New Westinghouse Marketeer Golf Car goes, and goes, and goes

Here at the famous Dunes course in Las Vegas, more than 80 Marketeer© golf cars are giving smooth, silent service that just won’t quit. This bright new electric golf car from Westinghouse runs from sunup to sundown on a single charge. Then plug it in overnight, and it’s ready for the first tee-off in the morning. Marketeer’s exclusive motor design and high-efficiency charger will stretch your battery life up to 18 months or more. Ladies, too, will appreciate the comfortable ride and easy-touch speed control. Join the championship clubs that now offer members and guests a wonderful Marketeer ride. Write to Westinghouse Marketeer Box 868, Pittsburgh, Pa. 15230.

You can be sure if it’s Westinghouse
EMERSON—ACCENT
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basic as Dr Clark’s editorial or as com-
plicated as a club’s “locker room law-
yers” care to make them, but if a club
lacks either it may be headed for trouble.
The principles to keep in mind are:

Policy—Should define and support
overall club purpose—should aim for the
greatest good for the greatest number
of members—should be consistent.

Long Range Plans—Should be clear
and measurable. They should set spe-
cific goals and use figures and dates
whenever possible — should consider
both internal and external restraints, size
of membership, growth of the commu-
nity, budget limitations, tax problems,
and future needs are examples—should
include means of keeping the member-
ship informed of any changes.

Both policy and long range plans
should be reviewed periodically. We
should recognize that objectives and con-
ditions can change and act accordingly.

ALA WAI GREENS
continued from page 44

for Ala Wai, it is only part of the
larger plan to recondition the course.

In addition to the new greens, larger
tees are being developed so three sets
of tee markers can be used. The tees
will be roughly 150 by 50 feet.

The existing tees at Ala Wai have
been largely stripped of grass.

A new automatic irrigation system is
another major investment that will im-
prove golf at Ala Wai and enable the
fourth step, a planned program of fertiliz-
ation to be carried out knowing there
will be dependable water.

The total investment in the rebuild-
ing of Ala Wai may well top half a
million dollars, thanks primarily to the
abnormally high labor costs in the Is-
lands. But the investment is justified in
the opinion of the city and county in
that it is necessary to maintain the high
number of rounds being played at Ala
Wai each year •

HUNDREDS OF (PRE-OWNED)
CUSHMAN GOLFSTERS

PRICE LOW
$350 - $465

Internally Reconditioned
9.50 x 8 tires, steering
wheel or tiller bar.
Automatic seat brake.
1963-1964 Models
BATTERIES ADDITIONAL

Write, Wire or Call
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GOLFDOM
THE **RANSOMES CERTES**
finest mowing tool ever built

no engine to fuel, start or maintain

- 100 cuts per yard give "satin" finish to green. 10 blade reel.
- Mowing height precisely adjusted .008" at a time—down to 1/8 of an inch No tools required.
- Width of Certes (16") is narrow enough to avoid scalping and scuffing on undulating surfaces or turns.

Experience gathered over 134 years of lawn mower design and manufacture has culminated in this fine mowing instrument constructed by old world craftsmen, who build up to quality—not down to price.

A child can operate the precision-built CERTES with ease—Only your watch is more carefully machined and assembled.

Unexcelled for golf courses and home putting greens

For specific information on the Ransomes CERTES and other special purpose mowers, write or call:

**Warren's TURF NURSERY**
8400 W. 111th Street
Palos Park (a Chicago suburb)
(Code 312) 448-7200 • Illinois 60464

Distributorships now being established in key areas. Adequate supplies of spare parts, as well as mowers, in stock at Warren's Chicago, New York and San Francisco area nurseries.

For more information circle number 164 on card
SUPER'S FUTURE  
continued from page 32

tee. In general, the more desirable are all forms of engineers, building or store managers, medical and dental doctors and small business executives.

An incident of a few years ago which may point out the value of careful selection of greens committees follows:

A problem of an inadequate water supply was under discussion and the need for a much increased amount of water was definite. To get approximately four times the amount of water it was decided that the old two-inch supply line be abandoned and a new four-inch line be installed. One adamant member insisted that this was sheer extravagance and that another two-inch line should be installed paralleling the first and that this would give a total of four inches in diameter!

Without an engineer present who represents authority on such subjects, it was difficult to point out the fallacy of his thinking, but eventually an authority did get things straightened out finally.

To summarize, members should be more aware of the people who develop their fine turf. The superintendent is going to have to be paid commensurate with his skills and responsibilities.

He doesn't look for profit-sharing as most labor does, because he is working for a non-profit organization.

