

Modernized Record Keeping

(Continued from page 30)

His four assistants distribute their time between the course and the shop.

20 Soft Goods Items

In addition to equipment, Bassler is merchandising approximately 20 items of soft goods. "Actually," he says, "our shop is more convenient to many golfers than the downtown shopping center. If we stock and display the sportswear they like, they will buy it from us."

Seven sales categories are accounted for on the cash register. These include rentals of caddy carts, golf balls, clubs and bags, soft goods, lesson fees and equipment rentals. The seventh key is used for miscellaneous charges.

Every time a purchase is made, cost and tax are rung up in one total. The operator also depresses the key symbolizing the category or department. So, for each customer, the tape shows the department and charge for each item. This tape is torn off the machine by the operator after every customer completes his purchase.

Credit Business

If the sales were charged on an external credit card, the proper form is filled out. There are also from 40-50 shop accounts for established clients. In this case, another charge slip is filled out and signed by the customer.

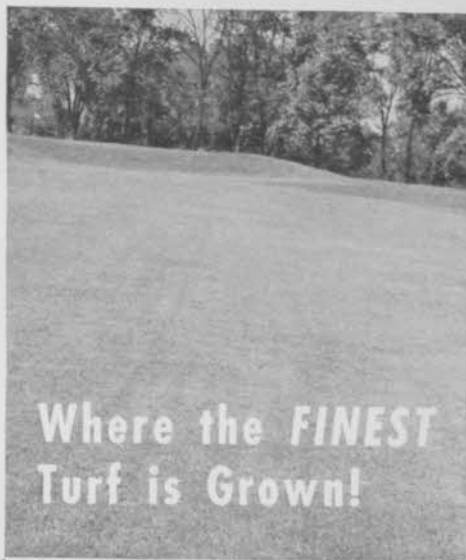
After each sale is completed, the assistant pro attaches the tag from the item sold to the register tape or the charge slip. He places these in his own register drawer. Each of the four persons using the register has his own drawer. In this way, Bassler's accountant is able to keep track of every employee's sales record. If a mistake is made, it can easily be pinpointed.

At the end of each day, a total tape which lists all the day's paid sales by department, departmental totals and final totals is run by the register. The records and cash from each drawer and the total tape are turned over to the shop accountant.

Daily Verification

The accountant performs a number of daily operations. She balances the cash from each drawer against its tapes. She verifies charge slips and totals. For local charge accounts, she makes an account receivable notation on the customer's records. Charge accounts are set up on a 30, 60, or 90 day basis.

Once this has been done, the accountant balances the tape totals against the totals



Where the **FINEST**
Turf is Grown!

MILORGANITE Is Used... ALL Season Long!

Golf courses use more Milorganite than any other fertilizer for one simple reason. Milorganite consistently produces the healthiest, most durable and most playable turf. It can do the same for your course!



If you have a Turf
Problem, consult
Turf Service Bureau

THE SEWERAGE COMMISSION
MILWAUKEE 1, WISCONSIN

MILORGANITE
The NATURAL ORGANIC FERTILIZER

BOB DUNNING GOLF

COMPLETE SERVICE

BOB DUNNING AND ASSOCIATES CAN FURNISH:

- Golf Course Design and Construction
 - Putting Surface Design with Character
 - More Interesting Golf Through Design
 - Design for Semi and Automatic Sprinkling Systems
 - Mechanical Analysis of Soils for Putting Greens
 - Greens with Built-In Savings
 - Construction with Consideration to the Future
- Winter construction & architectural consultant service available for south and southwest.
 - Now finishing new Blue Hills Country Club championship course in Kansas City, Missouri.

1402-12 S. LEWIS
TULSA 4, OKLAHOMA

BOB DUNNING, INC.
Suppliers To Golf Courses

WEbster 6-3660
or 9-3206

from each of the drawers. When the totals are verified, they are entered by department into the daily ledger. This ledger is used by Bassler to make day-to-day marketing decisions. Every 30 days the figures are turned over to an outside accounting firm so that a monthly profit and loss statement can be completed.

Errors Are Minimized

Using this system, Bassler has four persons selling an average of 150 items per day. Between them, they accept about \$400-450 in either cash or charge slips daily. Yet, losses due to error are practically non-existent. If an error should occur, it can easily be traced and corrected.

Don Collett has tailored his system to fit his needs. Because the Coronado serves an exclusive residential community, it can almost be classified as a private club. Monthly memberships are sold. There is significantly less day-to-day turnover of golfers than at Fox Hills.

