

Golf Car Merchandising

(Continued from page 30)

over 4/100 of a volt, the battery should be replaced.

Cables and Terminals

All battery cables should be kept tight. Once or twice a month they should be scrubbed along with the terminals with a strong soap solution and then rinsed. A handful of baking soda in a quart of water dissolves heavy corrosion. Terminals may be coated with a small amount of petroleum jelly, if desired, but not with a heavy coat of grease which melts and ends up as a conductor or in the cells.

Water from a municipal water system is satisfactory for batteries. Well water or water from creeks or streams shouldn't be used. Battery water should not be stored in metal containers.

Good completely automatic chargers have eliminated most charging problems. Any car operator will be ahead to trade non-automatic chargers for automatic equipment.

Charger plugs and receptacles must be inspected and replaced if excessive heat has caused deterioration. Wiring that shows the effect of heat or wear also should be replaced.

The following spare parts and equipment should be kept on hand: Sensitive voltmeter (about \$25.00); Temperature-

corrected hydrometer (\$3.00); Automatic charger relay tester (\$35.00); Spare tire, tube and wheel; Spare charger; Ammeter; Charger timer; Charger plugs and receptacles; Battery cables; Solenoids; Switch components; Brake shoes; Motor brushes and tire gauge.

Probably the one most important factor in buying golf cars is to look for a dealer with a substantial background, one who understands his product and will take the time to teach a prospective purchaser the tricks of maintenance.

Merchandising Tips

Going back to merchandising, the pro or man in charge of golf cars should take advantage of the weather. If it's hot it should be suggested that riding keeps the player cooler and comfortable. If it's cloudy a car will get him back more quickly in case of rain.

If there are members who have never operated a car, the pro should find a reason for taking them for a short ride and letting them handle the controls. Many new riders are started by this method. Some people think operation of a car is difficult and are too self-conscious to ask how it's done. This is particularly true of women.

Much has been said about reduced rates for twilight golf, early bird golf and ladies' day. Any plan has merit that gets golfers out early on busy days or im-

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proves late play and helps utilize the course. A reduced car rental price for these periods has definitely brought out golfers at many clubs and is worthy of a trial at clubs that are looking for more traffic. Players who become accustomed to riding at reduced rates often become good customers at regular rates during normal playing hours.

Gasoline golf car maintenance was thoroughly explained in an article by E. I. Fisher of Kohler Engine Co. in April GOLFDOM (page 36).

Swinging Around Golf

(Continued from page 18)

Bob Conti is pro at recently opened Hawthorne Hills 27-hole semi-private near Lima, O. . . Seems as though about half big new motels planned or building have Par-3 courses . . . Miniature course building in a fair-sized boom . . . Elks open their new 9-hole course in Hillsboro, O. . . Begin building 18 for Wedgewood CC to design of Edmund Ault as feature of Northwest Estates, Inc. 536-acre residential development near Bethania, N.C. . . Oren W. McLain of Winston-Salem heads Northwest Estates, Inc.

Bristolwood Corp., Bristol, Pa., opens its lighted 18-hole Par-3 that was designed by George Fazio . . . Mill Creek CC, near Milan, Ill., in Quad City area of Moline, Rock Island (Ill.) and Davenport (Ia.) opens . . . It's a rather remarkable club of 400 members built by members who have contributed 50,000 hours of labor, says Pres. Roy Gillen . . . April 11, 1962 club's 128 charter members bought its land . . . Charter memberships sold at \$250 plus 50 hours of personal labor or \$350 without labor.

There can be some wild and woozy statements made in controversies over building or not building a municipal course . . . One fellow wrote a local newspaper about the proposed Danbury, Conn. munity course saying that "the total of the project, according to my mathematical calculations, amounts to \$1,930,000 plus 30 years of maintenance, an additional cost amounting to \$750,000 . . . making a grand total of \$2,680,000 . . . A terrific price to pay for 130 acres of land." . . . The man must be looking for another deal with Indians who sold Manhattan island.

East Lakefront development of Orleans Levee Board will give New Orleans three

18-hole courses in the new park . . . Mountain Home (Ida.) News, in advocating many courses, says: "Our own traveling salesmen point out that they sure wish Mountain Home had a course because this is their main form of exercise after traveling and selling all day.

