



FOR YOUR MEMBERS...

## Greater bathing satisfaction

Clubmen look forward to shower bathing to banish fatigue from work or play and restore the feeling of fitness. But just any shower isn't good enough. The truly satisfying bath is delivered by a SLOAN Act-O-Matic SHOWER HEAD—a greatly improved cone-within-cone spray that is evenly distributed and undistorted. It is directed as desired and the volume is fingertip controlled. The Act-O-Matic provides the shower bathing satisfaction your members deserve. And it has many advantages for management.

FOR YOU...

## Maximum freedom from complaints • servicing • waste

In this entirely different shower head you get all of these very important advantages:

- 1 Automatically Self-Cleaning**—Patented automatic action thoroughly flushes the interior of shower head each time it's used.
- 2 No Clogging**—All clogging particles are automatically and completely discharged.
- 3 Maintenance Eliminated**—Because this shower head is always free from clogging and other faults it requires no servicing.
- 4 Water Economy**—Exclusive design provides efficient, enjoyable bathing with big water savings.
- 5 Fuel Savings**—It costs money to heat and pump water, thus water economy means saving costly fuel.
- 6 Easily, Quickly Installed**—Equipped with connector that fits all standard shower arms, old or new.
- 7 Vandal-Proof Model**—To prevent tampering or theft, a vandal-proof model is available at slight additional cost.

The  
**SLOAN**

*Act-O-Matic*

**SHOWER HEAD**

**AUTOMATICALLY  
SELF-CLEANING**

*each time it's used*

## SLOAN VALVE COMPANY

4328 West Lake St., Chicago 24, Ill.

Please send me full information  
on the Act-O-Matic Shower Head.

NAME, TITLE

NAME OF HOTEL

STREET ADDRESS



Sprinklers were put into action early and speeded development of good turf on soil that had been well prepared and seeded.

## NCR NEW CLUB

*(Continued from page 50)*

equipment storage and repair space, and storage for fertilizer, seed and supplies. There also is a large section for making and storing compost. During bad weather 200 yds. of compost of soil, sand and peat moss were made and stored ready for use this season.

### Equipped for Operating Efficiency

Among the maintenance equipment are two 5-gang Worthington Blitzers, two 7-gang Toro fairway mowers, Worthington and Toro tractors and a \$3500 John Deere tractor which Hart says already has paid for itself in road construction, clearing, on compost jobs and other work; a Wagner tractor loader on a Worthington tractor which also is classified by Hart as among the equipment that has paid its cost, Jacobsen greens mowers, Friend and Hardie sprayers, two Jeeps and a Royer compost shredder. There is a most complete supply of small implements and equipment for maintaining all machinery in prime operating condition, including complete Fate-Root-Heath equipment for mower maintenance.

The equipment building has a drain pit for automotive equipment.

Outside the building is attractively landscaped and adequate road and parking space is blacktopped.

### Clubhouse Planned for Operating

The clubhouse represents another bright example of NCR teamwork in planning. Eddie Grabeman, supervisor of NCR commissary operations and general manager of Moraine CC will be in charge of the

company's golf club, and Robt. Buzzard will be resident clubhouse manager. Grabeman, Buzzard and Charlie Prentice, in charge of NCR building construction and maintenance, went over three sets of plans with Allyn before deciding on the clubhouse to exactly meet the requirements.

There will not be much late night business. The kitchen, snackbar and soft drink facilities are top grade and attractively laid out to supply the finest service of the type desired. There are 588 lockers in the men's locker-rooms. Locker rental is \$2.50 a year for a half-locker. They all are double lockers of ample storage space. The 240 lockers in the women's locker-room are single lockers. It is expected at the way women's golf interest has been growing among NCR employees the girls also will be doubling in use of lockers.

The clubhouse is heated by radiant heat under floors. Very good cross-ventilation is provided in the locker-rooms. Shower, toilet and lavatory equipment is identical with that at the most expensive new private clubs.

The glassed-in porch overlooking the Jack Hart, NCR courses supt., squats as he discusses the fairway turf with his two course foremen.



# DICK WILSON

*GOLF COURSE ARCHITECT*



DELRAY BEACH,  
FLORIDA

*TELEPHONE: DEL RAY 4140*





Tommy Bryant and assistants Ebitino, Rudolph and Snell giving one of the classes basic training on how to get most enjoyment from the new courses.

first and tenth tees and ninth and eighteenth greens of the championship South course, is a delightful place for lunch and dinner service. Jalousies provide ventilation for the large veranda.