Coronado draws its players from three sources:

1. Residents of the island.
2. Personnel from North Island Naval Air Station. In this case, the Navy personnel usually spend at least two years at the base.
3. Tourists at the Hotel Del Coronado.

This is considered to be a high ticket resort. Many of the guests return annually to play the Coronado course. The hotel sponsors a number of merchandise-prize tournaments. It also guarantees charge accounts for all of its guests.

Works Inside and Out

The 200 persons who play the 18-hole layout on weekdays (or 300 during a Saturday, Sunday or holiday), get to know Collett better than they would a pro on a typical semi-private course. Don divides his time between the lesson tee and working in the shop, occasionally playing with customers and tourists who visit the course.

Collett has arranged to have all traffic routed through the shop. The starter sells memberships and green fees and records them on a separate cash register. He merely designates the proper department so when he rings up a sale, the city is assured its share of the proceeds.

There are six departments. These include soft goods and equipment sales, electric car rentals, lessons, club rentals, bag storage and driving range fees.

Every time a charge sale is made for one dollar or more, a three-part slip is filled out. The first part is given to the

customer. The second part is retained in case a customer later questions or asks for a verification of his purchase. The third part is mailed with monthly charge statements. If it is a cash purchase, the third part is destroyed.

At the same time, the operator rings up the cost and tax by department for every item.

Before closing each evening, Collett or an assistant runs off a total tape for the day. This includes a list of every item by department, plus daily departmental totals and a final total. The totals are entered by department in the daily ledger.

Local charge accounts are either billed to the hotel or to the individual, depending upon the type of account. Green fees and membership charges are credited to the city. The totals from the daily ledger are transferred to a profit and loss journal every month by an outside accounting firm.

With this control established, Collett is able to turn over a \$15,000 inventory five times annually without excessive book-keeping or paperwork overhead.

Another article on the use of business machines will appear in January GOLFDOM.

GOLF QUEEN



FERTILIZER

A new and better fertilizer for golf courses. Gives fast coverage, excellent putting surface, healthy grass, beautiful green color, at a lower cost.

Two grades or analyses to choose from. A 10-5-5 and a 12-4-8. Fifty per cent of nitrogen content derived from organic sources.

Contains Bat Guano, activated sewage sludge plus Urea and inorganic sources of nitrogen, phosphorus and potash. Also contains organic sources of potash to prevent leaching of this very important element.

"Gives you greens suitable for Kings and Queens"

ATLAS FERTILIZER CO., INC.
MERIDIAN, MISS.

"It Pays to Use Aqua-Gro"

• HERE'S WHY •

- ✓ YOUR LABOR COST ON WATERING GREENS AND TEES CAN BE CUT UP TO 30%.
- ✓ SEVEN OUT OF TEN SUPERINTENDENTS ON AN AQUA-GRO PROGRAM REPORT SAVINGS OF UP TO 40% ON WATER FOR GREENS AND TEES. *What is your water bill?*
- ✓ AQUA-GRO HOLDS ROOTS AT A DEEPER LEVEL DURING MONTHS OF HEAVY PLAY.
- ✓ GREENS PLAY BETTER — *Less Ball Markings.*
TURF STANDS UP BETTER UNDER HEAVY PLAY.
- ✓ GREENS UNIFORM IN COLOR — *No Dry Spots.*
- ✓ EXCESS MOISTURE DRAINS RAPIDLY — *No Puddles.*

AQUATROLS CORPORATION OF AMERICA • 217 Atlantic Ave. • Camden 4, N. J.

SOLVE all your TURF PROBLEMS!

SAVE up to 25%

WE SHIP DIRECT

a specialized line of

- LIQUID FERTILIZERS
- FUNGICIDES
- HERBICIDES
- INSECTICIDES
- WETTING AGENTS

PROVEN SATISFACTION since 1939

write for FREE 1963 catalogue!

American Liquid Fertilizer Co., Inc., and Rokeby Chemical Co.
Marietta, Ohio • P. O. Box 267 • Phone: FR 3-1394

Ingenious Lighting Effect

(Continued from page 70)

become even more intrigued with lighting arrangements. It is realized that, as exciting as the landscape may be when a course is imprinted on it, it probably won't pay off unless there are lights hovering over it.

