



Genuine
Australian Kangaroo

Makers of better golf equipment since 1897



(Above) North Hills president, Russ Treiber cuts ribbon to get play underway on course designed by Trent Jones. Clubhouse, which represents \$ million plus investment, is seen below.



North Hills Is Re-Born

Taxes Force Club to Relocate, Build A Super Layout

By **JOHN M. BRENNAN**

Golf Writer, Long Island Daily Press

From the Skyline Terrace of North Hills GC, located in Douglaston, L.I., one had an excellent view of Manhattan's superb skyline. But the vista of the magic city proved costly to the members of the 37-year-old New York club, whose city tax rate within a decade rose from \$50,000 to \$160,000 annually.

When Walsh Construction Co. of New York City submitted an offer to North Hills members to buy the club three years ago for \$5,500,000, the bid was accepted. Certificate holders, who paid a mere \$1,500 a dozen years earlier, enjoyed a wind-

fall, getting about \$20,000 apiece.

Things looked bleak for North Hills' future because the majority of the members, many of whom are in the twilight hours of life, decided against relocating. In fact, when a decision to perpetuate the club was made by President Ed St. John, prominent Radio City attorney; Russell C. Treiber, VP, a Brooklyn insurance executive; George Washington Herz, a former president and one of the nation's top trial lawyers, plus a few more, there were fewer than 100 persons willing to produce \$7,500 for stock in the new venture.

Envisioned Superclub

"You have only to work up imagination to the state of vision and the thing will be done," declared Russ Treiber, who became head of the club shortly before it closed at Douglaston. What Treiber had in mind was the creation of a superclub, one unparalleled in the great and sprawling Metropolitan area that embraces New Jersey, Westchester county, part of Connecticut and Long Island.

With Treiber at the helm, and backed up by a dynamic membership chairman, Stanley Maas, Whitestone industrialist, North Hills was re-born in a stately wooded setting on Long Island's fabulous Gold Coast — about five miles from the old site, but outside the high tax area of New York City.



Some of the men who helped to get North Hills reactivated are (l to r): President Treiber, John T. Clancy, Timothy W. Foley, George W. Herz and Edward St. John.

Our business has been picking up for 17 years!
***The fastest, gentlest way
to pick up golf balls...***



Standard Model

Three-section retriever. Can be extended to five section unit by using two section "Supertriever" kit.

The FONKEN picker - upper

The ORIGINAL Range Ball Retriever!

With the new, improved FONKEN Picker-Upper you can retrieve golf balls faster . . . more efficiently . . . at lower cost than by any other means.

Designed with built-in flexibility to meet every change in ground contour, the Picker-Upper retrieves balls under all conditions — even in heavy grass or weeds. Fool-proof 'comb' guides balls into pick-up discs without chafing, bruising or cutting.

THREE SIZES — 3, 9, 15 foot spans

Choose the Singletriever, Standard or the Supertriever to fit your needs . . . or add quick-attach Supertriever kit to increase span of present Singletriever or Standard units.

Write for new descriptive literature today:

FONKEN MANUFACTURING CO.

433 WEST MAGNOLIA AVENUE, GLENDALE 4, CALIFORNIA

"It wasn't too difficult selling North Hills," recalled Maas recently as the stock membership quota of 300 was within sight and the new project, the most complete in the big Met area, was being launched.

The new Manhasset site features swimming pools, tennis courts and a super Robert Trent Jones course with provision for an additional nine holes. It has a completely air-conditioned clubhouse with six Brunswick bowling alleys, billiards, a banquet hall that can accommodate 800, two grill rooms and other modern facilities. All are the talk of the country club set in Long Island suburbia.

\$3½ Million Investment

It all adds up to an investment of well over \$3,500,000, but proves that if you build a better mouse trap and maintain quality, eventual success will be achieved.

Joseph A. Martino, president of National Lead Company and one of the nation's top executives, headed a syndicate that purchased 167 acres in Manhasset which eventually became the site of the new project. Currently, Martino's syndicate holds some 40 acres for the additional nine, when needed.

"We should have easier sledding in Manhasset," opined Treiber in discussing the transition from the Big City to its suburban area. "For one thing, we were faced with a tax load of \$160,000 at the old location. Now, the annual bill should be about \$30,000 — a big difference when it comes to deciding on a dues structure. Of course, with many more facilities than we had at the old club, our cost of operating will be greater. But then we'll have far better patronage from a younger and more vigorous membership."

Move Sets Precedent

North Hills, in relocating in Nassau County, became the first Queens, or New York City club, to build a new course after abandoning the old site. Fresh Meadow CC, which sold its Queens holdings in Flushing to New York Life Insurance Company for a housing development, purchased the old Lakeville CC, Great Neck, to perpetuate its club.

