

THE NEW *LaHer* 1963... Masterpiece

MANUFACTURER'S
AGENT WANTED



**NOW... LOW SLUNG AND SWANKY!
MORE SAFETY, MORE COMFORT, MORE BEAUTY, MORE
EXCLUSIVE FEATURES THAN ANY OTHER GOLF CAR MADE.**

SPECIFICATIONS ARE "THE HEART OF A GOLF CAR!"
BEFORE YOU BUY, COMPARE LAHER SPECIFICATIONS WITH ALL OTHERS



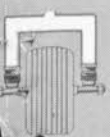
DUAL BRAKES: (optional) Hydraulic plus a mechanical emergency brake. Fully enclosed internal brakes on each wheel, not exposed to moisture and mud. Just as safe and efficient as your finest passenger car.



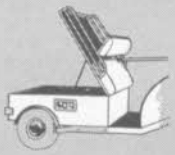
FAMOUS LUB-O-MATIC Drive Switch: Exclusive with LAHER; every wearing part runs in a bath of oil, eliminating wear and service.



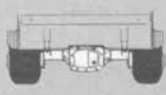
DUAL USE: Can be personnel carrier or shopper tool. Golf bag holder lifts out easily (no bolts to remove) leaving clear deck with plenty of room for boxes, packages, etc.



LAHER AIR-VAC SPRINGS: A spring and shock-absorber all in one, for soft easy riding and safety. (The DREAM RIDE - America's finest ride)



HINGED TIP-UP BODY: For fast, easy service anytime, anywhere.



FULLY ENCLOSED DRIVE UNIT: A LAHER EXCLUSIVE DESIGN in combination with a SPICER axle - runs in oil. As service free as the finest auto.

PLUS: Special BUILT-IN CHARGER; also equipped to charge with portable charger • 6" wider tread at rear, no danger of tip-overs • Plenty of room for six-footers, not a "kiddi-kar" • Large 8" or 9½" soft tires - easy riding and easy on turf, also available with 12" or 15" TERRA TIRES • MOST POWERFUL BATTERIES - made by LAHER exclusively for electric cars, 190 amps., good for 36 to 45 holes • Unitized body with alloy steel pressed channel frame - strongest construction of any golf car • Powerful GENERAL ELECTRIC MOTOR - more power than you'll ever need • LAHER cars are equipped to tow others if needed • plus many others.



WRITE TODAY FOR COMPLETE INFORMATION:

LAHER SPRING & ELECTRIC CAR CORP.

P. O. BOX 731
NEW ALBANY, MISS.

2615 MAGNOLIA ST.
OAKLAND, CALIF.

Lewis Line



✓ **NEW
LEWIS
WASHER**

- ✓ Proven Paddle Action
- ✓ Wear Resistant—cast aluminum alloy case, nylon brushes
- ✓ Maintenance-Free
- ✓ Economically Priced
- ✓ "Piggy-Back"! New Lewis washers can be dual-mounted
- ✓ **NEW CATALOG**—describes complete Lewis Line. Send for it today!

CONTAINER DEVELOPMENT CORP.
MONROE STREET • WATERTOWN, WISCONSIN

and Santa Anita CC . . . Green Tree semi-private 18 will open in August . . . Homer Wood now pro-supt. Starke (Fla.) G&CC . . . L. E. (Skip) Read is new mgr., Greeley (Colo.) CC . . . Greeley CC has new pro, lefthander Dick Billehus who came from Riverside CC, Grand Island, Neb. . . . Billehus, winner of Colorado high school and junior championships, started in pro business as assistant to Gene Root, Lakewood CC, Denver.

Chuck Kuiber, formerly asst. to Bob Smith at Wolfert's Roost CC, Albany, N.Y., now pro at Totem G&CC Troy, N. Y. . . . Bill Foust now pro at Pine Lake CC, Anderson, S. C. . . . George Taylor is Pine Lake operator . . . Its first nine is open . . . Fire destroys Mecklenburg County CC clubhouse, Chase City, Va. . . . Loss \$50,000 . . . Pro shop didn't burn . . . Court of Claims Judge Richard Heller, in trial held in Binghamton, N. Y., awarded \$170,000 for land owned by Takanassee Hotel on edge of Fleischmanns, N. Y., with this opinion: "For all practical purposes the appropriation (of seven acres for a highway) in effect ruined the entire golf course." . . . A state real estate appraiser set the value of the appropriated seven

THIS STRONGER "HESTER HEART"

assures

**HIGHER
GOLF CAR PROFITS**

The "heart" of your golf car is the battery. When it fails, rental profits vanish. This Hester Golfmaster assures longer, dependable, day-in, day-out service, charge after charge—BECAUSE . . . it is built with larger, heavier, power-packed plates—BECAUSE . . . it is the highest-quality golf car battery made. Yet it costs no more.