Earl Wilde, president of Par Light Manufacturing Co. and Par Golf Co., Milan, Ill., firms that have made scores of mazda installations throughout the country, has this to say about the Par 3 situation: "I won't go so far as to say that the actual course is incidental to the lights, but since 1960 it seems that practically every prospective owner of a short course has been more concerned about how it is going to be lighted than anything else. He knows that he has to have night play if he is going to reclaim his investment and start making money."

Cost Breakdown

Wilde's companies installed the lights at the Anderson golf center. The cost, not including labor was \$27,763. It was broken down in this way:

Quartz-Iodine Fixtures	\$8,361
Aluminum poles	5,185
Transformers	3,255

20,000 ft. of wire	2,400
8,000 ft. high voltage wire	2,296
Switching equipment	2,116
Labor, Misc. Costs	4,150

Such things as welding, fabricating and installation costs were included in the \$3,600 charge for poles. Labor involved in trenching, laying of the wire and hooking up of transformers added up to about 200 hours.

Ingenious Engineering

Par Light has come up with what is considered an ingenious engineering idea for power distribution at the Boca Ree-al center. Five pad mounted transformers are located in various spots on the course, which is reduced to 2,062 yards for night play through the use of alternate tees. The transformers are about three feet square and three feet high, are tamper proof, and even though they are handsome pieces of equipment, they can be hidden from view if desired through the use of shrubbery. Wires are completely invisible in the Anderson installation.

The high voltage wire leading into the system carries 4,160 v but is reduced to 240 v through the transformers. Par Light engineers claim that this does away with an expenditure of approximately \$9,000 for copper wiring and is superior to a sys-

tem in which there is low voltage distribution. By using the series of transformers there is no voltage drop, and with them, it is possible to operate lamps at slightly higher than rated voltage to increase lumens output and foot candle readings on greens, tees and fairways.

Use 60 Poles

About 60 poles are used in lighting the Boca Ree-al center. On the Par 3 course they are 30 feet high at the greens and about 35 feet high above the tees. The quartz-iodine lighting fixtures consist of 1500 watt, 240 v wide beam and medium floods.

On holes that don't exceed 100 yards in length, excellent horizontal lighting effects are achieved on tees and greens through the use of single poles in each location. However, if the holes are to be extended much beyond this length, Par Light engineers say that fairway fixtures should be installed. In many cases, the fairway poles can be installed so that adjacent fairways can be lighted through additional fixtures installed on them.

Valley Club, Scottsdale, Ariz., will hold a golf rodeo early in January for Western Senior players. Leo Gaulacher, pro, is chairman.

Play, Sales Up 10 Per Cent

(Continued from page 66)

cent. Apparently the Golfing program of acquainting members with the private club member's obligation to do business with the pro shop caught on. Pros cooperating in this campaign did not report higher than 5 per cent of member business away from the pro shop. Pros at many clubs criticized cut-price and mail order advertising in some golf magazines as being designed to reduce the pro shop market.

64 Per Cent Equipment Sales

The over-all average of division between playing equipment and apparel and shoe business at pro shops was 64 per cent of sales revenue in balls, clubs and bags and 30 per cent in apparel and shoes. The remaining 6 per cent of pro shop sales this year will be in accessories. The range of percentage of playing equipment sales in dollar volume at pro shops was from 30 to 80. About 28 per cent of the metropolitan district private club pro shops were approximately 50-50 in playing equipment and apparel and shoe sales.



I N T R O D U C I N G

NEW 8 FOOT

PROFESSIONAL SPREADER

Scotts®

Fast!

Economical!



Easy to Operate!

Maintenance Free!

*Ask your Dealer
for a
Demonstration*



SPREADERS

WEST POINT, PENNSYLVANIA

MODEL AG-1

GOLF COURSES, PARKS and RECREATION FIELDS
INSTITUTIONAL and INDUSTRIAL GROUNDS.

Dealers write for full information

Poor Roots Soften Turf

(Continued from page 54)

not used at least one of his selections.

Mixtures Are Best

The winter of 1961-62 again showed the superiority of mixtures in overseeding winter greens in the south. The problem still is in obtaining weed-free seed. Poa Trivialis, imported from Denmark, is loaded with mouse ear chickweed and lots of red tag and non certified Seaside bent are showing up with as many as 5,000 yellow cress and shepards purse seeds per pound. Warren Lafkin says that his supplier guarantees that none of these weeds will be present by January 1, 1963. This won't help the South this year, but it is encouraging to note that Lafkin and other conscientious seedsmen are making their wants known and the growers are installing better seed cleaning equipment.

