



Stores Easily. Takes down into 4 parts. Components are interchangeable. Has protected sealed gear case; 1/4 h.p. 4000 rpm motor; 40 to 1 reduction; 10" wheels; semi-pneumatic, puncture-proof tires.

How to make a profit on a minimum investment

The following example is based on a golf club using a 3 year Toro finance plan. The club is privately owned and has approximately 375 playing members. The club has signed a contract for the purchase of 20 Toro CaddyMasters including the cost of freight and local taxes for a total of \$4,479.00. The playing season lasts approximately six months.

Typical Operating Statement

OPERATING INCOME FROM CADDYMASTER RENTALS

The CaddyMasters average 150 rounds each during the season for a total of 3000 18-hole rounds of play @ \$2.00 per rd. = \$6,000.00

OPERATING EXPENSES:

Interest on payment for 20 CaddyMasters	\$ 268.74
Insurance for 20 CaddyMasters	16.50
Electricity used in charging batteries	100.00
Depreciation based on a 3 year schedule	1,493.00
Routine repair parts and labor expense per CaddyMaster at \$5.00 per unit x 20	100.00
Accounting	50.00
CaddyMaster attendant	300.00
Total operating expenses	\$2,328.24
Net operating profit (before applicable income tax)	<u>\$3,671.76</u>

Your Toro distributor will help you set up a profitable "CaddyMaster" plan and discuss financial arrangements. Why not call him now and get full information on the profitable "CaddyMaster."

"CADDYMASTER"^{BY}
TORO

†Exclusive mark of Toro Mfg. Corp.

Toro Manufacturing Corporation, 3069 Snelling Avenue, Minneapolis 6, Minnesota



Bantam hydroseeder spreading seed, fertilizer and Turfiber on Eglin AFB (Fla.) course.



This site is getting a bath of Turfiber and asphalt emulsion for anchorage of seed in a gully.



Slope on Avon Fields GC in Cincinnati is being patched with seed, fertilizer and Turfiber mixture.

"Save the surface and you save all." Essentially this is true of seedbeds. Any kind of seedbed protection is designed for temporary effect to (1) hold moisture for accelerated germination and establishment; (2) to lessen the impact of falling drops of water and to let water trickle into uncompacted soil; (3) to retard lateral movement of excess water which would cut gullies or remove surface soil by sheet erosion; (4) to reduce wind velocity at the surface which, if unchecked, physically removes soil, seed, and fertilizer.

Use of Straw

Various types of straw have been used for many years as mulch to insure turf establishment and prevent erosion. In areas of use, one can secure straw from wheat, oats, barley, and rye, and soybeans. In coastal areas marsh or salt hay may be available. Chopped stalks from corn or sorghum may be obtainable. In pine wood areas, the needles can be gathered and spread. Most materials in this class are relatively inexpensive. They rot down quite rapidly into the soil and rarely need to be removed after the grass comes up.

Highway seedings made with a hydroseeder generally are covered at once with some kind of straw mulch that is chopped and blown in place with a special power mulch blower. Hot liquid asphalt emulsion may be sprayed into the straw as it is being discharged from the blower pipe to "tack" the straw together and reduce wind blowing. This is particularly true on slopes.

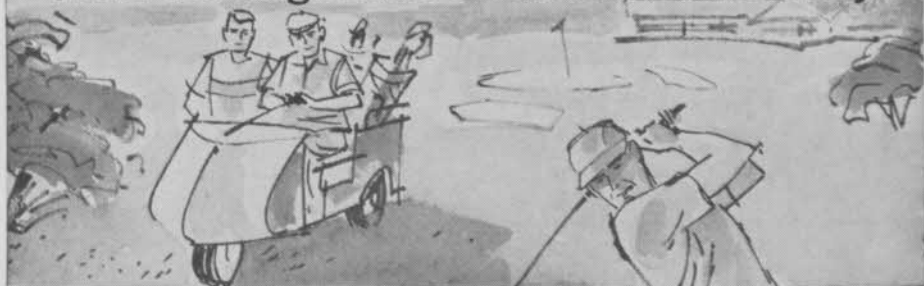
Introduces Weed Seed, Etc.

Straw mulches must be applied as an additional procedure after liming, fertilizing, and seeding. The extra cost leads many builders to gamble on getting the turf safely rooted without severe loss. The disadvantage of much cereal grain straw is that it carries unthreshed grain and, often, weed seeds, some which may be troublesome, noxious and highly undesirable. Straw-covered areas are subject to being burned off, accidentally or otherwise. This factor has caused straw mulches to be deleted from highway specifications in populated areas.

