, absorbs its own weight in water... prevents puddling. Golfers can get back to their game quickly, even after a heavy rainfall.

The diagram below represents (in cross section) an approved method of building greens and applying TURFACE as a soil additive. Write us for further information and application details.
MCLAUGHLIN

Range, Miniature, Pro Shop Golf Balls

Made of finest materials, carefully supervised. Covers contain the new DUPONT NEOPRENE HC for maximum durability. Finest URETHANE enamel used.

*****

WANT TO SAVE ON RANGE BALLS?

Have your culls rebuilt the MCLAUGHLIN way. Exclusive process gives them same durability as new range balls. Covers and paint the same as our new range balls.

*****

Range and miniature supplies and equipment. Send for catalog. Used balls bought, sold and exchanged.

Free samples of balls on request.

*****

YOU CAN PAY MORE — BUT YOU CAN’T BUY BETTER!

HUGH J. McLAUGHLIN & SON, Inc.
614 N. Indiana Avenue, Crown Point, Indiana

For more information circle number 201 on card

40-DAY BONUS

Continued from page 62

unshelled nuts, or fall vegetables will help to create an autumn atmosphere; as do the always present multi-colored leaves of fall.

The point to remember is that to attract the Thanksgiving business you must make it as much like “home style” cooking as is possible within your club and its facilities.

Unique presentations, such as the “Thanksgiving in the Williamsburg, Virginia, Tradition” which we use at Northmoor will create interest too. Employees, from doorman to bus boy are attired in 18th Century costumes and for one day we transform our dining room to an Early American atmosphere. Doormen and car parkers wear coachmen outfits, waitresses are attired in Colonial dresses, bus boys wear knee britches, blouses and vests. Bar men and waiters don the dress of Colonial gentlemen and our guests enjoy this “change of pace” in dining presentation.

The pricing of the Thanksgiving dinner is another important factor in the securing of this particular business. Some clubs charge one price for adults, a lesser price for those 12 and under, and even less for the “small fry” under six. When providing whole turkeys, it has proved successful to figure two pounds of raw turkey for each adult, and one pound for each child. Then by figuring $2.50 per pound you can arrive at a price which is attractive to your membership. Four persons over 12 and two under would result in a ticket of $25 for the family for complete dinners which included appetizer, soup, entree, vegetables, potatoes, salad, and desserts. This too can become a formula for take out business and will prove very profitable if utilized by your membership.

Even if they decide to have dinner at home, do the cooking there, and not even visit the club on this date; you can reap some of the business through the sale of club specialties such as fruit cakes, pies, roast fowl, salad dressings, and items which they desire even though they cannot be with you. Send them price lists far in advance of the holidays, close orders two days before, and it can only

Continued on page 98
From Medinah to Miami…
From Pittsburgh to Palm Springs…
From Milwaukee to Mexico…

The

BEST

Buy

BAG RACK

It's the favorite of hundreds of the finest clubs throughout the nation. The free standing Bag Rack installation shown above, for example, is in the PGA National clubhouse at Palm Beach Gardens, Florida. They like Bag Rack because it provides safe, convenient, neat storage. They like the way Bag Rack keeps members' bags visible, vertical and ventilated. They like Bag Rack's versatility. It's completely adjustable in height and width for larger or smaller bags. They like Bag Rack because they can choose from overhead support, free standing or single entry installations. You'll like it, too. Send us your letterhead. We'll see that you get detailed literature and prices without delay.

A Product of
NORMAN G. COPLAND & Associates
Division of Steel Sash Service, Inc.

1300 Rand Road, Des Plaines, Illinois 60016 • Area Code 312 299-7735

For more information circle number 107 on card
CREEPING BENT
STOLONS

For more information circle number 168 on card

SPRINKLERS

Send for Details

RAIN-O-MAT SPRINKLERS
11701 E. WASHINGTON BLVD. WHITTIER, CALIFORNIA

For more information circle number 168 on card

Rain-O-Mat
AUTOMATIC system
SPRINKLERS

Send for Details

RAIN-O-MAT SPRINKLERS
11701 E. WASHINGTON BLVD. WHITTIER, CALIFORNIA

For more information circle number 168 on card

Old Orchard

Performance Proved On Over 600
Successful Golf Courses

FOR GUARANTEED PURITY, UNIFORMITY, QUALITY
GROWERS UNDER THE SUPERVISION OF
RALPH BOND — DEVELOPER

Cal-Turf

Patterson & Camarillo
California

For more information circle number 232 on card

MR. GOLF CAR FOR CALIFORNIA AND NEVADA

CUSHMAN
MOTOR SALES, INC.
A Subsidiary of Outboard Marine Corp.
917 West Manchester Ave., Los Angeles
Phone 750-2550

- New Cushman Golf Cars—we have over 100 new cars on hand at all times.
- Rebuilt golf cars—we have our own complete rebuilding facilities.
- Used golf cars—large selection for immediate delivery.
- Leasing—all forms of fleet lease programs.
- Sales to individuals—delivered anywhere in California and Nevada.