The man in charge of your golf course is undoubtedly prudent and thrifty. His salary should be adequate enough to help him carry his own insurance-mutual fund investment type of retirement plan which his national association has worked out for him. He must treat his program as if he were self-employed since so few or inadequate provisions are offered by his club.

If you were lucky enough to persuade him to work for an organization such as yours, when he could have been a truck driver with a high salary, more security and summer vacations, then count your blessings.

---

Pargo....The First COMPLETE Line of Electric Golf Cars  
"Take Your Choice Of The Choice Ones"  
Four Wheels — Three Wheels — Single Passenger — Exclusive Fiberglass Top  
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For crabgrass and *poa annua* control in lawn and turf...treat with

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SELECTIVE HERBICIDE

Specially formulated and recommended for use on most turfs in parks, cemeteries, golf courses, institutional and home lawns, Betasan controls crabgrass when the seeds germinate. The best time to use it is now—between late fall and mid-April — before the new crop of crabgrass emerges.

Application at this time prevents summer-long crabgrass infestations and allows established bentgrass, fescue and bluegrass perennials to fill in during the period of most favorable growth—during the cool spring weather.

Betasan gives you excellent control of *poa annua*, goosegrass and some annual broadleaf weeds, too. Time your Betasan applications according to the weed you want to control. For instance, to control *poa annua* you apply Betasan before the seed germinates in late summer.

Ask your distributor or Stauffer salesman for full details, or write to Stauffer Chemical Company, Agricultural Chemical Division, 380 Madison Avenue, New York, N. Y. 10017

READ THE LABEL, HEED THE LABEL AND GROW WITH STAUFFER CHEMICALS

For more information circle number 143 on card
TOGETHER WE STAND

continued from page 48

come a common practice if costs are to be kept within reason, and cooperation is to exist.

What is good for the clubhouse is good for the rest of the club if we are talking about hours, wages, benefits, privileges, meals and working conditions. Sickness insurance and pension plans are of much interest to waitresses as they are to shop men or mechanics. If a manager suggests bonuses for his staff, why should we not seek suggestions from the grounds department and professional as well if the persons involved are club employees? If assistant professionals and shop personnel are permitted to play golf after work what effect does this have on employees who are restricted to "Mondays only?" If "un-skilled" labor is hired in one area of the club at one wage, why should "un-skilled" labor in another area of the club be paid differently? Yes, you can share in the benefits of the club, but you must share in the problems as well if you are to seek cooperation.

The sharing of information is another factor I would like to mention, for this is most vital in securing cooperation from others. Weekly meetings can and should be scheduled to bring the three principals together; preferably at lunch or over a cup of coffee, to outline what is coming up in all areas of the club. Advance planning, and discussion of possible problems will result in a better understanding by all concerned, creating a "smooth-running" organization, even on abnormal days, to both employees and members alike.

Little things can play a prominent part in over-all understanding and cooperation amongst professionals, superintendents and managers. One suggestion is for the three to "talk out" any differences of the past week at their lunch.

If all three agree on a given problem,

continued on page 78

This is the Paul Bunyan 360—a complete soil processing plant. It can help you build a better golf course, faster and at lower cost.

It can process up to 100 cu. yds. of soil mix in an hour. Raw materials in one end—clean, easy-to-work amended soil mixes out the other (mixes that speed grading and seeding). It features a patented high-speed cleated-belt mechanism that delivers a 5-step soil preparation that is continuous and thorough.

It's loaded with other features, too. A 3 cu. yd. receiving hopper. A 31' built-in conveyor to unload the hopper. Feed the mix ingredients to the processing mechanism.

Tandem axles for highway trailing and on-site maneuverability. A "Trash-Away" conveyor (optional) to carry away tailings. A 70 hp engine for power-to-spare. And, more—all built into the Royer Paul Bunyan for rugged, steady performance green after green, tee after tee, course after course.

Bulletin SC-166 gives complete details. Send for a copy.

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For more information circle number 125 on card
FOR COMMON CHICKWEED, KNOTWEED, CLOVER:
BANVEL® D 4-S—this versatile herbicide attacks hard-to-kill turf weeds through the leaves and through the roots. Provides excellent control of a wide variety of broadleaf weeds, even the deep rooted varieties. Effective in cool or warm weather—excellent for tough winter annuals. Your supplier has it in 1-gal. polyethylene jugs, 5-gal. drums and 30-gal. drums. Order Banvel D 4-S today!