On the credit side, it must be recorded that grass develops rapidly under a good straw mulch that has been properly applied. Moisture is retained with high efficiency and both wind and water move-

(Continued on page 124)

From the originators of the Golf Car Battery



NEW

more powerful electric
golf car battery

GUARANTEED FOR 24 MONTHS*

Here's an all-new, rugged, electric golf car battery — the most powerful you can buy—from the originators of the golf car battery.

It can travel up to 36 holes with its extra deep reserve of power and come bouncing back for more after recharging. And it's built to be recharged again and again and again.

There's extra power, extra distance in this G-N 'toughie.' Jounce it . . . jar it . . . travel up hill or down . . . stop . . . go . . . all this in any kind of weather.

This battery, the result of years of intensive research, laboratory and field testing, is designed expressly for golf car use.

These Gould-National features make it rugged . . . powerful . . .

**Pro-rata service adjustment*



**EXCLUSIVE
GN-300
HI-TENSILE
CONTAINER**

Built to take
abuse of rough
course operation.



**SPECIAL INDUSTRIAL
TYPE
PLATE DESIGN**

Controls over-
charging...great-
est golf car bat-
tery killer.



**FLIP-TOP
VENT CAPS**

No lost caps . . .
easy to fill, pre-
vents electrolyte
leakage.



**FAMOUS
DEEPWELL®
CONSTRUCTION**

More electrolyte
working on great-
er plate areas
. . . more power.



SEPARATORS

Double insula-
tion of rubber
and glass pro-
tects plates.



AUTOMOTIVE BATTERY DIVISION

**GOULD-NATIONAL
BATTERIES, INC.**

St. Paul 1, Minnesota



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On the Professional Side

A Way with Women

During a bull session at Dunedin, a Midwestern pro stated that he is reasonably sure that the women at his club buy from him at least 90 per cent of the golf merchandise they purchase. Here are some reasons he gave for their continued patronage:

He is always at the club on Ladies Day.

He gives the women numerous prizes. They don't cost much and they are appreciated.

He works closely with various women's committees.

He conducts quite a few lesson classes for women players.

He tries to be a walking dictionary so far as subjects pertaining to golf are concerned.

All of his merchandise bears price tags.

He calls attention to "specials" through the use of signs. When a supermarket near the club put on a sale of cut price balls, the pro retaliated by running a special on repaints. He displayed them in large glass bowls at 29, 39 and 69 cents, and also displayed a sign that read: "Lower Prices on Better Balls Than You Can Get Anywhere Else." His sales of repaints and new balls increased thereafter because, he believes, he didn't give his players a chance to go outside the shop and pick up bargains.

He runs a special on open-stock woods and irons, guaranteeing to match them with fill-in woods or irons if the latter are purchased within two years of the original purchase. This is particularly enticing to new members, according to the Midwestern pro. More important, it gets them in the habit of buying from him and not going outside to make their purchases.



Catalog Ordering

Al Robbins, who takes in several Midwestern states on his sales beat (slacks, shirts, shorts — in fact, almost anything you can think of) is of the opinion that pros worry unduly about their golf shoe inventory. "We can't afford to stock enough sizes to take care of everyone," is the common complaint. Robbins agrees with this 100 per cent, but he thinks there is a way to beat it. "Why not," he asks, "handle the situation like they do in a wallpaper store? Display catalogs from all the leading shoe manufacturers on a table in the shoe department. Let the golfer, who can't be fitted from the shop stock, make his selection from the catalogs so that the pair he chooses can be ordered. Pros will find that the shoe manufacturers will go all out in speedily filling these orders."

Robbins doesn't necessarily feel that pro shops can dispense with their shoe inventories. Most of them wouldn't want to anyway because standard sizes will fit about 70 per cent of the people who buy shoes, and sales can thus be made on the spot. The catalog idea is directed at the 30 per cent who are hard to fit.

