

NEW ROSEMAN

SHOWN • PROVEN • ACCEPTED

Thank you, Mr. Superintendent, for your valued comments.

The new Roseman Hi-Cut mower, introduced at our recent series of Roseman Days, has been proclaimed the outstanding rough mower on the market today.

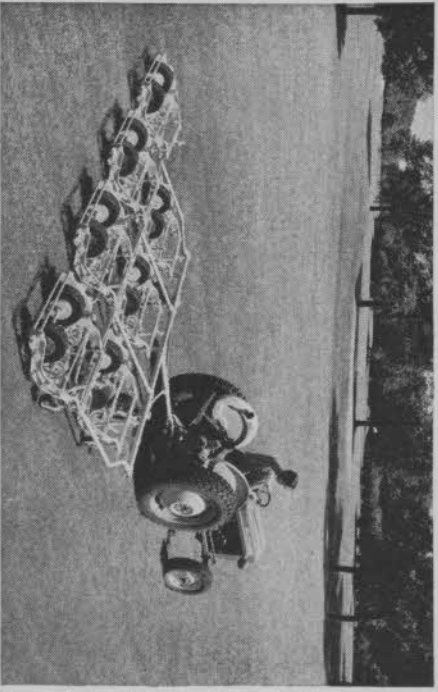
The design and performance characteristics that elicited this opinion were the "high-cutting" feature, the large, rugged, 4-bladed 10" reels, with heavy-duty blades, riveted — not welded; the non-breakable malleable side frames, and the puncture-proof laminated tires, with caterpillar-type lugging ability that gave positive, constant cutting action in the toughest, thickest and deepest rough grasses.

It was observed that the Roseman rear-

drive design eliminates bobbing of the cutting reel, allows faster moving speeds with all grass cut to uniform height, and with substantial time and labor savings.

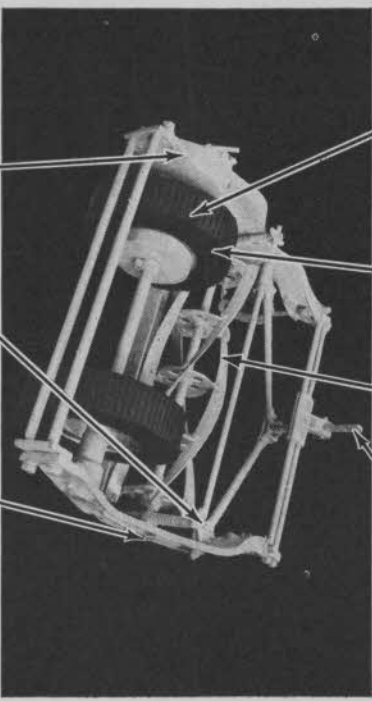
Also the Roseman rear-drive design permitted trimming close to obstructions and over traps, bunkers, shrubbery beds and curbs, with great economies in hand labor.

We are pleased with the wonderful reception you gave the new Roseman Hi-Cut mower designed to mow your rough areas in an improved manner and at far less cost. We invite you to make your next rough mower a Roseman Hi-Cut model.



HI-GUT ROUGH MOWER

NOTE THESE OUTSTANDING FEATURES



REAR WHEEL DRIVE
Hug ground for smooth cut. Permits trimming over traps close to trees.

LAMINATED PUNCTURE PROOF TIRES
Trouble free, no bouncing, more traction.

RUGGED, LARGE 10" REEL
Heavy-duty blades, riveted, not welded.

HI-LOW-CUT FEATURE
Quick, simple height change.

NON-BREAKABLE SIDERAMES
Tough malleable construction

HAND ADJUSTMENT
Simple, no tools required.

SHARPENING FEATURE
For lapping in reel blades.

MAKE YOUR NEXT GANG ROSEMAN


ROSEMAN MOWER CORPORATION
NOTICE: NOT A TRADE MARK
 EVANSTON, ILLINOIS, U.S.A.
 Write or phone TODAY for descriptive literature, prices and availability



Bill Hardigree (inset), pro at Keeler, can't restrain a smile as he contemplates the future possibilities in the bright surroundings of his shop.

Get Opportunity to Spend

Keeler Shop Thrives on Daily Fee Players

Steadily improving business that has marked the progress of the shop at the year-old O. B. Keeler GC in Kennesaw, Ga., dispels the rather traditional idea that a publicly owned operation has to carry the label of "poor cousin". Bill Hardigree, a reformed golf sales rep and pro at Keeler, will quickly set you right on that point.

"Take a look around," says Bill. "Where will you find a better looking or better stocked shop? Public course or daily fee players, whatever you may want to call them, will spend money with you if you give them the opportunity."