The pro shop is located adjacent to the men's locker-room and is in the clubhouse building. It also has convenient access for women golfers.

A big job has been done in building roads and parking space for 600 cars in the clubhouse area, with auxiliary as needed. The

thoughtful use of handsome and very serviceable lighting standards is a feature not too often found at private clubs where there is a large volume of night party business.

#### Pro Dept. for Big Business

Much attention was given to landscaping around the clubhouse as well as on the North course which was laid out on former farmland. The design has been so expertly done the course and clubhouse seem to have been built into natural landscaping.

Tommy Bryant and his staff who will operate the pro golf dept., line up in the new NCR pro shop. L to R: Jack Snell, Tommy Bryant, also head pro at Moraine CC., Jim Rudolph and Freddie Ebitino.





## NEW! GROUND-HUGGING TORO HITCH USED AT THE NEW N. C. R. COURSES

Now . . . *fully flexible mounting* for each Spartan Gang Mower! It's the new Toro Universal Hitch that's engineered to follow every ground contour for a smooth, even cut.

Two scientifically determined draw points give an equal pressure on all rear rollers. No bouncing or skipping of units. *Connects easily to any standard tractor.* And *Spartan gang mowing units* are dependable and economical, too! Double-train, machine-cut gears. Simple throw-out clutch for transport gives long life, low-cost operation.

The new Toro Universal Hitch is available in 3, 5 or 7 gang units. Five and seven unit models have ball-socket hinge joints for quick coupling.

For complete information on this new cutting combination, call your Toro distributor (see the classified section of the phone book) or write today to:

**TORO MANUFACTURING CORP.**

3003 Snelling Ave., Minneapolis 6, Minn.

TORO mowers serviced throughout the United States and Canada





Tommy Bryant, pro at Moraine CC, also is in charge at the NCR club. Tommy has on his pro staff at NCR Freddy Ebetino, Jim Rudolph, Jack Snell and Jim Rutherford. The boys have worked hard at preparing the NCR folks for the new courses. They had 624 taking series of six class sessions, in groups of eight students. The series of lessons cost \$5. The lessons were an hour long. The class enrollment is about 50-50 between men and women. Lessons were given at the golf range of the Old River recreation park. Buckets of practice balls are provided at low cost. Clubs are furnished for the lessons if the students haven't their own equipment.

This preliminary teaching was designed to have informed and understanding beginners coming onto the new courses.

Allyn's prime decision as to policy was that employees be asked to pay a purely nominal fee, far below actual cost.

Already there are 2300 golfing memberships — 2000 employees and 300 of their wives. The yearly golfing fee is \$5 per person. For those who don't have yearly memberships the price per round is 75 cents Tuesday through Fridays. Weekends and holidays the greens fee is \$1. The an-

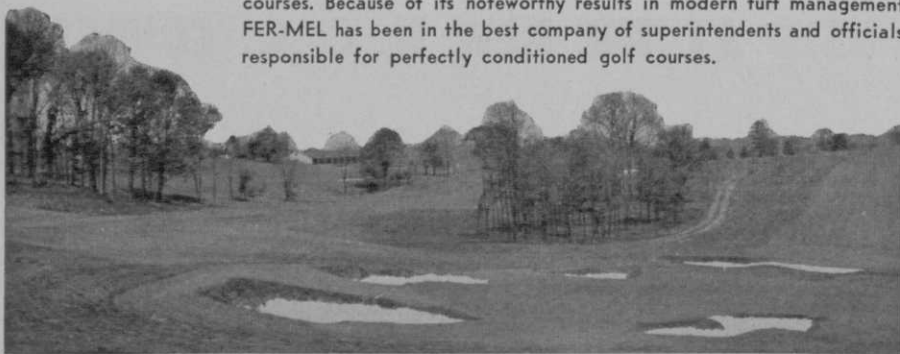


Stony character of soil before topsoil covering is shown during the installation of Clow-National mechanical joint cast iron pipe and riser for one of the Skinner fairway sprinklers.

nual dues in the club are \$5 which entitles the employee, the employee's wife or husband and unmarried children living in the same household, to buy golfing privileges.