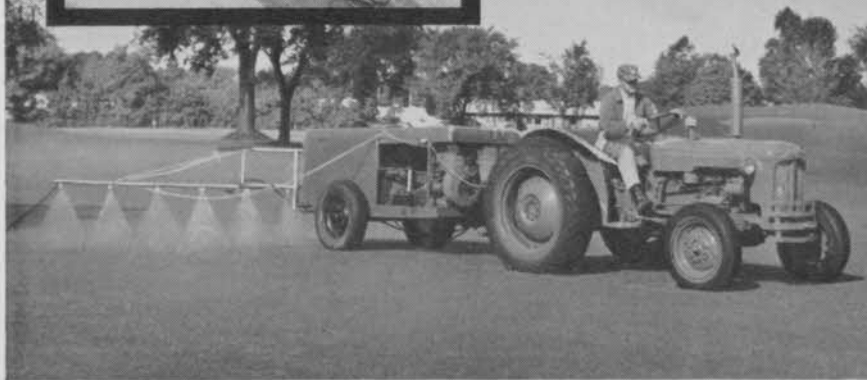
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"The number of assistant pros who aren't let in on what goes on around a shop is amazing," Robbins continues. "This is especially true in the buying end of the business. I'm not the only salesman who will tell you that, either. It's hardly necessary to mention the confusion caused by this head-in-the-trap outlook. If a pro" concludes Al, "has enough confidence in a man to hire him he should certainly want him to know everything about one of the most important phases of his business."



TORO PROFESSIONAL features hinged wings for contoured mowing. Powered by 9.2-hp AENL, it is made by Toro Mfg. Corp., Minneapolis, Minn.

POWER SPRAYER with special boom for golf-course work is powered by a two-cylinder Wisconsin. Unit is made by John Bean Div., FMC Corp., Lansing, Michigan.



control your turf and your costs with **WISCONSIN-powered** equipment

Don't skimp on engines if you want to keep the cost of turf upkeep under your budget. In season, sprayers and mower go on sun-up to sun-down schedules. Both require heavy-duty engines — like Wisconsin builds — to maintain the pace.

All Wisconsins are built for sustained heavy duty. Each has forged-steel connecting rods and crankshaft — self-cleaning tapered roller end bearings — and positive pump-circulated lubrication for smooth engine per-

formance and long life

Air cooling assures dependable power at temperature extremes. Your equipment will never be taken out of action by dry-ups or a sudden freeze. Compared to water-cooled engines, servicing is a low-cost snap.

So insist on equipment powered by air-cooled Wisconsins, 3 to 60 hp. Get Engine Bulletin S-283, and Service Bulletin S-284 covering money-saving Wisconsin-engineered Parts Kits. Write Dept. P-32.



WISCONSIN MOTOR CORPORATION
MILWAUKEE 46, WISCONSIN

World's Largest Builders of Heavy-Duty Air-Cooled Engines

EX-383

Bennett Elected CMAA President; Outland is VP

John W. Bennett, general manager of the San Francisco (Cal.) Commercial Club, was elected president of the Club Managers Association of America during the organization's annual conference, Feb. 28-Mar. 3 in the Deauville Hotel, Miami Beach, Florida. He succeeds John T. Brennan, General Manager of the Birmingham (Mich.) Country Club.

Also elected were John G. Outland, general manager of the Dallas (Texas) CC, vp, and Clem Young, general manager, Cleveland (Ohio) AC, sec-treas.



John Bennett

CMAA is an international organization of 2200 professional managers of bona fide country and town clubs. It was organized 35 years ago to encourage the education and advancement of its members, and to assist club officers, through their managers, in successful club operation.

A record 1200 managers and wives attended the annual conference.

"Time, Tools and Temperament", was subject of keynoter Bill Gove's address, in which he described the cliches of "sell" and "service". He advised, "know your role as club managers, dwell on the idea of swapping your ability to please club members for their dues and other considerations. This is an adult relationship." In his speech, Gove proved again that he is one of the nation's experts in creative selling and human relations.

Tax problems, highly important to an industry that accounts for nearly \$75,000,000 annually in federal excise taxes alone, were thoroughly aired in a two-hour tax clinic moderated by Walter Slowinski, Washington partner of Baker, McKenzie

and Hightower, and the CMAA's legal counsel.

Seminars Popular

Seminars were the most popular feature. Dean James C. Taylor of the University of Houston spoke on "How to Pick Brains". Gerald Lattin, assistant dean, school of hotel administration, Cornell University, expressed many new ideas in his seminar, "Organizing Your Kitchen". Lendall Kotschevar, professor, school of hotel administration, Michigan State University, brought every one up to date on "Kitchen Labor Savers". Mary Ann Warner, food service director, Chicago Art Institute, spoke on "Menus Worthy of Your Pride". Homer Smith, National Office Equipment and Suppliers Association, gave a space age view of "Office Efficiency". Douglas V. Simpson, Massachusetts Mutual Life Insurance Co., discussed fringe benefits for employees. Arthur Jones, chef instructor garde manger, Culinary Institute of America, told about "Glamour and Percentages in Professional Cooking". James Diamond, general manager, Ridgewood CC, Danbury, Conn., solved the problem of "Entertainment Programs — Who Does the Thinking, Who Does The Work".