Part of this opportunity at Keeler, Hardigree points out, is in an average stock inventory of about \$10,000 that is turned over four or five times a year in a 12-month season. But ample merchandise isn't the answer if it is displayed with no more flair than you may find in a second hand store. "It has to bristle with sales appeal," Bill declares. "It has to jump out at the golfer. And, you have to back up your colorful displays with some sales savvy."



Features of the Keeler shop include: Brown cork tile flooring; walls in green and beige with green pegboard for display; four large windows and two doors; six large spherical overhead lamps and four spots that are trained on the club displays.

Part of this savvy was learned by Hardigree when he was traveling the Southeastern section between 1957 and 1960 as a pro sales rep for A. G. Spalding & Bros. In those years he got a chance to size up every type of shop operation from the ones below par to those that produce comfortable profits for their operators. When Bill took over the Keeler shop he had some pretty firm ideas as to what to do and what not to do to make it go.

Displays His Specialty

The big problem as he saw it was to set up just the right number of displays. He is just a little fanatical on this point. The Keeler shop being new and probably more than ample spacewise, especially in comparison with many other shops Hardigree had seen, suggested a temptation to overcrowd the merchandise. But he practiced restraint, striving for plenty of aisle space and that airy look that gives clubs,



sportswear, shoes, etc. the bright appearance that has so much inherent sell. As can be seen from the photos on these pages, Bill doesn't move anything around just to be moving it. He gives everything the "engineered display" eye before touching it and that applies even to such items as head covers.

Displays have to do much of the work at Keeler because Hardigree, who was graduated from the University of Georgia

in 1942, has only one assistant. He is Bert Seagraves who ranges from the sales floor to the back of the shop to the lesson tee and takes all in competent stride. Play is heavy at least nine months of the year at the Kennesaw course, which was built by the Cobb County Recreation Authority, and Bill and Bert are pre-breakfast to late evening toilers during at least this many months. There are so many encroachments on their time because of the demands of running the shop in addition to handling playing traffic that they need the assistance of eye-catching displays in their saleswork.

Break Down Resistance

Practically all classes of golfers play at Keeler. At the start it was rather difficult to persuade many of them that an investment in top quality equipment and accessories was to their advantage, but Bill Hardigree and Bert Seagraves have kept chipping away on this theme until they have at least a majority of their players pro-only conscious. One thing that the former feels has helped in this persuasion is that he keeps catalogs featuring top-line merchandise conspicuous among the reading matter in the shop lounge. "If you don't have those catalogs sprinkled around," Hardigree advises other pros, "it would pay you to start. Some of those four-color pages make any golfer's mouth water."

The Keeler shop sales predominantly are to men. Women, at first, were reluctant to spend their money with Hardigree, but after he finally broke the ice by selling several sets of starter clubs to feminine swingers there was a step-up in women's business. Today he depends quite heavily on the ladies for sportswear sales, and he also credits them with having much to do with the steady month to month increase in overall volume that he has enjoyed since the Kennesaw course was opened.

Will Take Some Plugging

As for clubs, Hardigree hasn't yet been able to determine just how they are going to sell in the future. A new club with many new players is largely responsible for this. There is a rather strong market for used clubs and rental sets, but to offset this the Keeler pro has established a very liberal trade-in policy as part of an effort to woo his golfers over to the pro-line side. But he has become resigned to the fact that establishing top quality clubs

as best sellers isn't going to be an overnight accomplishment. It may take two or three years.

Because the club is new and got plenty of fanfare while it was in the process of being built, there is no lack of traffic in and around the pro shop. Hardigree hasn't yet found it necessary to do much advertising outside the club, but he does have a small display ad in the yellow pages of the local phone book. For the most part he has depended upon clinics and free lesson sessions for men, women and Juniors to promote his shop. An offer to give a free lesson with the purchase of a set of clubs also is used as a promotion. But these and the aforementioned display setups and the rather casual but pointed use of catalogs just about constitute Hardigree's advertising program.

Two-Way Inventory

Golf car fees at Keeler are \$3.50 for 9 holes and \$6.50 for 18. Cleaning and storage charges run \$1.50 per month. For inventory control, the Kennesaw pro uses a combination of ledger accounts and a physical method of checking on stock. Hardigree is just as particular about the latter as he is about his display setups. Every piece of stock is assigned a place either in the front or the back of the shop and every effort is made to keep it in one of the two locations. A check of either of these locations tells immediately what has to be re-ordered. This physical method of counting also serves as a check on the ledger or vice versa. The two-way inventory system calls for a good deal of hard work to maintain it, and isn't completely foolproof, but as far as Bill is concerned, nobody ever has improved on it. He's of the school that feels that the inventory control system is the heart of any business, golf or otherwise.

