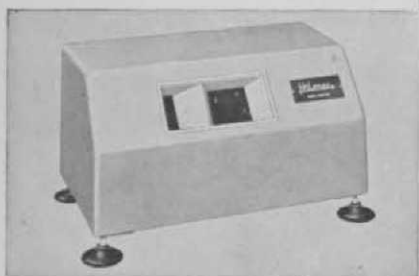




COIN OPERATED

PRO MODEL



another
guaranteed product
by



increase your club's profits . . .

Here's the perfect answer to build more revenue for your Club . . . THE HILMAC GOLF CLUB CLEANER! Maintenance-free, this *Coin-operated* machine will start making a profit the first day, while offering your golfers a much needed service. The perfect answer for added income and profits!

HILMAC

Golf Club Cleaner

increase your club's efficiency . . .

Put the HILMAC GOLF CLUB CLEANER to work in your Pro Shop. You'll be able to clean more clubs faster and better . . . with far less manpower. Ends the tedious work of club cleaning forever. Maintenance-free, compact HILMAC GOLF CLUB CLEANER operates on regular 110 volt A.C. current.

A few excellent territories still available.
For full information write, wire or phone:

Dept. K-1, Hilmac, Inc., Box B, Kohler, Wisc.

New Ledges G&CC Has Member Selection Plan

The Ledges G&CC, now building an 18-hole course at Fayetteville, N.Y., to the plans of Robert Trent Jones, has a reported 200 family members, paying initiation fee of \$750, three months before the first 9 is scheduled to open in July. Initiation fees can be paid in three installments. Dues (including taxes) for golfing members are \$450 a year. For Juniors between 21 and 32 and for single women, dues are about half this amount.

The club got a good publicity start with a swimming program in 1961. The center section of the clubhouse was completed in 1961. The club grounds are surrounded by 200 building sites. Club grounds of 160 acres are leased for 9 years for \$10,000 a year; after that there is an option to renew the lease at \$100,000 a year, or to buy over a 20 year period for \$120,000 a year. The entire setup is being built at a cost of \$1,555,426.

Obviously, with about \$4,000,000 as the minimum value of the club (when the

ground is paid for in 20 years), and with limits of 400 golfing, 150 social (at \$360 yearly dues) and 50 junior (at \$240) members, the club to get by has to have an easy spending membership.

A quarter of the initiation fee is allocated to decorating and furnishing the club. The remainder of the fee and a portion of the dues are allocated to construction. The portion of the dues that are allocated is not disclosed in the club's brochure.

The club's brochure says the club plans to fill the initial 225 quota and build a substantial waiting list by first inviting members' friends to join.

Next, a thorough analysis of membership will be made in order to encourage admitting future members from firms, banks, institutions, churches, towns, etc., not already represented, and limit those already strongly represented.

Admittance Procedure

The following is the procedure in which members can be admitted into The Ledges:

1. A member must fill out a questionnaire for a prospective member.

NEW GRIP-GARD SLEEVE



Jackson Bradley, Golf Professional at River Oaks Country Club, Houston, is widely recognized for his mechanical knowledge of the structure of golf clubs and procedures for their repair.

*Patent Pending

Ferrule for golf club grips

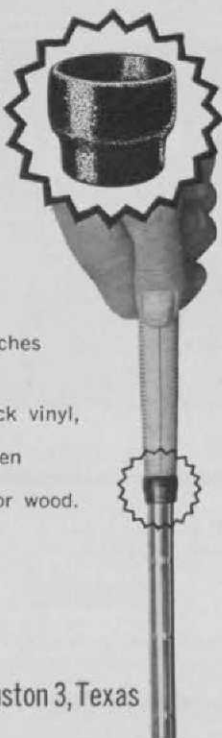
Recommended by JACKSON BRADLEY . . .

PUTS A "FACTORY LOOK" INSTANTLY ON A REPLACED GRIP

Anyone can install in seconds—no skill or experience required. The **only** ferrule that stretches **intact** over the **large** end of a bare shaft and returns to shape.

Made of good-looking, thoroughly baked black vinyl, the Grip-Gard Sleeve* removes forever the problem of wrinkled tapes and jagged ends when replacing golf club grips. Its taper is specially designed to fit the shaft and grip of **any** iron or wood. No glue required.

Inexpensive to buy, easy to install—builds customer good will. Grip-Gard Sleeves have been used on thousands of repaired golf club grips by some of the largest golf repair shops in the Southwest.



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2. On this questionnaire should be listed three other members, if possible, that the prospect knows.
3. If No. 2 is not possible, there should be listed at least three well-known individuals in the area who could make recommendations for the prospect.
4. Questionnaire goes to membership committee which, in turn, obtains at least three recommendations for the prospect.
5. If all recommendations are favorable, the questionnaire and the three recommendations to the board.
6. On approval of the board, the president assigns prospect to one of four of the membership team who must interview the prospect. Only this membership team can receive an application from a prospective member.
7. On receiving this application, it is passed back to the membership committee for approval. The name and sponsors are posted on the bulletin board for 10 days.
8. At the end of 10 days the applicant is voted on by the board.

Wallace F. Ardussi New Head of Cleveland District GA

Wallace F. Ardussi, Westwood CC, was elected president of the Cleveland District Golf Assn., succeeding Marvin L. Laronge of Oakwood, at the association's annual meeting, April 26, at Mayfield CC. Arthur D. Hudnutt, Elyria CC, was elected First vp; Clarence K. Snyder, Acacia, Second vp; Owen C. Obetz, Chagrin Valley, treasurer and Creighton Miller, Shaker Heights, counsel. Harry C. Pollock, Mayfield, was reelected secretary. There now are 35 private clubs in the association. Martin Morrison, founder and chairman of the CDGA caddie scholarship foundation, reported that the organization since its beginning in 1940 has helped 131 caddies through college. Most of the caddies have attended schools in Ohio or the eastern part of the country.

Herb Graffis, editor of *Golfdom*, spoke on "Growing Pains of Golf Business," pointing to the rapid growth of women's golf, the scope of golf car service and clubs' sudden and vigorous awakening to the unfair beating they're taking on taxes, as the three major current developments in the golf business.