LET US PROVE IT!

Let us show you why so many leading golf clubs have standardized on HESTERS. The facts can mean extra dollars to you!

Write **HESTER BATTERY MFG. CO.**
HESTER PARK
NASHVILLE 10, TENNESSEE



START and GO with

HESTER

BATTERIES

Dependable Batteries For
Almost Half-A-Century

We Guarantee Stevens
Club Car
To Outperform
Any Golf Car (ELECTRIC OR GAS)
On Any Golf Course
Anywhere!



CLUB PROS - FLEET OPERATORS

MAKE US PROVE IT!
WRITE, CALL OR WIRE FOR

FREE DEMONSTRATION

NO OBLIGATION WHATSOEVER!

W. P. Stevens

CLUB CAR DIVISION - STEVENS APPLIANCE TRUCK CO.
BOX 897 - AUGUSTA, GA. - TELEPHONE 404 722-3597

Get the "Feel of Marble"
for new putting success . . .

With
a new
**MARBLEHEAD
PUTTER**

AT YOUR PRO SHOP

2 styles . . . 5 models

Introducing—

New "BLADE" 2 WEIGHTS—Heavy: Black Marble
insert; Medium: White Marble insert.
only \$15.95

Features:

- ★ Striking beauty of Genuine MARBLE— with Polished Brass Hosel.
- ★ Marble's Resiliency for better stroke control, consistent accuracy.
- ★ Precision-Balanced Heads of advanced design.

New "MALLETT" 3 COLORS—White,
Pink, Black
only \$19.95

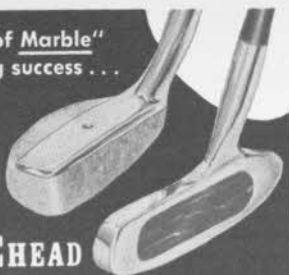
See them, prove them...

AT YOUR PRO SHOP

Write for details

**SIT-N-REST
GOLF BAG CORP.**

637 E. Center Street
Milwaukee 12, Wisconsin



acres of the course at \$37,000.

A recent letter to the editor of the Clinton (Ia.) Herald: "The undersigned are hourly workers at the Clinton Corn Processing plant. Out of 63 men contacted in one area the following are interested in a golf course. We would like to see you use your influence in pushing this new golf course and keeping Clinton a growing city." The names of 53 men were signed to the letter.

Jack Kofoed, Miami (Fla.) Herald columnist and former sports editor, recently wrote relative to clubs in Miami area dropping some pros from their staffs: "All these men are 'names' on the tournament circuit and seldom, if ever, appear at the clubs they 'represent' in competition. Club members want their pro around, not merely read about him in the newspapers. Actually, the men who have done most for the game are the unpublished home pros who get much less credit than they deserve." . . . Some deals for journeymen pros publicizing clubs must be embarrassing to the tourists who are "representing" so many different contributors that if they carried a sign for

(Continued on page 130)

REPLACE WITH **BOWERS**
BIG RAM
BATTERIES

... and end your **GOLF CAR**
BATTERY Troubles

Forty years' experience building quality batteries for battery-driven equipment— industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.

NEW
Snap-in...
Snap-out
Vent
Cap



BOWERS
BATTERY & SPARK PLUG CO., READING, PA.
(Div. of General Battery and Ceramic Corp.)

PLANTS: Reading, Pa.; Greer, S. C.; New Philadelphia, Ohio
BRANCHES: Charlotte, Baltimore, Philadelphia, New Haven,
Buffalo, Pittsburgh, Macon, Columbus

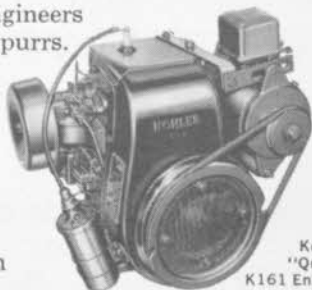
What makes
these golf cars
purr?



GOLFKAR
Par-Pony
Tee-Bindie
Mardi-Car
NASSAU
MASTER CADDY
Linkmobile
T-MATE
Walker
EXECUTIVE
chamberlin

KOHLER "QUIET" ENGINES

Golf cars should be seen—not heard. So Kohler engineers developed a quiet running gasoline engine. It just purrs. Idling speed is lower, quieter. The blower housing is plasticized to muffle noise. The cam shaft gear is non-metallic to reduce gear noise. And it's solid cast iron to cut vibration noise. Not quite a silent engine, but about as close as you can come. Golfers like it. That's why major golf car manufacturers are using the new Kohler "Quiet" K161 in increasing numbers. For more information write Dept E3-604, Kohler Co., Kohler, Wis.