Playing a major role in North Hills' fight of survival was Eric G. Koch, former president of the Club Managers Assn. of America and prominent in the Metropolitan CMAA. Eric's knowhow was vital in the mammoth job of creating the outstanding club of the world's greatest golf sector, now enjoying tremendous growth.



Lady Gascoigne, wife of the governor of Bermuda, recently unveiled a memorial plaque honoring Archie Compston, longtime pro at the Mid-Ocean Club, who died about a year ago. Plaque was sculpted by George Gach and will be placed inside a shelter on the club's practice tee.

While North Hills, as a private club, managed to survive through its ability to relocate, the old course will remain intact and become a part of the chain of New York City municipal layouts.

Located within a few miles of the 1964 World Fair, old North Hills will be reconditioned and opened for play by the dept. of parks in the spring. That will give the city an eleventh 18-hole course. Also due for launching in the spring will be a 27-hole layout built on repossessed land by the city in the vicinity of International Airport at Idlewild.

Jaycee Golf Tourney

The 18th International Jaycee Junior golf tourney will be played Aug. 18-23 at Midland and Ranchland Hill GCs, Midland, Tex. For the first time there will be special qualifying events at the local, state and national levels for novice as well as championship flight players. More than 25,000 youngsters from 1,000 communities are expected to participate in the Jaycee qualifying rounds through June, July and the early part of August.

1964 Senior Women's

The 1964 Senior Women's Amateur of the USGA will be played at Del Paso CC, Sacramento, Calif., Oct. 14-16. It will be a 54-hole medal play event. The 1957 USGA Women's Amateur was played at the same site.

NOW CADDY CAR ANNOUNCES THE REVOLUTIONARY SUPER ELECTRIC WITH SCR (SILICON CONTROLLED RECTIFIER) ELECTRIC SYSTEM

**MOST RELIABLE ELECTRIC CARS EVER MADE!
MORE HOLES PER BATTERY CHARGE —
TROUBLE-FREE — GREATER ENDURANCE.**

Finally, with the new CADDY CAR Electric, smooth power is delivered without resistors, solenoids or rheostats to fail! A completely NEW electronic control system, backed by General Electric's full year warranty, makes CADDY CAR the endurance leader.

- 30% greater efficiency than ANY conventional electric.
- Full efficiency at ALL speeds — with no excessive battery drain at low speed.
- Safest golf car ever . . . with widest stance, lowest center of gravity.
- Luxurious riding comfort, even to upholstered arm-rests.
- Silent, direct-coupled motor . . . no belts!

**No Resistors!
No Solenoids!
No Rheostats!**



CADDY CAR SUPER ELECTRIC EXCLUSIVE WITH CHAMBERLIN

In time, all electrics will follow the CADDY CAR Super Electric with its permanently trouble-free control . . . the General Electric SCR (silicon controlled rectifier) system. Smooth, stepless acceleration. All basic components are "solid state" . . . no moving parts, no wear . . . no deterioration — missile control reliability.

Some Distributorships Open in Excellent Territories. Write or Call for Information.

- Heavy duty automotive axle — over 10 MILLION MILES of service.
- Just plug in to charge or store . . . Can't overcharge. Nothing to set or time. Completely automatic.

CHAMBERLIN "RIDES ALL DAY . . . CHARGES AT NIGHT!"
CADDY CAR®

CHAMBERLAIN METAL PRODUCTS COMPANY
FRANKFORT, MICHIGAN

Successful Pros Apply Scorecard Exactitude to Shop Operations

By **ROBERT D. RICKEY**
Vice-President, MacGregor Pro Golf



The so-called "secrets" of successful golf business are like those of successful golf playing — they consist of simple things done consistently well.

There is a great deal of difference between private clubs and public courses, but not much difference between professionals who are successful at either place. The successful ones, regardless of location, know exactly what the score is in their business operations at all times. They regard their bookkeeping as something that tells them the story of what they have done, what they should be doing and how they stand in the way of money and merchandise.

The professional who keeps his business records with the same exactitude as he keeps his scorecard has solved a problem that still handicaps quite a few men in the golf business. When a fellow regards his accounting as a nuisance that is imposed upon him by the tax collectors' demands, then that accounting is not going to be the money-making factor it should be.

Signs of Success

Recently I made a list of the things that are done by every one of the very successful club professionals whose operations I have observed over the years. Informative record-keeping that tells the condition of a business without being looked upon as a burden of detail is, invariably, an indication of pro business success.

Now for other points successful pro-

professionals have in common.

They keep potential customers informed and reminded by displays, word-of-mouth and printed or written advertising of what there is for sale in the shops.

