READER SERVICE CARD (June, 1967)  Circle numbers corresponding to items mentioned in the advertising and new product columns in this issue. To help GOLFDOM continue to serve you promptly and effectively, please be sure and fill in all of the information requested on the card. Inquiries from this issue will be honored until August 31, 1967.

I. Please check your principal job function at your course (check one):  
   1. • Club President  3. • Club Mgr.  5. • Pro/Pro Shop Mgr.  
   2. • Owner  4. • General Mgr.  6. • Course Supt.

II. Check other duties you regularly or occasionally perform (check one):  
   1. • Club Manager  3. • Pro/Pro Shop Manager  
   2. • General Manager  4. • Course Superintendent

III. Is your golf course:  
   1. • municipal  2. • private  3. • semi-private  4. • par 3

IV. If private club, please check how many members belong to your club. If semi-private or public, please indicate number of players per week.  
   1. □ 100 or less  3. • 200-300  5. • 500-1000  
   2. • 100-200  4. • 300-500  6. • Over 1000

V. Which of the following items or combinations of items do you purchase or influence the purchase of (check one):  
   A. • Greens Supplies  
   B. • Pro Shop Merchandise  
   C. • Food/Liquor & Club House Equipment  
   D. • Food/Liquor, Club House Equipment & Greens Supplies  
   E. • Food/Liquor, Club House Equipment & Pro Shop Merchandise  
   F. • Greens Supplies & Pro Shop Merchandise  
   G. • Food/Liquor, Club House Equipment, Greens Supplies & Pro Shop Merchandise

VI. I am considering the purchase of your product:  
   H. □ immediately  J. □ in the near future  
   ** □ We are interested in your product, have a salesman call immediately.

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this, in itself, was important since many clubs which only employ their ground crews for eight or 10 months, lose them from season to season. Employing his men for a full year will enable him to keep a permanent staff, which, in turn, will give better service to his members.

Under Mr. Squire’s direction, the course was literally blasted from the hilly, rocky terrain. In fact, some 50,000 square yards of rock were blasted out—10,000 square yards on hole No. 5 alone.

Trees, growing naturally, were left to separate the fairways, some of which are designed around natural fresh water-fed ponds. One interesting par 3 is played over a rather deep ravine. On No. 5, you drive off an elevated tee downhill, then on your second shot, you have to carry a pond directly in front of the green. If you overshoot the green, there is a trap directly behind which is backed by a rising grass bank.

The Loch Ledge area has a fine natural water reserve, fed by underground rivers, which naturally dispenses water through the course. However, to insure proper watering of the course at all times, an irrigation system has been built into the tees, fairways and greens which is fully automatic and is controlled from a control panel center.

Every possible natural feature of the area has been incorporated into the design of the course to make it as interesting and comfortable, yet, challenging to the members of the club.

Harry Lewis has hired Pete Donnelly as pro for the club. Pete has had a solid background to qualify him for this position. He has been a caddy, sold golf sportswear, been a touring pro, was assistant pro at Fenway Golf Course, and, thus, having been on both sides of the fence so to speak, is ready, willing and able to be of service to his members.

Pete’s schedule calls for lessons with members on weekday mornings, playing with members and their guests (no

continued on page 64
Your members will take great pride playing with the “club’s own golf ball” (and guests will buy it as the perfect souvenir). A custom ball with your club’s emblem and name DOESN’T COST ANYTHING EXTRA—ONLY $7.20 PER DOZEN, minimum order 48 dozen. Our unique Electrocal process permanently reproduces your club emblem on both sides of the ball in crisp detail, up to three colors, without the usual charges for dies. This emblem ball is strictly a pro specification for pro recommendation; it is equal to the best you offer now regardless of brand. Get your club on the ball with a trial order today. Who knows—your exclusive emblem ball may be the best selling brand in your shop.

TEST DRIVE IT—If you’re reasonably serious about our offer but want to be convinced, we’ll send a production sample. Check it for distance off the tee, note its true roll on the green. You’ve got a winner in playability and sellability.
LOCH LEDGE  
continued from page 62

charge) during the afternoons.
Lessons will be given on a full-length driving range at the foot of three slopes used for skiing in the winter. A range boy will be in attendance all day for members wishing to warm up and practice on the driving range.
The range, which is a five-minute walk, or a one-minute ride from the clubhouse, is serviced by a motor-driven trolley-car train, operated by a man whose sole job is to transport members to and from the range and clubhouse on a continuous basis. During the winter, the same trolley will transport skiers and their equipment to the lifts and lodge.

Golf cars will be available to the members. A permanent member of the grounds crew will service these cars and other grounds machinery.

So there you have it—a country club that offers golfing, swimming, and tennis in the summer, and skiing and swimming in the winter—a real year-round club.

It is most apparent that the trend for today's new country clubs is more than just providing summer recreation. They are country clubs operated on a year-round basis, providing as many modern conveniences and summer and winter recreational features as the area will allow.

Loch Ledge is a perfect example of this.

News about fungicide
A new catalog sheet on the usage of PMA 10 liquid fungicide can be obtained from Velsicol Chemical Corp., 341 East Ohio St., Chicago, Illinois 60611.

Sixty-four years ago
The U.S. Open was played at Baltusrol G. C. where it will be played this year.

Seventy-two years ago
The United States Golf Association was formed and held its first championship at Newport (R.I.) Golf Club.

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Book Review

Who is better qualified than Gene Sarazen, the world’s foremost senior golfer, to instruct our senior golfers on how to maintain their game? This book, which is long-needed, is filled with helpful pointers on how and when to hit the woods and irons, how to make the putter pay off, effective ways of getting out of trouble and a whole lot more. More than 60 photographs help the reader to follow Gene’s advice. He also tells you how to maintain your strength and use different exercises to get ready for golf. Gene Sarazen has won almost every major golf title in golf and is regarded as the world ambassador of golf.