Kohler
"Quiet"
K161 Engine,
7 HP

KOHLER OF KOHLER

Kohler Co., Established 1873, Kohler, Wisconsin

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES

ALL-BRASS FITTINGS • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

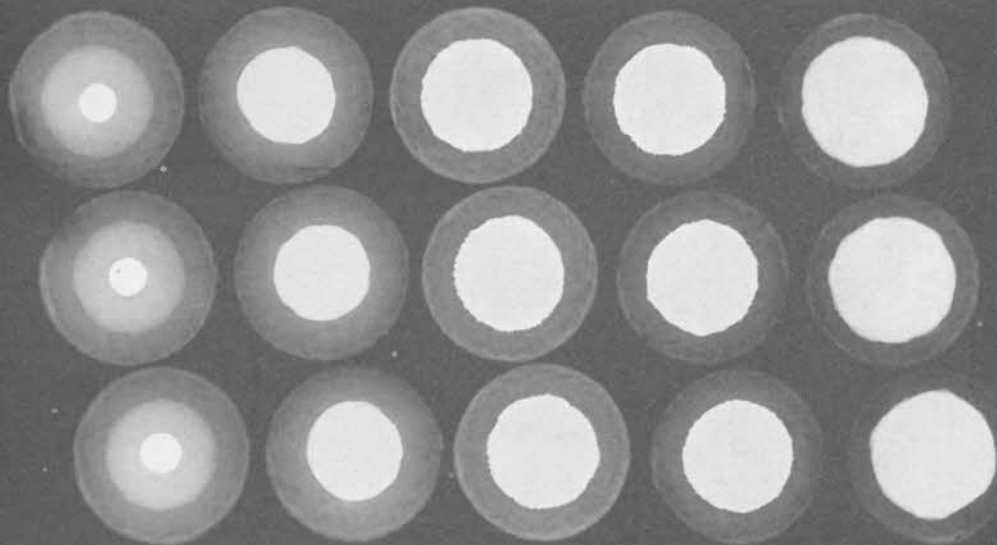


* ... The interior geometry (roundness) of the FIRST FLIGHT golf ball is greatly superior to that of any other golf ball we have examined and the only one that has a perfectly true center.

Louis Look

* Quoted from technical report which will be sent you on request.

PRESIDENT, INDUSTRIAL LABORATORIES, INC.



First Flight®

Steel Power Center Golf Ball
U.S. PATENT NO. 2,914,328

BALL A

BALL B

BALL C

BALL D

Un-retouched X-ray of the five top selling golf balls taken at random from a professional golf shop. X-rayed in original unopened cartons and printed as received.

Brand names of balls illustrated available on request

THIS UN-RETOUCHED X-RAY
of the FIVE TOP SELLING \$1.25 GOLF BALLS shows why

First Flight®

STEEL POWER CENTER®

IS THE

"Greatest Success in Golf Ball History"

NOW IN THREE
COMPRESSIONS

80+, 90+, 95+
Pick the compression that
best suits your game!



TO ANYONE WITH
X-RAY EQUIPMENT:

See for yourself! X-ray
First Flight and any other
golf balls and tell your
friends what you find.

Play the BIG WINNER!
SOLD ONLY IN
GOLF PROFESSIONAL SHOPS

First Flight Company
CHATTANOOGA 5, TENNESSEE

Can A Country Club Afford Data Processing ?



R. J. Kearns

Yes, says R. J. Kearns, head of Robert J. Kearns & Co., a public accounting firm located in Aurora, Ill. Kearns & Co. provides data processing service for nine country clubs in the Chicago area. This is a report on an interview with Mr. Kearns.

Q. Mr. Kearns, most people think of data processing as a tool of big corporations. How can a private club afford a system that obviously is designed and priced for these giants?

A. They can't, but they don't have to. Big companies have big problems, and the systems they use to solve them have captured the public imagination.

But smaller organizations use smaller systems. And organizations which cannot justify purchasing their own systems can buy service from processing specialists. We provide this service for many of our clients, including nine country clubs. We call it R/K Service.

Q. What does R/K Service consist of? What do you do for the individual country club?

A. We offer a complete service covering all phases of bookkeeping and accounting needs. We process and mail the members' monthly statements — compute

and write payrolls, government reports — maintain accounts payable and general account checks — post the general ledger and prepare monthly financial statements. Some clubs prefer to retain one or more of these functions. In such cases we do only part of the job and bill



A computer operator (above) processes a club payroll on an NCR 390 machine. Four magnetic strips on back of ledger card is read by the computer while record of employee's earnings is kept on the front. (Right) Adding machine operator lists guest checks. As she punches keyboard, identical information is recorded on paper tape. When tape is processed by a computer it prints members' statements and updates accounts receivable.



the club accordingly.

Q. What do you use as source material?

A. Once a week, the club sends us all its accumulated saleschecks, invoices and other transaction records. A girl in our office reads the pertinent information from the records and enters it in a tape-punching adding machine. When all the information is entered, the records are returned to the club and the punched tape is filed away. At the end of the month all of the tapes are processed on our NCR 390 computer to generate the desired reports and forms.