## Always in the best company

Again, we are honored by NCR's use of FER-MEL water soluble fertilizer in the development of superb greens on their magnificent new courses. Because of its noteworthy results in modern turf management FER-MEL has been in the best company of superintendents and officials responsible for perfectly conditioned golf courses.



No. 10 green on NCR South Course

Ask for free Fer-Mel Bulletins; Summer Feeding Bent Greens; Growth Control—What Is It; Fertilizer Cost Analyses; Chemical Calculations in Turf Management.

### THE MAMLON COMPANY

1091 Whalley Avenue  
NEW HAVEN 15, CONN.



24-12-12 TURF & TREE FOOD  
*Fits in the picture of modern turf management.*

# **TROUP BROS., Inc.**



*Specialists in Golf  
Course Construction  
all over the U. S.*

**Satisfaction Assured**



**W**e are proud to have been  
the Contractor to construct  
the National Cash Register 36  
Hole Course in Dayton, Ohio.



**4151 South Dixie Highway  
P. O. Box 168, Miami 33, Fla.  
Phone 67-2541**



Attractive snack bar and grill of NCR clubhouse is equipped and laid-out for quick, pleasing service.

The NCR Employees Benefit Assn. whose officers consist of representatives of the executive and operating departments, did a lively performance in getting golf interest blazing with plenty of publicity. Tommy Bryant and his pro department staff credit this enthusiasm with creating an attitude toward golf instruction that has made teaching results eminently satisfactory.

The NCR employees' organization issued a booklet "For Your Enjoyment" which fully describes the facilities, presents rules and regulations and gives other details promoting pleasant and extensive use of the new club.

In addition to fundamentals of the grip, stance and swing the class students have been taught about the etiquette of the game, course care, rules and in general how to go at the game not as cold beginners but actually better qualified to play

L to R—Norman Allbright and wife of the clubhouse operating staff, Eddie Grabeman, gen. mgr., and Bob Buzzard, house mgr., of the NCR golf clubhouse.



than many who have been playing catch-as-catch-can for years.

There are 315 bag racks and room for more in the room adjoining the pro shop which Tommy designed to give the NCR players shop and merchandising service equal to that at the best private clubs.

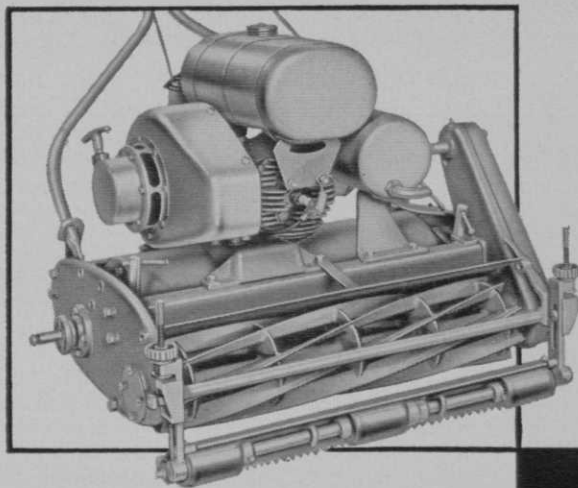
Bryant has a number of sets of rental clubs for those who want to get some rounds of golf before they decided what their future is going to be in the game. He's also got new sets of Nos. 2 and 4 woods, and Nos. 3, 5, 7 and 9 irons and a putter for those who want to buy their own clubs and fill in later. As many of the NCR employees are experienced golfers Bryant makes a strong feature of top quality playing equipment. Sales at the shop can be paid for on the payroll deduction plan and the buying price spread over the year so the clubs and bags at the NCR course will be of higher inventory average than at most private clubs.

Cart rental service is provided at low rates by 100 Bag Boys.

Large space bordering the parking area is provided for practice and instruction. Bryant investigated pro department operations at other golf clubs operated by employees and management of leading corporations and made use of their many excellent service ideas as well as adapting numerous methods from Moraine's high level private club operations.

The NCR club hopes to be host to major championships on its South course. Before long pro and amateur stars who have

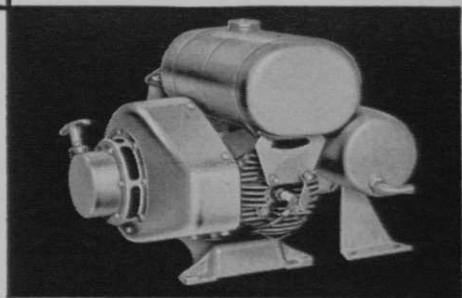




It Takes the Right Kind of Power to be one of golfing's all-time greats. That's why the famous Jacobsen Greens Mower is powered by the 2 $\frac{1}{4}$  hp Jacobsen Engine.