Wasn't All Bad

Possibly one of these days each state will recognize that most of the weeds farmers consider noxious are not important in turf, and that very few turf weeds are now on their noxious weed list.

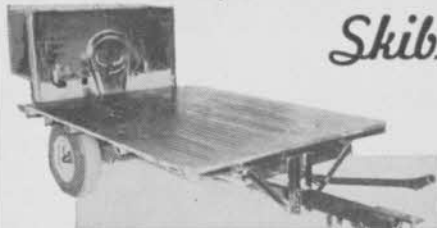
Fortunately, the weather wasn't all bad in 1962. An early warm spell in May

speeded recovery where winter damage was bad. Growing conditions have been excellent since then. Minnesotans can't remember when they have had so much rain and the turf has been green and lush all season. However, grins may turn to groans next spring if they don't get the roots down this fall. Turf was very shallow rooted in Minneapolis in August.

Even Los Angeles had rain this spring. In a period of a few days what normally is a season's rainfall fell there. It really helped to leach the soluble salts from the soil, although Milwaukee Sewerage Commission laboratory tests showed salinity levels were creeping back up this fall. The salt levels are so high on some of the newer courses it looks like they are being built in the Pacific Ocean. The use of marginal land may save money initially but it makes subsequent maintenance very costly. Maybe golf should be redesigned as a 12-hole game. It would certainly speed up play, cut costs, and lots of folks would finally be able to break 100.

Disaster Areas

California's good fortune missed Florida, and parts of Pennsylvania and New York were dry enough to be declared disaster areas. The drought cut down on the use



Skibbe BROADCASTER

Originators of the Spreader with the controllable spread. Field tested and proven for over 15 Yrs. Available in tractor mounted or trailer models.

Skibbe Manufacturing Co., Sodus, Michigan.

also a line of sprayers — dealer inquiries invited



Bill Milne (1), supt. of the CC of Detroit, and William H. Daniel, Purdue University turf specialist, examine a plug of the new Evansville bent developed at the Lafayette, Ind. school. Photo was taken at Midwest turf field days, held in mid-September.

of fungicides but had the sprinkler manufacturers whistling a happy tune. Incidentally, we are firm advocates of complete watering system wherever there is sufficient water available. Grass can't grow without water even though it is misused at times. But the biggest reason of all is that a course will not play uniformly without water.

No Big Breakthroughs

We are not aware of any major breakthrough in the world of turf in 1962. Most of the machinery improvements were of the Volkswagen or under the hood type. One manufacturer introduced a new power topdressing spreader and others are planning to do the same. One of the prominent fungicide manufacturers claims to have discovered a cure for the spring deadspot that has plagued U-3 and common Bermuda fairways from Kansas City to Philadelphia. Production problems have

LOWER SCORES and DEVELOP accurate, straighter DRIVES

Since 1954

with

America's Finest
GOLF PRACTICE NET
INSIDE or OUTSIDE
it's easy to set up.



•
SHOCK ABSORBENT
pad made of U. S.
Rubber Co.'s ENSOLITE

\$98.00 F.O.B. factory Backdrop 8'x9'
complete with: Ensolite Pad 4'x6'
\$125.00 List Price Side Nets 8'x9'

Only \$69.50 F.O.B. without Side Nets

Long-lasting tough expanded cellular plastic pad is sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Send order, check or Money Order to:

SOUTH BEND PRODUCT SALES

1422½ Mishawaka Ave., South Bend, Ind.

curtailed its release this fall but it, or something that will work, is eagerly anticipated by supts. in these areas.

One thing certain is nobody has yet devised a substitute for grass. We kind of like it this way. It would be an awful chore to play golf on any other kind of a plant. Without it there would be little to do at the 19th hole, and clubhouses everywhere would cease to lose money in the kitchen because there would be no food to serve were it not for grass.

Buyers' Service • P 151

Classified Ads • P. 148

Make Top-Soil Out of Sub-Soil

by working in

Hyper-Humus

SURFACE COMPOSTED PEAT

The Organic Soil Improver

You can have velvet greens in spite of soil handicaps. Let us show you how raw sub-soil can be transformed into fertile top-soil for less than the cost of hauled-in top-soil.

