

SAVE CLUB HOUSE FLOORS

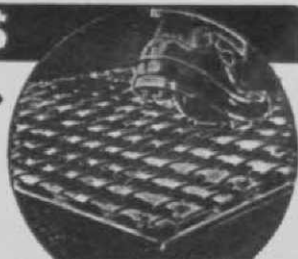
WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

DDD ▶



STANDARD WIDTHS

20" - 24" - 30"

36" - 42" - 48"

Trial Section

24" x 60"

\$12.50 postpaid

Write today for illustrated folder

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Courses Spend to Save On Improved Machinery

New Equipment Sets Records In Sales to Courses

By J. A. Roseman, Jr.

Vp, Roseman Mower Corp.

This year there has been notable advances made in course maintenance equipment sales. This has overcome one of the handicaps to maintenance equipment manufacturing as a business. Maintenance equipment wears too long and, in many cases, has outworn the conditions under which it is used.

Roseman has mowers 20 years old that are operating with reasonable satisfaction and very few repairs. Other mower manufacturers also can point to equipment that has become obsolete but not replaced because it hasn't fallen to pieces.

Heavier and earlier play on courses has begun to force modernization of equipment and we now see our research and advertising of past years paying off in 1960 sales and performances.

One of the significant advances in the work of courses this year has been the operation of the Roseman Mark IV Hi-Speed-Reel "early morning" mower. To mow early with conventional gang mowers to avoid player traffic usually leaves fairways in an unsatisfactory condition caused by droppings of unsightly clumps of accumulated wet grass clippings. But with the new Roseman Hi-Speed-Reel Mark IV the supt. can now mow his fairways in the early morning dew, at night if he prefers, and even during or immediately after rainstorms with no player interference and get a beautiful mowing job.

Labor Cost Pressure Pushing Course Equipment Sales Up

By John C. Norton

Gen. mgr., sales and adv., Toro Mfg. Co.

Supts. and green chmn. often note the high percentage of labor costs in the course maintenance budget and are resigned to the certainty that with the constant demand for perfection in playing conditions this item never is going to get lower.

Consequently, the efficient operation of any course requires more equipment to do the job better, faster and cheaper than it can be done manually or with outdated equipment. Spending to save has accounted for a big volume of Toro's 1960 golf business. A big money-and time-saving combination that has been put to work on many courses this year is the Toro Golfmaster tractor, hydraulically equipped with 7 Spartan gang mowers.

Performance records of this outfit have made its 1961 sales prospects very bright. The improved Toro Greenmaster and a new heavy-duty 21-in. Windtunnel Whirlwind rotary mower for trimming around bunkers, etc., are among equipment we are sure will figure in next year's budgets.

Cushman Announces 12-Month Warranty on its Golf Cars

A new 12-month warranty on its electric golf cars has been put into effect by Cushman Motors, Lincoln, Neb., subsidiary of Onboard Marine Corp. The warranty covers replacement parts, including labor costs, except for adjustments recognized as normal maintenance wear. The warranty, effective on Oct. 1, applies to all 1961 Cushman golf cars and applies as of delivery date. Accessories and batteries, which aren't covered by the Cushman warranty, are warranted separately by their respective manufacturers.