Call or wire

Cushman Motor Sales, Inc., 917 W. Manchester Ave., Los Angeles, Ph. 750-2550

For more information circle number 207 on card
"Our AGRICO Country Club Fertilizer Program maintains top quality turf at the Yahnundasis."

"Even during prolonged periods of hot, dry weather, AGRICO Fertilizer and AGRINITE Organic Plant Food keep our turf vigorous and in excellent color. That's why we continue to rely on AGRICO Country Club Fertilizer to help keep our greens, tees, and fairways in top condition all year long," says Paul Paye. You can have the same results as Yahnundasis Golf & Country Club, New Hartford, N.Y., long known as one of the top clubs in the area. We'll prepare an AGRICO Country Club Turf Management Program for your course. Just call your AGRICO Professional Representative or write to: AGRICO Chemical Co., Division of CONTINENTAL OIL COMPANY, P.O. Box 346, Memphis, Tennessee 38101. AGRICO Fertilizers are available in Canada.
ANNOUNCES
his all new
"GOLDEN
HORSESHOE"
line of golf gloves
made of the
FINEST
CABRETTA LEATHER
sold only through
GOLF
PRO-SHOPS
distributed by john van nortwick
scottsdale, arizona
For more information circle number 249 on card

40-DAY BONUS
Continued from page 94
result in "plus business."
Following Thanksgiving is ample time
to promote a football party, either by ac-
tually obtaining the tickets, chartering
a bus, and taking them to the game, or
you might capitalize on the interest in
Pro Football by having a "TV Football
Party" at your club. Chicago area clubs
have spent large amounts for towers and
power boosters to bring in the games
even when "blacked out" in our area.
With all of the games sold out, just this
feature alone will bring many out for
lunch and do nothing to hinder their
staying for dinner. Late season golf might
be their reason for coming to the club
in the first place, but if you have the pros
on TV they will finish in time or even
quit to see this great spectator interest
sport. One club in Baltimore has a unique
party on the days when the Colts are out
of town in that they have several sets in
their ballroom, but with no sound going.
A local former "Pro Great" is brought
in, and he narrates the game over the
P.A. system. He explains plays, points out
rules infractions, and "second guesses"
the quarterback. Men and young boys
fill the club, and perhaps Mom is there
too, playing cards, and they will all stay
for dinner. Some clubs have even pur-
chased the TV game over closed-circuit
lines, and "sold" tickets to their mem-
bership. But no matter how you do it,
remember football is a big thing today,
and it can help make your club a big
thing too.

Do not overlook the potential of the
teen-agers and youngsters during the
holiday periods. They are out of school
for some of this period. Rock 'n roll
groups, with a "Coke-tail bar," and ham-
burgers, potato chips, cole slaw, and ice
cream are all they want. You promote it
and they will patronize it.

One note concerning what is bound to
be a natural reaction: "Who wants a
bunch of wild teen-agers at the club?"
It has been proved that the type of
dress has a great effect on the behavior
of the teen-agers. If you make it a "Cas-
ual Party," their behavior will be casual
or worse. But if you make it a "Dress
Up" or formal affair for the teens, they
When golf cars get the torture test

Leading golf car manufacturer Cushman Motors takes a leaf from the auto makers' book...subjects its new models to the toughest tests imaginable. The torture includes: 1) powering the cars up a 50% grade; 2) banging them into ditches; 3) hurling them into sharp turns; 4) running them without rest up to 16 hours a day, for 60 days—equivalent of 20 years' normal usage.

Needless to say, it's a rugged test for the engines, too... convincing evidence that Cushman made the wise choice. Cushman chose Kohler.

When you specify Kohler power, you're assured of engines with an unrivaled ability to "take it". But, more than that, all the new Kohler engines, 6.25 thru 12 hp, come equipped with ACR. ACR: Automatic Compression Release—the device that makes these new Kohlers the easiest-starting engines of all.

We'll be glad to send you full details.

Kohler engines get the nod.

Kohler Co.
Established 1873, Kohler, Wisconsin
PLUMBING FIXTURES AND FITTINGS • ELECTRIC PLANTS
AIR COOLED ENGINES • PRECISION CONTROLS
Gino Paoli is for golfers who still dress for golf.

Dressing in Gino Paoli is as mandatory for golf as whites are for tennis. Beautifully styled, Gino Paoli co-ordinates for men and women move with the ease and comfort of clothes designed exclusively for the occasion. At better pro shops at prices you won't mind paying, or write Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N.Y. 10018

For more information circle number 221 on card

RESORT GOLF COURSES
IN NORTHERN CALIFORNIA
SPLENDID SETTINGS
GOOD EARNING POTENTIAL

Golf Realty Corp.
16 California St.
San Francisco, Calif.

- SALES
- LISTINGS
- LEASEHOLDS
- APPRAISALS
- NEW COURSE DEVELOPMENT

For more information circle number 186 on card