There is an air about their merchandising efforts that subtly gets the customer thinking the reason merchandise is being sold at the pro shops is because of its convenience to the buyer.

There is an atmosphere of quality and genuine "pro only" class about their shops.

Their assistants are well selected, well trained and well supervised and given the reward incentive that the shopmasters themselves want.

They are of great value to the men's and women's committees they serve.

Golf course superintendents and club managers depend on them for avoiding or handling troublesome emergencies.

Operated On a System

Their shops are operated by a system instead of some kind of catch-as-catch-can methods.

They have a simple inventory control that signals them when they should be ordering in time to avoid excess shipping charges and delays, and when to use special effort in getting rid of merchandise that hasn't moved and is tying up money.

They have plenty of stock so their shops don't look barren.

They change displays frequently to

Beautiful Holmes GOLF CLUB HERALD

SHOWS YOU HOW TO
CUT HIGH MAINTENANCE COSTS!



This new Beautiful Holmes "Golf Club Herald" is must reading. 12 pages of documented proof how BEAUTIFUL HOLMES GOLF CLUB CARPET has made par for the course at top flight country clubs all across the country — shows how these beautiful wiltons are tailored specifically to meet the varied and exacting demands of pro rooms . . . lounges . . . locker rooms — anywhere and everywhere that beauty and rugged durability must be combined. Case histories . . . illustrate the way BEAUTIFUL HOLMES GOLF CLUB CARPET solves a club's unique need for a flooring that must provide an atmosphere of relaxed graciousness, yet stand up to the assaults of tracked-in-turf, cleats, and lots and lots of traffic. Long lasting, easy to maintain, BEAUTIFUL HOLMES GOLF CLUB CARPET is a long-range money-saver. Send for your copy of "The Herald" — it could be the first step in reduced maintenance costs for your club!



TAVISTOCK COUNTRY CLUB
HADDONFIELD, N. J.



LOS ANGELES COUNTRY CLUB
LOS ANGELES, CAL.

Archibald Holmes & Son

ERIE AVENUE AND K STREET
PHILADELPHIA 24, PA.

*Please rush my copy of the
new Beautiful Holmes
Golf Club Herald.*

NAME _____

CLUB _____

ADDRESS _____

ZONE _____ STATE _____

keep the visual appeal of their shops fresh.

They put an extra month of profit in the year by working on Christmas and other gift business.

They take advantage of prompt payment discounts and thereby earn an added profit that is considerably higher than the interest paid on their bank loans in financing inventories.

Careful About Details

They are careful about details such as orderly arrangement of stock, neat price tags, club cleaning and storage and scorecards and pencils conveniently provided for players.

They are immaculate in their own grooming and set a fine example for their assistants.

They are competent, friendly and diplomatic starters and conductors of club events.

They originate and operate interesting golf programs for women and children that increase their clubs' value to each member's family.

They are regarded by sportswriters and sportscasters as alert and authoritative sources of news and comment.

Their judgment is valued by officials of their clubs.

They know the financial condition of their clubs.

They are alert for new ideas in merchandise and methods that they make quickly available to members and customers.

They buy with the guidance of sales records rather than by hunch.

They cooperate with salesmen so everybody's time can be saved and selling costs kept reasonable.

They are progressive teachers and keep informed on new developments so they can comment helpfully on the games of the men and women champions and the television players.

They devote time to their own games. They find time to work for their PGA section and their communities.

There are other merits that these successful professionals share. Any man who is widely acquainted in the professional golf business is bound to be tremendously impressed, as I have been, when he specifically notes the successful professionals' personalities and performances. The successful professional in every case is an exceptionally good businessman who would be superior in almost any business.



Kids will be taught all phases of golf at Windham.

Ghezzi to Run Junior Golf School at Camp Windham

The golf camp for Juniors that Vic Ghezzi will conduct June 22-29 at Camp Windham in Windham Center, Conn., is said to be the only one of its kind in the U.S. Boys and girls from eight years of age through 18 can enroll for \$125. The fee includes use of all camp facilities and unlimited use of three 18- and one 9-hole courses in the area.

Several top golfers will assist Ghezzi, former PGA champion and a pro for 28 years, in teaching the youngsters.

Season long campers at Windham can participate in the golf school as well as tennis, basketball and baseball courses conducted by leading players in those sports.

Marvin Edelman, well-known educator, operates the camp. Detailed information can be obtained from him or Vic Ghezzi, both of 2110 Barnes ave., New York 62.

Club Manager-Pro Tourney

The second annual best ball tourney for Metropolitan district club managers and pros will be played May 9 at Sleepy Hollow CC, Scarborough, N. Y., according to Amstel Brewery, the sponsor. Last year's winners were Joe Moresco and Mike Fetchick in the pro division and Bill Ellis, a club manager.