As to whether daily fee players are willing to spend the kind of money to produce just a fair profit or a substantial one is a matter of a pro's attitude, according to Hardigree. "When I took over the shop at Keeler," he says, "I reasoned that if the golfers were offered a large share of first class merchandise in first class surroundings they would support me. So far, I certainly have no kicks. And, I'm optimistic enough to feel that things are going to be better. There has been a steady upgrading in the buying habits of our players and I think the trend will continue."

Pro Henry Berrier, shown driving off, points out that every hole on the Gatlinburg, Tenn., Golf Course is a rugged challenge. On one, there is a 17-story drop from tee to green.



CUSHMAN Electric Golfsters. meet the challenge of Gatlinburg's mountains



A majority of the players who play the Gatlinburg Course save their legs by using one of the course's fleet of Cushman Electric Golfsters.

During the season, 400 players a week pit themselves against the Gatlinburg, Tenn., Golf Course in the Great Smoky Mountains. Approximately 65% to 70% of them use carts from the club fleet of Cushman Electric Golfsters, installed in 1960.

Powered by a heavy duty 36 volt 165 amp battery system and 1½ HP Electric motor. With a low center of gravity, the Golfsters easily and safely climb even the most mountainous parts of the course. They travel 27 to 36 holes on a charge, and "when driven sensibly, they operate even longer," according to Pro Henry Berrier. The long downhill runs are no problem either, thanks to the Golfster's heavy duty, long wearing brake system. (Carts used previously had shown excessive brake wear, requiring several lining replacements.)

The Golfsters' power, safety and comfort, their popularity with the players, and their low operating and maintenance costs have made the fleet a very successful and profitable operation, according to Mr. Berrier.

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WARRANTY**
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Famous **CUSHMAN**,
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Unlimited
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Groups everywhere are raising hundreds of thousands, even millions, to finance new golf and social facilities. The dedication of the men and women who make up the steering committees of these new organizations is almost unbelievable. It takes courage, determination and a lot of time to organize, obtain the necessary number of members and then bring the club project to a successful conclusion.

This is true whether the committee represents a non-profit, member-owner club or a non-equity type with a possibility of profit for the founders. It's also true whether, as is so frequently the case in metropolitan areas, the new facilities are being built with proceeds from the sale of a previously owned golf course.

(The National Golf Foundation also has field reps operating out of San Francisco, Austin, Tex. and Chicago.)

Adequate Membership

Numerous groups today feel they prefer a small club of about 200 family members. Experience shows that many groups that organize with this small a membership in mind are successful. But the majority of these small clubs find sooner or later that they are forced through high maintenance costs to expand to 300 or 400 members. They then realize if they had obtained a larger membership initially they would have had an easier time of it financially during construction and may have been able to construct more

IT CAN BE REMEDIED

Lack of Experience is Biggest Obstacle in Club Organizing

—By **GEOFFREY S. CORNISH**

Because most committees that promote a course or club do so only once in a lifetime, it is natural that its members lack experience. Certainly, committees at the end of a project say if they had to do it over again they would go about some tasks differently. After discussion with these veterans, I would say that a dozen factors require more emphasis and thought on the part of fledgling committees if pitfalls are to be avoided. These factors are:

Start With The Foundation

It is of paramount importance that the valuable but free service of the National Golf Foundation be secured by the new group. Here, in New England, I have personally observed field representative, Harry Eckhoff, get group after group off to the right start. Without the field rep's aid, I cannot see how the committee can obtain all the data required to make correct decisions in methods of financing, annual dues, size of membership, etc. Actually, the services of the Foundation go far beyond these in assisting the new organization through all stages of getting a club operating.