New directors for C.M.A.A. are Charles E. Smith, Chevy Chase Club, Maryland; James C. Diamond, Ridgewood CC, Danbury Conn.; Everett L. Woxberg, Evanston (Ill.) CC; Horace G. Duncan, Cherry Hills CC, Englewood, Colo. Remaining on the Board are Robert M. Dorion, Scioto CC, Columbus, O.; Charles E. Errington, The Beach Club, Santa Monica, Calif.; William J. Hodges, Paradise Valley CC, Scottsdale, Ariz.; John T. Brennan, Birmingham (Mich.) CC; Robert Yoxall, Coral Gables (Fla.) CC.

Chicago Golf Show

The Illinois PGA will hold its first golf show and exposition in the Hilton Hotel, Apr. 16-18. Manufacturer, jobber and salesmen exhibits will be shown in the Hilton Exhibit hall, and clinics, demonstrations and audience participation events will be staged in the Continental Exhibit hall. Tommy Armour is among those who are scheduled to put on clinics. Ben Orloff is the managing director of the show. Assisting him on the committee are Harry Pezzullo, Jack Bell, Dan Taggart, Felice Torza, Guy Paulson, Elmer Schacht, Steve Cmar, Dan Hawkins and Charles Penna.



Turn off pressure
with the pleasure
of **golf!**

Today you can feel yourself start to unwind the minute you head for the golf course.

It wasn't always so. A generation back, clubs had inadequate shafts that could be as nerve-racking as canceled orders.

Then True Temper invented the step-down design steel shaft—and the game of golf has been getting better ever since.

Reason? Over the years, through metallurgy, manufacturing and design, we've been improving our shafts by uniformly controlling flex and torsion for more accuracy and distance.

Golfers have been improving, too. Coincidence? Partly. But step-down design steel golf shafts *are* better than ever...and this *does* make a difference.

Maybe *your* game will improve—just by a change of clubs. Why not talk it over with your pro?



TRUE TEMPER[®]

STEP-DOWN DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO

This is one of a series of True Temper Golf Shaft Advertisements appearing during the spring and summer in

**SPORTS ILLUSTRATED
GOLF
GOLFING
GOLF DIGEST
GOLF WORLD**

and in the tournament program for the
U.S. OPEN

We hope these messages will encourage golfers to seek your professional advice in selecting new golf clubs.





AT LAST
THE
ULTRA
MATCHED
SET

Walter Hagen

THE LOOK OF LUXURY reflects the priceless performance of Haig Ultra®—the first clubs truly matched in balance and "feel." Club designers know: head weights must vary from driver to pitching wedge. Haig Ultra compensates for this by fitting each club with a shaft perfectly matched in flex and firmness to the weight of its club head. Every Haig Ultra club feels the same, swings the same.

New Haig Ultra for 1962

No finer "feel" in
golf clubs today!

EACH SHAFT IS MARKED TO SHOW THE FLEX
AND FIRMNESS OF THE INDIVIDUAL CLUB.



Sold only through golf professional shops—Walter Hagen Golf • Grand Rapids, Michigan

HAIG ULTRA IRONS.

Brilliantly styled with shaft-to-sole construction for ultra "feel" and accuracy.