Dixie Ranch offers 165 acres and \$10,000 for clubhouse construction to Okeechobee, Fla., committee planning a golf club . . . Teachers in Kansas City area have a 9-hole, sand-green course at their Kansas City Teachers Golf & Swim Club in Bonner Springs, Kans. . . . Alexandria, Ind., to build municipal course . . . Dave Tosh has switched from Cheraw (S.C.) CC to become pro at Edenton (N.C.) CC . . . Crestview GC, Muncie, Ind., clubhouse and pro shop destroyed in \$45,000 fire . . . Pro Bill Williamson estimated \$30,000 loss in fixtures, equipment and stock . . . Robert Lawrence remodeling San Marcos Hotel course in Chandler, Ariz. for John Quarty.

Greenwich, Conn., municipal course, which will be open for play in June, 1964, was "discussed" as far back as 1927 . . . Winged Foot (N.Y.) GC opens its swimming pool . . . Expect new \$180,000 clubhouse of Dunedin (Fla.) GC to be one of the finest on Florida's West Coast . . . Only one swankier will be new Palma Ceia CC clubhouse at Tampa . . . New Dunedin building will be in decided contrast to the clubhouse at the site when it was the PGA National Golf Club.

Joan Flynn Dreyspool, who has written several Golfing articles in the last two

The Case of Mr. Wilson Is Straightened Out

D. D. Wilson, the Baton Rouge golfer who hit two balls out of bounds and then holed out his third tee shot on a 308-yard hole (Golfdom, July, page 79), should have written a five on his scorecard, according to the USGA.

It appears, says the USGA, that Wilson didn't state that the second and third balls played from the tee were provisional balls (Rule 30). It must be presumed he proceeded under Rule 29-1. Thus, the third ball ultimately was the ball in play and he should have been credited with a five.

If Wilson had stated the second and third drives were provisional, according to the USGA, he would have been justified in playing out the hole with the first ball and counting the score made with it.



Iowa GCSA's first distinguished service award was recently presented to Kenneth Delaney (1), supt. of Twin Pines Myny, Cedar Rapids, by Ed Cott, extension turf specialist at Iowa State University. In the background are Bob Higgins, Herb Klontz, Marsh DeMartelaere, Ron Helming, Dave McLaugh and Don Gardner. Delaney was cited for his work in directing construction of the many courses and for cooperating with Iowa State and the USGA green section in building a practice green to USGA specs.

years, is the editor of "Allie Sherman's Book of Football" which will appear in the bookstalls on Sept. 6 . . . It's No. 1 on Doubleday's fall publication list . . . "Play Golf the Wright Way," in which Joan collaborated with Mickey Wright about a year ago, is getting a big sale in both England and Japan . . . The American Classic, to be played at Firestone CC in Akron, Aug. 21-25 is advertised as a \$50,000 event, but it adds \$5,000 in bonuses to players who lead after the first, second and third rounds and shoot the low scores in each round . . . This strikes us as a fine incentive plan.

New club in Abbeville, Ala., which will have members in both Georgia and Alabama, is to be named Chattahoochee CC, after the river of the same name . . . The Mauna Kea Beach Hotel course, designed by Robert Trent Jones for Laurance S. Rockefeller, will present a view of the sea from practically every hole . . . It is on the Kona coast of the Big Island of Hawaii and is under construction . . . Finishing holes of the third and fourth rounds of the American Classic at Firestone in Akron will be telecast via ABC on Aug. 24-25.

Southwestern pros are screaming about the page ad in PGA championship program in which cut-price clubs on easy terms were advertised by a gigantic chain of stores . . . Complaining pros ask if cut-price competition with pro shops is officially approved by the PGA, or if the members were sold out . . . Same thing happened in the 1962 PGA championship program and pros around Philadelphia howled . . . But the complaints didn't do any good, obviously . . . Pros who protest

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at the PGA championship program being used to invite club buyers away from pro shops wonder if Sears would sell Montgomery Ward advertising in its catalog.

Tobacco industry public relations advisers recommend that cigarette companies ease the cancer-cause heat that is on the manufacturers by curtailing cigarette drive on the youth market . . . Don't hold your breath, though, until the "boy makes girl" theme disappears from cigarette advertising . . . What probably will stop before long is use of athletes' testimonials for cigarettes . . . This will take some money away from pro golfers . . . There has been a lot of athletes' cigarette testimonial advertising using names of athletes who never smoked.

A golf public relations subject getting attention of club officials, playing equipment makers and other golfers is the way distillers and brewers accent their association with golf as a sales promotion gimmick . . . The high-powered use of golf to sell liquor doesn't fit in with the game's Junior promotion, say those who question the beer and whisky push of golfers . . .

