

An ever-growing list of prestige courses participate in THE GOLF CARD program. We think you'll want to know why.

THE GOLF CARD is designed to increase the patronage and profits of your course facilities. We sell you to superior patrons, financially qualified golfers who travel and who might not otherwise visit your resort. The growth in the number of courses who have linked up with us is phenomenal. Over 650 courses participate in 47 states including Hawaii and also in Canada, Mexico and the Bahamas.

Last year GOLF CARD members tallied up to over 30,000 traveling golfers coast-to-coast. Golfers for whom a golf trip is a true vacation. Golfers who spend money on cart rentals, gear and accessories, food and drink, overnight accommodations. Golfers who invested in land and condominium sales at golf resorts. Give them your green fees and we'll give you their business. Plus the benefits of GOLF CARD's national advertising and travel program.

Find Out Why We Have Been So Successful and How You Can Become a Member Course.

Write or call THE GOLF CARD today. We'll send you a packet with the proof that

A LINK UP WITH US IS A PROFITABLE CONNECTION.



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Idea file

Emergency staff may prevent death

After a bomb threat in September, 1975, forced the evacuation of members and employees from the Pinehurst Country Club in Denver, club officials decided the staff must be trained to handle any kind of emergency.

About one-third of the employees have been trained to administer artificial respiration or first aid for burns, bleeding, choking, poisoning, and other potentially dangerous situations. One person from each club department has also been trained in cardiopulmonary resuscitation techniques, and 40 persons have received instruction in fire prevention and fire-fighting methods.

Others have even been trained to comb the clubhouse for stragglers and search for bombs. Club manager Robert MacDougall said the training has cost less than \$360 and members have expressed gratitude for the program.

Nylon protective screens keep balls in range

When the wire protective screens bordering the Lake Grove (N.Y.) Golf Park driving range drew complaints from nearby residents about interference with their television reception, the range's owner started a search for substitute materials.

He found a nylon fish net, knitted of the same yarn used in tires, and stretched the fabric between the poles along the sides of the driving range. Results: better TV reception and good community relations. The same kind of net, made by Fablok Mills of New Jersey, is also used to break the shock of severe acceleration in space capsules.

Flowers by walkways beautify course

The use of flowers, especially to decorate and define walkways from one hole to the next, is increasing among golf course superintendents

Bob Adler, president of the Heart of America Golf Course Superintendents Association, says his group was told recently that only two different colors should be used in a floral arrangement on the course. Persons walking from a green to a tee see only flashes of color and more than two colors will blur their vision and distort the effect of the flowers.

Flowers planted around the clubhouse can consist of many more colors since people there are stationary. Each variety should be grouped alone to create an attractive impression.