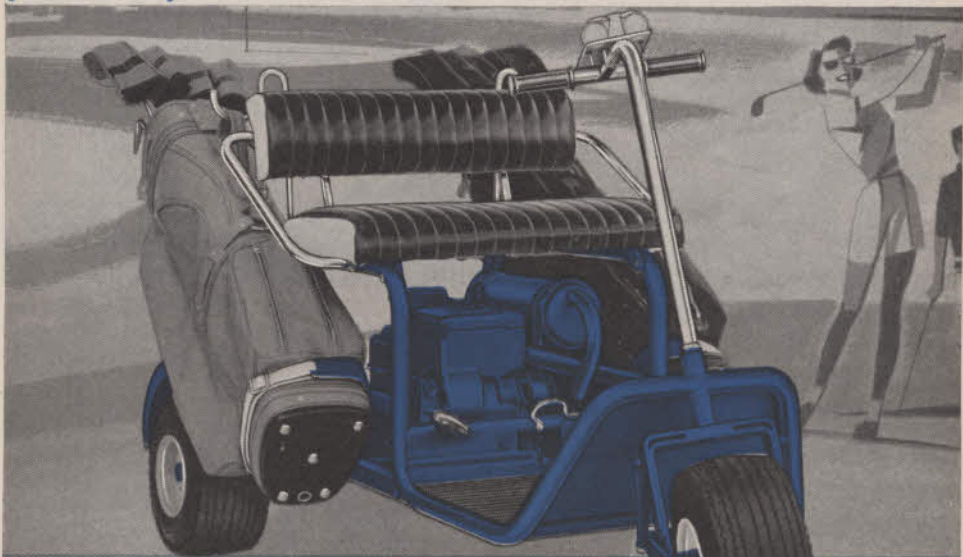
elaborate facilities.

Occasionally, men get together with the idea of forming an organization strictly for golf and with no other social activities included. Some of these groups realize their objective. But in the majority of cases it is easier to promote a country club complete with pool and other family facilities than it is to promote something that is really a retreat for the senior male of the household. The trend definitely is toward family clubs.

Battle For Members

Getting the required number of members is a large part of the battle. Some fortunate clubs have waiting lists before construction is completed while others, perhaps the majority, do not fill up until after opening day. In some cases it can be years before total membership is reached. Obviously, considerable soliciting of new members is required. But the new club must not seek new members in too obvious a fashion. Human nature being what it is, people, rich or poor, seem to prefer to apply for membership if they are not too sure they will be accepted.

Par-Pony ...offers a real sales opportunity



MODEL 5600

Sensational New Gas Powered

GOLF CART

Only \$399⁹⁵* Retail

Will match performance of carts costing up to three times as much. More practical in every way. Engineered as a golf cart—packed with design features to fill every conceivable need.

Weights only 204 pounds, yet accommodates more than double that weight. Durably constructed of specially welded tubular steel. Powered by famous, dependable performing Briggs and Stratton, 4-cycle gasoline engine, with easy pull recoil start.

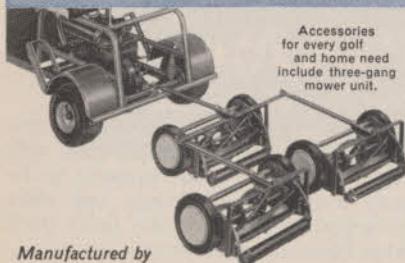
Easy to operate... depress single pedal to move forward. Follows course contour at up to twenty percent grades, steadily accelerating to speeds up to 8 MPH. Automatic transmission and brakes. Simply release single pedal to stop.

Special spring suspension always guarantees a

smooth ride. Comfort plus seats are foam rubber cushioned with tough "weather beating" plastic cover. Just lift seat for easy service. Three 6.50 x 5" positive traction tires, do not harm fairway surface, are acceptable to any golf course. Entire cart finished in a beautiful metallic blue. Measures 36" high, 38½" wide and 60" in length.

Among accessories available for applications unlimited are a three-gang mower unit and carry-all utility cart and car hitch. Around the course or around the home—a real effort saver. A dual purpose product that makes PAR-PONY even easier to sell. Full warranty on both cart and engine. Write today for complete information.

* F.O.B. Des Moines, Iowa—with easy pull recoil starter. With battery and key starter, \$529.95



Accessories for every golf and home need include three-gang mower unit.

Manufactured by
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Gentlemen:
I am interested in PAR-PONY. Please send me details without obligation.

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PLEASE CHECK

- I am a Pro
- I am a retailer
- I am a rental
- I am interested for club or course ownership
- Other Please state _____

Effective publicity is of great importance in obtaining new members. This is achieved, first, through brochures and later through newspaper articles. Social events held long before new facilities are ready are useful to attract new members and to reduce resignations. Dances, cocktail and skating parties are obvious starters. Ingenious New England groups have made social events out of otherwise arduous stone picking parties. One group gave prizes for the family picking the most stone on newly seeded fairways, and also to individuals finding certain tagged stones on each fairway. Picking parties give the general membership a feeling of identity with their new club by introducing them to one of the inherent construction problems.

Moving the Fence Sitters

Some committees increase initiation fees at certain stages in their membership drives. For example, a scale of initiation fees frequently used in New England is \$1,500 for the first 100 members; \$2,000 for the second hundred; and \$2,500 for the third. The purpose of this increment is to encourage fence sitters to enter early when their money is most needed rather than wait until construction is completed.