Peaks and Valleys

Q. What is the primary advantage of this arrangement to the country club?

A. A country club, particularly in the North, has extreme fluctuation in its accounting workload. One of our clubs has 30,000 transactions in July and only 500

in January. An accounting department capable of handling the peak wastes many manhours during the lull. R/K Service levels off accounting personnel requirements to one person on a year-around basis.

Q. Must this one person have any special qualifications?

A. Not necessarily. An accounting back-

When a golfer slips his hand in this glove, he can forget about . . .



slipping

Special vinyl coating gives lock-safe grip; much surer wet weather control than leather.

stiffening

No annoying perspiration dry-out as with leather; stays soft and comfortable.

and sweating

No more soggy grips. Thousands of tiny stretch-open "pores" keep the grip area cool.

EDMONT GOLF GLOVES are made with an interlock knit liner that stretches for easy on and off, yet gives a snug fit while playing.

The vinyl coating assures long wear. When soiled, glove can be washed. Won't shrink. Won't fade. Won't lose its grip.

SOLD RIGHT. Only through pro shops. Each glove unconditionally guaranteed.

PRICED RIGHT: Under \$3 (suggested), including a generous margin of profit for you. Men's and women's sizes in assorted colors. All have white, nylon mesh back with adjustable Velco® fastener.

WHO TO WRITE. Mail the coupon today to:



FREE, attractive display rack with order of 6 dozen.

Edmont

Edmont Inc., Coshocton, Ohio

Send me all the facts on Edmont Golf Gloves. No obligation, of course.

Name _____

Club Name _____

Address _____

City _____ Zone _____ State _____

ground might be helpful, but it isn't necessary.

Q. What are this person's functions?

A. He collects saleschecks from the various departments, checks department totals, verifies that a member number is on every ticket, sorts tickets into member number order and develops batch totals. He also opens the mail, processes cash received, checks extensions on all accounts payable invoices and, twice a month, collects payroll information from department heads. At the end of the month he makes any special journal entries that are necessary, such as assigning the costs of a kiddie party.

Q. How much time does this take?

A. At one of our larger clubs the man who does this job spends about six hours a day during the peak season. He spends less, of course, during the off season.

Service Is Impersonal

Q. Are there any other advantages to your system?

A. One is that the service we offer is almost completely impersonal. Because the operating group at a country club is usually a small group working together in pleasant surroundings, the employees almost invariably become very friendly. In this atmosphere, a manager just can't reach objective conclusions on work output and value of performance. On the other hand, if a processing center does not earn its money, the manager can simply switch to another service.

Q. Any more advantages, Mr. Kearns?

A. Yes, there are. Many clubs use a cycle billing system to level off the accounting workload during the peak season. This often causes complications when a member is unsure of his billing date and erroneously assumes that a particular day's charges will be applied against his minimum for another month. Under the data processing system all members are billed simultaneously as of the last day of the month.

When Are Statements Ready?

Q. How soon are monthly financial statements available to the clubs?

A. We have been getting them out between the 10th and 15th of the month following. In most cases our clubs had been receiving them at the end of the following month under their previous systems.

Q. Do you provide this same time advantage in mailing statements to the members?

A. We get the statements out by the end of the second working day after the end of the month all year round. Our clubs used to do as well during the winter months but invariably fell behind during the busy season.

Continuity Assured

Q. Usually, club officers change every year. Under this condition, wouldn't it be better for the board to have closer contact with accounting personnel than when using data processing methods?

A. No sir. I believe your point is that a new board, unfamiliar with the club's methods and procedures, should have a full time accountant available to assure continuity with the past. Accountants have a turnover rate, too, even if it is less frequent and less regular than that of club officers. And each accountant has his own techniques. On the other hand, in a data processing system the methods and procedures are locked into a computer and its program. The board can compare financial statements during the life of the system with complete assurance that all were derived on exactly the same basis. This is real continuity.

Q. One last question. Can data processing save money for my club?

A. It probably can. The cost of data processing is based directly on the amount of work done. Unless your club's accounting department has a very effective method of eliminating losses caused by the fluctuating workload, data processing will almost certainly reduce its costs. R/K Service saved one country club client \$10,000 a year.

Lucky International Lost Money

According to the sponsors of this year's Lucky International Open, played in San Francisco, the tournament showed a small loss even though attendance was greater than it had been in the two previous years the event was staged. Gross receipts amounted to \$92,584 while expenses and taxes totalled \$99,669. The prize fund amounted to more than \$56,000. However, the Easter Seal society in six counties surrounding San Francisco received \$10,000 in benefits. The money was donated to the society by Lucky Lager, the sponsoring organization.

**National Golf Day
May 25th**