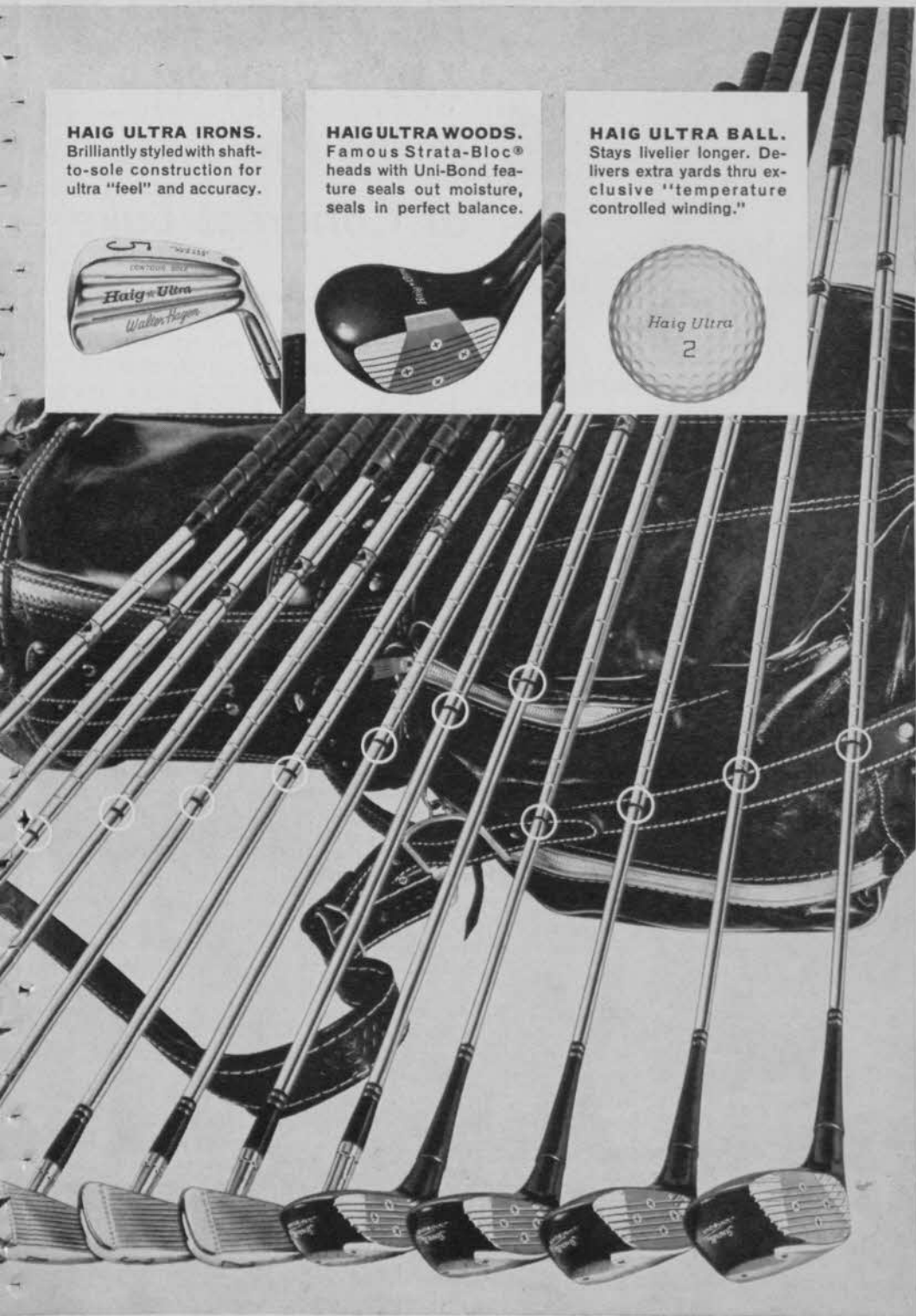
HAIGULTRA WOODS.

Famous Strata-Bloc® heads with Uni-Bond feature seals out moisture, seals in perfect balance.



HAIG ULTRA BALL.

Stays livelier longer. Delivers extra yards thru exclusive "temperature controlled winding."





New, three story pro shop, one of the finest in the country, overlooks first tee at Congress Lake CC.



Congress Lake clubhouse as seen from the tenth tee. Club was founded in 1896, draws on four cities in north-central Ohio for its membership.

The 1987 Look? You'll Find It in the Pro Shop at Congress Lake

Not only have they built a dream house for Mr. Guysick — but his members go all out in making his operation profitable

Anyone who has seen Joe Guysick's pro shop at Congress Lake CC in Hartsville, Ohio, probably has come away with the impression that "this is the way things are going to look in 1987." The trim building in which the shop is housed was completed only a couple years ago and probably couldn't be duplicated for less than \$50,000. It is a three-story brick structure, 30 feet wide by 62 feet long, that literally has been landscaped into the course architecture. From the basement club service area, the player can walk onto the first tee; the second floor, with the exception of space set aside for Guysick's office, is completely given over to the display of merchandise; and the third floor is used for general storage.

From both an artistic and practical standpoint, a person would have to go a few thousand miles in any direction to find a shop that quite comes up to the one at Congress Lake. It's one of those places in which a visiting pro would first be impressed by the spaciousness of the surroundings and then be struck by how nicely everything is integrated in spite of all that floor space. Finally he would come away with the conviction that a fellow only dreams of doing business in such a shop.

For many of the 17 years that Joe Guysick has been at Congress Lake, he, too, dreamed of such a place. Formerly, his shop was nestled in a lower level corner of the clubhouse and its overall dimensions approximated what generally are expressed in storage room proportions. But even with that, business was good, Joe had faith, and the membership realizing that you can't handle something like 550