Often this achieves its purpose, but doesn't always work out as planned. Experience shows the first 100 members are the easiest ones to get. These are the enthusiasts who really want a new club and who are willing to take risks. The second hundred are harder to get while it is infinitely more difficult to persuade the third hundred to join. Thus, raising initiation fees for each hundred members often makes it increasingly difficult to reach the final objective of a full membership.

Yet some inducement must be given to members to join early. One is to grant charter memberships to those who join by a certain date.

Piecemeal Building

Progress on a project depends upon the flow of new members into an organization. It has been observed repeatedly that this flow slows down after about 100 members come in. At this stage something dramatic is needed. The committee may resort to starting work on the golf course. This nearly always speeds up membership applications. There is a gamble in starting work with only about 100 members enrolled but often it is necessary.



You can bet this sign wasn't erected by the National Golf Foundation, PGA or any other group interested in promoting the grand old game. Apparently this board of education had to clean up after too many dogs and people and had to replace too many windows that had been chipped. There's one consolation, though: Golfers at least rate above trash.

Since many new clubs are built by a couple of hundred members, with the rest coming in later, some part of the total outlay must be postponed. Most committees in this position prefer to build the course and the swimming pool. A temporary clubhouse is then provided in the form of a cabana or converted farm building. Or, perhaps, just part of a permanent clubhouse is constructed. Most steering committees feel that after the course, a pool is the most important facility from point of view of enjoyment for persons who have already joined the club and in attracting new members.

Another means of postponing capital outlay is to lease land with an option to buy at a set price.

An anomaly sometimes observed is that of a new club, whose membership came in rapidly, being in poorer financial shape than another club where the membership came in slowly.

This results because the second group was forced to exercise prudence in spending. Usually, the first group flushed with success by its membership drive, spent money unwisely.

The same observation is frequently made where an old established club sells its former courses at what appears to be adequate sum for rebuilding, but after reconstruction at the new site finds itself in serious financial condition.

(Continued on page 78)

Champions
PHIL RODGERS record breaking
 winner of the Los Angeles Open
 plays the original **GLASSHAFT**
 by

Golfcraft
 SOLD WITH PRIDE THRU PRO SHOPS
 ESCONDIDO, CALIFORNIA • CHICAGO, ILLINOIS • VANCOUVER, CANADA



Denny Shute (r) and Bob Buchanan, his assistant at Portage in Akron, discuss some mutual teaching problems.

Pupils Need More of These

Denny Suggests More Lessons in Strategy

A Young teaching pro can further his education and get a much better grasp of what he should be trying to accomplish if, occasionally, he can corner a pair of knowledgeable instructors and induce them to discuss their teaching methods. Actually, this isn't a very difficult thing to do because once a man (or two of them) has qualified to preside at the instruction tee, it doesn't take much prompting to get him started in spewing out reams about his techniques, and in recalling many of the hundreds of students who have taken lessons from him.

In fact, the real trick may lie in getting the old pro to turn it off once he has warmed up to the discussion. This is not necessarily due to his inclination to be verbose, but simply because the teaching of golf, with all its fascinations, has become one of our great talking sports.

In the following paragraphs you'll get an idea of what two seasoned pros like Denny Shute, who is pretty well weighed down with medals from both his American and British golf triumphs in the '30s, and young Bob Buchanan, his assistant at Portage CC in Akron, O., talk about when you can get them off in a corner. The implication of the above paragraphs, incidentally, doesn't particularly apply to this pair. Shute, with all the modesty inherent in a man who knows what it is like to win major championships, is naturally a reticent sort and it takes a fairly long warmup session to get him talking.

Buchanan, a Purdue University graduate and typical of many of the young pros who have proceeded from campus to course in the last decade, certainly isn't given to rambling.

Here's What They Say

If you were to listen in on one of their discussion of teaching, here is what you would hear:

Denny: Many times I've thought that our ideas about teaching golf are all wrong — but if we tried to change them our pupils wouldn't hold still for it.

Bob: How's that?

Denny: We're forced to dwell too much on the mechanics of swinging a club. We should be giving more playing lessons.

Bob: Since I've been more or less brought up under Denny Shute, I can anticipate what you mean. You're referring to strategy.

Denny: Amen. Did you ever notice, for example, how many players here tee up on the wrong side of the first tee?

Bob: I've never kept track of it, but I'd guess most of them do.

Denny: Most is right. I'd say three out of four do. And the trouble is, you can't get them to move over to where they should tee up and stay there.

Bob: There's an explanation for that. If the first fellow in a foursome tees up on the wrong side, usually the other three will do it. I learned that in a Psychology class.