*in a power mower*

## the **POWER** Makes the Difference



There is a big difference in power mowers — a difference that grows with each additional year of use. With Jacobsen, that difference starts with the *engine*. Its record for durability has been established and recognized by park, golf course and cemetery superintendents for the past 30 years.

But durability is not the whole story. The Jacobsen Engine is designed by power mower specialists, specifically for power mower use. For example:

- The Jacobsen Engine is designed to develop

full hp at slower speeds — definitely a *grass-cutting* advantage.

- A Jacobsen Engine produces a power stroke every revolution of the crankshaft, giving it the sustained power to pull through sudden overloads — a valuable *grass-cutting* advantage.

- Low, horizontal design gives a Jacobsen the balance and stability necessary for the ultimate in smoothness of cut — a real *grass-cutting* advantage.

- Positive, fresh lubrication every stroke insures complete protection to moving parts, even for prolonged periods of steep hillside cutting — an important *grass-cutting* advantage.

Ask your Jacobsen dealer to show you the many advantages you get with a Jacobsen Engine.

# Jacobsen

**MANUFACTURING COMPANY**  
RACINE, WISCONSIN



Dick Wilson, golf course architect, and Tommy Bryant, pro, from NCR clubhouse porch talk about the golf they'll see on the rugged South course, which lies beyond the then unfinished clubhouse area lawn.

an opportunity to play the course will be testifying to its championship specifications. Paul Hahn whose trick shot exhibition was a feature of the opening day program is the first of the nomadic pro celebrities spreading the story of NCR's great new golf plant.

Industrial golf had its beginning in the U. S. at the course the Oneida (N. Y.) Community started in 1896. It has reached high status among all American golf operations. Clubs operated by employees and management of companies noted for efficient and harmonious operation have golf establishments comparing favorably with exclusive private clubs — and at a lot less cost to golfers. Among this select company NCR workers now take a proud place.

### Sargent Sets Successful Plan for Women's Class

**T**HE PATTERN for a highly successful women's class program has been established at East Lake CC, Atlanta, Ga., by professional Harold Sargent and his assistant, Frank Clark.

The schedule was six free class lessons on consecutive Fridays. On Wednesdays the East Lake Women's golf organization welcomed the newer golfers, helped them with rules, acquainted them with golf etiquette and play procedure and went around the course with the beginners to help them select clubs for the shots and in general induct them into play.

Sargent's schedule was carefully planned.

In the first lesson he explained that golf would take some effort, mental and physical. The class members were warned that they might feel as though they were the most inept women who ever ventured into golf but that should not discourage them as almost anyone who started might feel the same way. Sargent made it plain that fanning the ball now and then was to be expected in the earlier stages.

Sargent and Clark were very careful to keep the beginning women encouraged; they had to be far more delicate than with junior classes but at the same time insisted the instructions be followed.

Each of the almost 60 women who participated in the classes hit shots under supervision for about 5 minutes during each of the lessons. Sargent is positive they got much more good out of hitting shots than from group swinging of clubs.

After they'd got around the course with the experienced women golfers on Wednesdays, part of the group time the following Friday would be devoted to asking each beginning woman what gave her the most difficulty. Then the lesson would answer those problems.

Of the 60 women who started in the class 30 became quite regular golfers. Many of them are private lesson pupils. Sales of ten new sets and several sets of used clubs were direct results of the class lessons.

Sargent believes the class lesson idea went over so well because women's sound business and shopping instinct has them reluctant to spend much money getting into golf until they are sure they'll like it. The free lesson idea is the sampling method that merchandises so well to women, being applied to golf.

The grouping of beginners also had the attraction of being free from embarrassment as all the beginners were in the same boat. It had the further psychological appeal of joining other women in a smart activity.

The class lessons were held in the fall when the women's children were in school, the weather was wonderful, and the pro staff wasn't as busy as in spring.

Husbands of the women who were in the classes were happy about the deal. So were East Lake officials who, like officials of most clubs, desire to have the club appeal to the entire family and give club membership a broad, strong foundation.

The class will be repeated this fall and with the enthusiastic vocal advertising of members of the first group it is certain this autumn's class will be even larger than the initial roster.