National Golf Day
May 25th

This is a MONEY-MAKING MACHINE FOR GOLF COURSES



How much money will Wide-Lite* money-making machines make for *your* course? To a certain extent it depends on your greens fees, electricity costs in your area, etc. But one operator of a nine-hole course figures it this way:

Cost of installing "Wide-Lite" system	\$25,000
Cash	5,000
Amount financed with bank	20,000
Cost of employee per night to keep course open	10

With these costs, and including interest on the loan and his power expense, the operator figures he will pay for the system in just five years if *only six foursomes* a night play the course during the 120 nights of play that are practical in his northern climate!

Operators of another course figure a \$27,000 lighting system will pay for itself *in two years* because increased night play creates increased bar and dining room profits.

How about *your* course?

We'll be glad to get down to facts and figures with you—plan a lighting system for your course . . . work with a contractor in your area to figure your installation and operating costs . . . and let you see for yourself how much money you can make with "Wide-Lite" floodlighting.

You'll be under no obligation, of course. And you'll see why so many golf operators have had "Wide-Lite" floodlighting installed! Just send the coupon.



**FLOODLIGHTS • BALLASTS
• INDOOR LUMINAIRES**

In Canada: Wakefield Lighting
Limited, London, Canada

*Trademark of Wide-Lite Corporation

WIDE-LITE CORPORATION
A Division of Esquire, Inc.
4114 Gulf Freeway • Houston, Texas

Dept. AD 11

Send more information on how "Wide-Lite" lighting can make money on my golf course.

NAME _____

ADDRESS _____

CITY _____ STATE _____

10 reasons why you should call your Toro distributor before you buy any golf car

1. EASY TO DRIVE (Toro offers 1-pedal start, shift and stop plus automatic clutch)

2. EXTRA EMERGENCY STOP BRAKE PEDAL (in addition to accelerator-interlock braking system)

3. REAR ENGINE (less vibration, less heat, less noise)

4. 20 GAUGE FORMED STEEL BODY (built to last, cut down maintenance)

5. EASY ON TURF (low center of gravity and wide tires for traction)

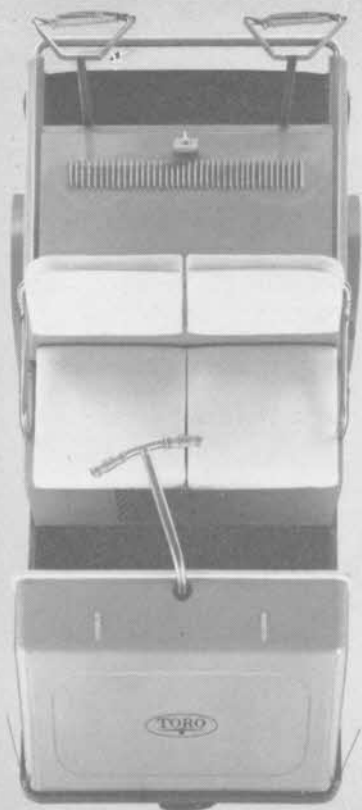
6. QUIET—YOU CAN HEAR A PUTT DROP (you can't hear Toro idle at 10 ft.)

7. PRECISE STEERING (a 2½ to 1 ratio)

8. POWER TO CLIMB 48% INCLINE (Toro's gas model has 10 hp. industrial engine)

9. GOLFER COMFORT (foam padded car-type seats, optional sunshade)

10. 72-HOLE FUEL CAPACITY (needs less attendant service; no "out of gas" distress)



ONLY TORO GOLFMASER HAS THEM ALL!

You want to find out which golf car is the best buy . . . runs most economically . . . returns more on your investment . . . gives you the least maintenance problems . . . keeps your course members and golfers happy.

That's just smart business. Especially if you're thinking in terms of a fleet of golf cars.

Toro Golfmaster[†] has quality features you should see and try. They'll stand up against any competition. Your Toro distributor will demonstrate them all . . . FREE, on your own grounds, without obligation.

He's also ready to give you a FREE course analysis to find out the number and kind of golf cars that will be most profitable for your course. Case histories of Toro Golfmaster fleets in use today verify his experience.

Whether you purchase or lease, choose gas or electric cars, he can show you the fleet financing plan that fits your specific needs.

Like a demonstration? Call him . . . his name and number is on the next page.

TORO[®] GOLFMASER

GAS & ELECTRIC GOLF CARS

TORO MANUFACTURING CORPORATION
8409 Lyndale Ave. S., Minneapolis 20, Minn.

[†]Exclusive mark of Toro Mfg. Corp.