Write us for Special Bulletin — "Make Top-Soil Out of Sub-Soil"



Ask your supply dealer for HYPER-HUMUS

HYPER-HUMUS COMPANY

Box G Newton, New Jersey

ATTENTION! — Golf Club Officials,
Owners, Managers, Superintendents
Golf Professionals



GOLF SHOE VALET

... aids you in keeping carpet and floor clean in clubhouse, pro shop and locker room. Cleans grass & mud from bottoms AND sole edges of shoes. Anodized aluminum frame with base brush of hard wood and heavy duty elastic bristles. Tamponico replaceable. In grey, orange, yellow. 1 unit \$19.95; 3 or more \$17.95 ea. FOB Huntington Park, Calif.

Fibre side brushes. All brushes removable, reversible, replaceable. In grey, orange, yellow. 1 unit \$19.95; 3 or more \$17.95 ea. FOB Huntington Park, Calif.

ALUMINUM TEE MARKERS

... in USGA recommended colors — Red for front tees, Blue for back tees, White for middle tees, Aluminum for women's tees. Custom made to conform to your score card. 9 hole set, \$85.50; for 18 holes, \$165.50.



GOLF COURSE SIGNS

In Lifetime Aluminum

Strong — Easily Read

5' x 8" and 5' x 10" signs in embossed aluminum with enamel finish. Special wordings available. In Black, Orange or Yellow letters on White background. From \$3.25 to \$5.75. Stakes .75 each.



NOTE: Postage paid if check received with order.

GOLF COURSE SPECIALTIES

P. O. Box 388, Huntington Park, California

Palmer's Pilot Model

(Continued from page 64)

wear is displayed. The legend, "Fairway Fashions", cut out of wood, stands in relief against a panelled white background. It is just a little more distinctive than anything else in the shop. The purpose of this is not to overwhelm the other display areas, but to provide a starting place for the customer's tour of the shop.

Adjacent to the "Fairway Fashions" department is a canopied section, also done in wood and featuring a kind of four-poster effect, in which women's blouses and shorts are displayed. On the other side of it is the "Men's Casual Clothing" section in which sports coats, slacks, and Bermudas are to be found. It is possible, incidentally, to buy men's suits in the CC of Miami shop.

Playing Equipment Section

The opposite side of the room is devoted to the display of playing equipment. Ten sets of woods and ten sets of irons occupy an unbroken expanse of wall space which leads, at one end, to the golf shoe department. Shoes, club-head covers, gloves and bags are interspersed among the clubs. The panels on which the club rest, incidentally, were devised by Joe Benner. Although Joe played an important role in designing the shop, he is not connected with the pro operation but serves as the Miami club's general manager.

Palmer's shop offers a complete club repair service along with its cleaning and storage operation. At the moment there is room in the back of the shop for 500 sets of clubs with space set aside for expansion to a 1,000 set capacity when all four courses are in play. The upright storage racks also have the Joe Benner design imprint on them.

Selection of merchandise for the Miami shop is made in the Cleveland, Ohio offices of the Arnold Palmer Pro Shops, Inc., and it is here that operating policies are decided for what it is hoped will develop into a chain of such shops.

Plenty of Housing

One course has been in play for about 10 months at the CC of Miami. The second was activated only a few weeks ago. Plans call for the addition of two more 18-hole layouts at some time in the future. All will be surrounded by homesites in the \$30,000 to \$70,000 class. Construction of the first of the eventual 3,500

dwelling places was started late this summer. It also is planned to build a three-story, 60-unit lodge at the club in addition to 40 cottages for non-resident members and golfing guests. Altogether, CC of Miami has 2,300 acres which, it is hoped, eventually will be developed.

Greens on the two courses already completed average close to 10,000 square feet and the tees generally are about 80 yards long. The club's practice range, presided over by Roger Steimle, an apprentice pro, is said to be the largest in the South. It is so long, in fact, that Arnold Palmer himself hasn't yet been able to bat a ball beyond its length. It has two traps, four target greens and a seeming endless expanse of tee area. Located nearby is a huge practice green.

If a person occasionally becomes weary of golf (something this publication doesn't recognize) he will have a huge pool in which to cavort in the future. Besides this, tennis and handball courts, a skeet shooting range and riding stables also will be available to keep him diverted.

Club Costs Up 43 Per Cent

(Continued from page 58)

charges, was \$149,000, or 36.4 per cent lower than last year. Ninety-nine cents of each dollar of total revenue and the dues had to be set aside during the current year to meet payroll and other operating costs and expenses of country clubs.