GIVE THE LADY
continued from page 34

a large portion of their golf shopping money for those occasions when they visit other clubs.

With the exception of golf balls, it was indicated that women golfers buy at least 80 per cent of their playing equipment from the pros. About one-fourth of those interviewed said they use only cheaper than pro-line balls, and seven others said they buy a combination of pro-line brands and cheaper balls.

Perhaps some of the reasons for this become more obvious when the women do a little swinging on their own:

"Much of the sportswear is too large and matronly for the small woman. You run into this anywhere you go — pro shops or downtown stores. Perhaps manufacturers should take another look at the statistics. If they did they’d make more clothing for the small woman."

"I’d like to see someone design an

continued on page 68
Owners Of CLUB CAR Fleets Endorse The Analogy That CLUB CAR Is To The Golf Car Business What Automatic Pin Setting Equipment Was To Bowling Alleys. CLUB CAR Is Cutting The Operating Expense On Any Fleet Of Golf Cars In Half And At The Same Time Doubling Gross Rental Incomes.

Pioneering in fiberglass bodies and development of the only aluminum frame used in golf car manufacturing enables us to market a 2-passenger golf car that weighs only 350 lbs. plus 360 lbs. of batteries for an operating weight of 710 lbs. This is 200 to 500 lbs. lighter than other golf cars and results in far less wear and tear on fairways, turf and golf car batteries.

Our patented drive unit (transmission) eliminates power-wasting solenoids, open chains, belts and delivers 96% of the battery power directly to the rear wheels.

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The CLUB CAR patented drive unit, motor and light aluminum frame is guaranteed for two years and the savings effected in batteries, battery chargers, parts and electrical cost of charging batteries can result in a 50% reduction in a fleet's operating costs.

CLUB CAR will give you a "sunrise to sunset" operation and still be raring to go on a lighted par-3 course. This elimination of "down-time" for repairs or battery charging can double gross rental incomes.

WE GUARANTEE CLUB CAR TO OUT-PERFORM ANY GOLF CAR ON ANY GOLF COURSE ANYWHERE AT ANY TIME. MAKE US PROVE IT. Don't buy any golf car until you have enjoyed a demonstration ride in CLUB CAR, the longest, widest, most stylish and yet lightest golf car on the market.

CLUB CAR DIVISION — Stevens Appliance Truck Co. Box 897, Augusta, Georgia

☐ Send technical bulletins: "Care and Feeding of Golf Car Batteries" — "How to Evaluate Golf Cars" — "Facts to Know Prior to Purchase" and Brochure.

☐ We'd like a CLUB CAR demonstration.

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CITY AND STATE

Limited number distributorships available.

Write for details.
appropriate golf hat for women. Many of those we have to choose from are too masculine in appearance."

"Women's golf shoes are not made as well as men's. They have too much play around the instep, and when they start to get old they flop around on your feet."

"The pro at our club drives us away from his shop. He doesn't have much of a selection for women, what he has is too conservative and plus the fact that he sells everything on a, take it or leave it, basis. Then he complains because the women don't support the shop."

"There aren't enough women players at our club to make it profitable for the pro to stock heavily. He's most cooperative in ordering whatever we want, but it takes too much time for the orders to be filled. Few women are willing to put up with the delays."

"Women golfers are still not getting proper recognition. Too much emphasis is placed on taking care of the men. I don't know what proportion of golf goods are sold to women, but it seems that it should be high, considering the amount of golf we play. If all pros are like the one we have, they aren't taking advantage of their women's market."

"A feminine touch is needed around a golf shop. If a pro doesn't have a woman employee, perhaps he'd be smart to ask the advice of some of the women members on what to buy, and how to display it."

Obviously, the survey points out that the wise pro should make a stronger attempt to attract a larger amount of sales from the women golfers.

Although the pro may not have a gold mine in sales to women, it is apparent from the ladies' comments that his profits will increase if he is more aware of their needs and wants and does his best to meet them.
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For more information circle number 117 on card

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MAINTENANCE DESIGN
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between playing and maintenance aspects. Many contemporary designers now favor sand 10 to 12 feet from the green.

For aesthetic value, traps are designed with capes of turf jutting into the sand, and bays of sand flashing back into the turf to resemble the natural formations of the Scottish coast.

Superintendents point out that the grass capes cannot be mowed with gang units. This is true. However, with care in design, they can be mowed with triplex machines; and, therefore, are not unduly costly to maintain. Furthermore, they act as walk-ins and walk-outs, thus reducing scrambling up the sand; this reduces raking costs.

Trees: — Trees and shrubs affect the greensward through competition and by reducing air circulation. Trees, too close, nearly always mean the putting surface will seldom be perfect in cold spring-times and hot, humid summers. Yet, it is a shame to destroy magnificent specimen trees.

Therefore, trees essential for beauty, shade and depth perception should not be planted closer than 60 ft. to greens.

Similarly, during construction greens are placed so that trees to be saved are at this distance or more from the greens.

Innumerable other maintenance aspects are affected by design. The foregoing examples emphasize the importance of design on the well-being of the future greensward.

In addition, they should remind us that you pay for what you get. No lay-out can be great, or the design truly authentic, if turf cannot be maintained in nearly perfect condition without ex-orbitant outlays.

Midwest begins expansion

The Midwest Lawn-Saver Equipment Co., Appleton, Wisc., is expanding its manufacturing facilities about 30 per cent. The new building will house the engineering and manufacturing facilities.