FOR PLANTAIN, DANDELIONS, HENBIT:
BANVEL® D + 2,4-D—an unbeatable combination! Banvel D combined with 2,4-D gives you one-application control of a broad range of problem weeds. Controls almost every species found in lawns, turf, and golf fairways, aprons, tees and rough! You save the bother of mixing materials and the time and expense of separate applications. And you get the most thorough, efficient weed control available today. Ask your supplier for Banvel D+ 2,4-D

Save turf—save time with the Velsicol complete line of quality turf chemicals: Velsicol® "2-1," Memmi .8EC, Thiban™ 75, Thiban™-PMA, and PMA-10 for turf disease control, Bandane® for crabgrass control, Banvel® D 4S and Banvel® D + 2,4-D for weed control; Chlordane for insect and crabgrass control; and Pestmaster® Soil Fumigant-1 for greens renovation. Ask your supplier for them.

Save turf—save time by using Velsicol Chemicals...
WHOLE SEASON CONTROL
WITH ONE SPRAYING
One part of Solexto in 400 parts of water sprayed
on two to four acres gives season-long control
of beetle grubs, ants, crickets, chinchbugs, cut
worms, rose chafer, chiggers, fleas, ticks,
mosquitoes and many other pests.

GRUB-PROOFS
FOR TEN YEARS
One application of Solexto, two gallons to the acre (1-to-200 solution), grub-proofs the turf
for at least ten years. Thus moles are also kept
out by eliminating their food source.

ECONOMICAL COVERAGE
Because such high dilutions are possible, exten-
sive coverage is very economical. Labor can also
be saved by using EWT Weed Killer* in the same
solution for general spraying of the grounds.

* Widely used selective weed killer
manufactured by Dolge.

TOGETHER WE STAND
continued from page 76

send your possible solution to the Board as a “three-fold” suggestion. This will
not only help quicken its adoption, but
serve as a means of showing all three of
you are concerned, you feel you might
have the answer and you are working on
on it together.

Visit the other fellow’s office once in
a while. Find out what he is working on
and what the problems within his area
of responsibility are.

Maybe an inventory system or stock
control in the storeroom will help just as
much in the golf shop. Superintendents
have found from managers that informal
luncheon meetings with other clubs will
bring about a healthy exchange of inform-
ation. Golf professionals playing in
tournaments may have the solution to
your crowded parking lot on weekends
from something they have seen where
they played. Managers may know of a
new “twist” to a two-ball foursome, and
a superintendent may have had an un-
usual sandwich at a club he visited.

However, each is hesitant to talk about
it in your area, but he will discuss it with
you in his area, for fear he might offend.
Many of our members and committees
meet and discuss things during a round
of golf. Pros can sell themselves during a
“playing lesson” so why not “sell your
ideas” to the manager and superintendent
as you utilize your own “ground rules.”

Finally, if all else fails, then be a little
tolerant of the other guy Recognize the
influencing factors of age, experience,
nationality, personality and pressures.

Like the marriage we mentioned be-
fore, sometimes you have to learn to like
burned toast, stockings floating in the
wash basin, and curlers poking you in the
eye as you start to go to sleep.

Marriage needs “give and take,” and
so do the relations between the superin-
tendent, professional and manager. But
if you are willing to “work at it,” har-
mony and cooperation can become a
living reality, at your club.

WANT MORE?

For more information circle number 220 on card

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Building from the ground up?

If you're planning a fleet from the ground up, your first thoughts are for golfers — the people who pay for the ride. Give golfers the most ride for their money — with incomparable E-Z-GO luxury and performance — and they'll help you on your way to fame and fortune. We can help you start building the world's finest fleet today with America's finest electric car.

E-Z-GO CAR DIVISION, TEXTRON INC.
Augusta, Georgia 30903
CONFESSIONS

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at your club belong to the third and smallest class. The best thing you can do for them is to diagnose their faults and let them give themselves most of the treatment, with you as a supervisor.

One of the home-club pro's big problems is getting and training desirable assistants. When I get a good assistant, I spend hours teaching him how a pro shop should be run and how books should be kept. However, I must also teach him my methods of instruction, so that he will be competent in caring for members when my schedule is full. Most young men who want to be professionals prefer playing golf to teaching it. That's natural, I did, myself. But to impress upon them that around a golf club a member's game comes first seems to be a tougher task every day.

Almost all our problems can be ironed out pretty easily; there's even a way to avoid being put in the middle when rules disputes come up. I just show people the rules book and say to them, "The answers are there."

Although I'm with a club in a metropolitan district, I think the pro in a smaller city has the edge on the majority of professionals at the larger clubs. In the smaller clubs, the members are proud of a pro who serves them well and does something to give their club favorable publicity.

The professional who performs competently and sincerely for the sound smaller club can be an outstanding citizen without arousing jealousy, and can do his work on a semi-social basis at his club without incurring the risks of the metropolitan-district professional.

I wouldn't trade my job for one at a smaller club. I worked at smaller clubs when I was younger, and I was treated well. Where I am now I get more headaches, but I get more money too, and

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