The 1961-62 course maintenance cost is placed at \$3,307 per hole, up \$125 over that for the preceding year. During the past 10 years there has been an uninterrupted increase in course maintenance costs. The 1961-62 average of \$3,307 per hole exceeded the 1952-53 cost of \$2,278 by 45 per cent.

Based on the sampling of the 50 city clubs, the accounting firm computed the average spending (excluding dues) per member at \$392 during 1961-62. Of this, \$195 was for food, \$99 for beverages, \$45 for room rentals, and \$53 for incidentals. Annual dues in city clubs averaged \$200 for regular members.

Revenue and dues income for the 50 city clubs totaled \$52.1 million during the year just ended. This proved to be \$177,000 less than last year's total. Operating costs and expenses of 50.3 million dollars were \$259,000 higher and the balance of 1.8 million dollars available for interest, depreciation and amortization, was down by \$436,000, or 19.2 per cent.



BENT GRASS STOLONS

- Washington (C-50) • Cohansey (C-7)
- Congressional (C-19)
- Arlington (C-1) • Toronto (C-15)

True to Name, Weed and Seed Free
Send for Free Literature

We Ship Anywhere in the United States

Phone: KE 1-0361

HIRAM F. GODWIN & SON

22366 Grand River Ave., Detroit 19, Mich.

A Reliable Source of Supply Since 1920

GOOD ROADS MULCH-VAC SWEEPER



Leaves are everybody's problem! For fast, efficient removal of debris, and wet or dry leaves use a towed B-25 Mulch-Vac which can cover more area more efficiently than men using other methods. The debris will be collected by the Mulch-Vac, mulched, and then deposited in a four cubic yard cage attachment. If desired, leaves can be vacuumed, mulched and then automatically re-spread as natural fertilizer.

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

Also—Snow Plows, Ice Control
Spreaders and Chip Spreaders



GOOD ROADS MODEL 60 PLOW



Good Roads Model Sixty Plows are the answer to snow removal problems when plowing parking lots, driveways, wharves, loading docks, sidewalks, and filling station entrances. It has been designed to readily attach to all jeeps and pickup trucks with a simple clamp and bolt arrangement that doesn't require any holes to be drilled or parts to be removed. In minutes your vehicle becomes an efficient top notch, low cost snow fighter with the built-in dependability that is typical of all Good Roads equipment.

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

Also—Ice Control Spreaders
Chip Spreaders Leaf Equipment



NU-TYPE[®] Green Lawn Spray

(A Paint, not a Dye)

Gives a beautiful, lasting green color to dormant grass, brown areas, etc.

• •
Fade Resistant
Will Not Harm Vegetation
Rain Resistant

•
Distributors and Dealers
Inquiries Invited

•
Manufactured by
The GREGG Co.

P. O. Box 149
Riverton, N. J.
1963 Our 30th Anniversary

Ulrich on Grips (Continued from page 39)

Several years ago, I became so convinced of the importance of grip improvements and that the company I'm now with was going in the right direction with its one-piece rubber and cork compound grips, that I joined the firm. Naturally, I am thoroughly sold on grips made of our special rubber compound. However, I must concede that leather grips, too, have improved in recent years.

Win Some Converts

No doubt you can think of a grip "milker" right now who can be cured and his game improved, simply by converting him to new grips. Think how he would appreciate it and of the quick, long term profit you can make simply because he is indebted to the help you've given him.

Grip installations are not for special cases. You can sell grips to virtually every golfer with clubs that are more than two years old. You can use grips as a lead to sell new sets of clubs. Golfers are becoming more and more aware of the importance of their grips. When these are right they feel good, they perform well and confidence comes with this good feeling.

Selling Points

It's up to the professional to sell his pupils and members on the importance of good grips. You might dramatize this by a few proved technical facts. Tell them that golf balls mechanically driven 225 yards, miss their mark by 35 feet when the clubhead is turned only one degree. Then, tell them that to drive a ball 200 yards, their clubhead must travel more than 100 miles per hour and exert 180 foot pounds of pressure, the hands absorbing 30 pounds. Facts like these are pretty strong convincers that the connection between the club and the hands must be very secure and proper.

"Chick" Harbert, former PGA champion, always points out that shock absorbing rubber grips preserve the elasticity of the hands, and provide greater sensitivity reaction. He says grips should be used which alleviate hand consciousness — the feeling of necessity for applying pressure to maintain hold of the grip. Chick says the deviation in flight of shots is caused by deviation of hand pressure. Tendency to grip too hard with the left hand, for example, results in a tendency