Teacher's Scotch sponsorship of PGA seniors championships to a limited field of successful and temperate adults has been an exhibit of high class.

Building West Pines GC nine at Douglasville, Ga. . . "Red" Ledding, pro at Breezy Point CC for past 10 years moves to Birch Bay GC, Brainerd, Minn. as pro . . . Alexandria Bay (N.Y.) municipal course, closed several years ago, remodeled and reopened . . . Jack Twiss now pro at Houlton (Me.) GC . . . Danbury, Conn., voters turned down proposal for many course bond financing . . . Campaign for municipal course there continues with federal fund use now being studied.

Begin construction of Charmingfare Links, Candia, N.H., semi-private 18 designed by Philip Wogan . . . Paul E. Sargent is president . . . Got to hand it to Nick Kenny, New York Mirror's ancient and talented columnist for his boosting of club pros . . . Nick recently wrote "Danny Williams is the greatest teacher in the game." . . . Even if Nick isn't the greatest pupil; his enthusiasm is good for pros . . . Danny, Jr., came up right as a fine teacher

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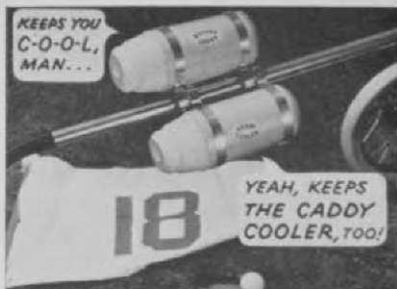
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Another, among the many strong plugs home pros have been getting from sports columnists lately, was the column Matt Jackson of Rochester Times-Union wrote quoting Joe Garin, pro at Lake Shore CC in suburban Rochester, for 25 years . . . Charles Sheppard is pro at recently opened Glen Ellen CC, Millis, Mass. . . . It is a 27-hole club built on former estate of A. M. Sonnabend.

New York City Park Dept. expects to open its Marine Park 18 this month . . . Marine Park is on 211 acres of land filled in during the past 10 years by N.Y. Department of sanitation . . . Cost of the entire operation: \$2,266,523 . . . Cleveland, O., considering building a muni 18 adjacent to airport . . . Great Falls, Ont., to add nine to its municipal course.

Center Square (Pa.) semi-private 18 opens . . . Ray Goates, formerly supt. of parks and recreation in Inglewood, Calif., and in Downey, Calif., resigns after four years at Downey to become executive

manager of Southern California Golf Assn. . . . Itasca (Ill.) CC to build clubhouse replacing one burned in May . . . Loss was well over insured \$518,500.

Building new clubhouse for Gowanie GC, Mount Clemens, Mich. . . . Start in Sept. building \$300,000 clubhouse for St. Clair CC, Belleville, Ill. . . . Denton (Tex.) CC building \$188,000 clubhouse, replacing one burned in March . . . In 1972, the U.S. will have between 11,412 and 10,596 golf courses, estimates Rex McMorris, executive vp, National Golf Foundation. . . . McMorris figures there will be 10,500,000 golfers by then . . . Members have bought Ellinor Village CC at Ormond Beach, Fla. and have changed its name to Oceanside CC . . . Broyles Plemmons is professional, Earl Sasser is manager and Lewis Dolan, formerly at Port Charlotte (Fla.) CC, is supt.

Dennis Gent, Wadsworth, Ill., to build course near Gurnee, Ill. . . . Jackie Gleason thinking about putting on \$150,000 first prize tournament with a sort of a "Tournament of Champions" shakedown of the field to four finalists, . . . There's probably too much of that sort of thing . . . It ex-



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cludes too many good golfers . . . Gleason is a serious golfer . . . At the Open at Brookline, Francis Ouimet and Walter Hagen were talking about their last rounds at the Country Club course in the National Open of 1913 . . . Ouimet struggled in playing the out nine in 43 . . . Hagen started with a bogey and two pars, then got a two on the 425-yard fourth, almost holed a brassie for another deuce at the fifth and got a birdie 3, got another birdie 3 on the sixth by holing a two-foot putt . . . The Haig was four feet away from the hole on the short seventh but only rimmed the cup . . . He three-putted the par 4 eighth and par 5 ninth to take bogeys . . . Walter finished at 307, three strokes back of Ouimet, Vardon and Ray and tied with Jim Barnes, Mac Smith and Louis Tellier . . . Amazing how veterans can remember detail of holes they played many years ago.

Harry J. Fawcett retiring as manager of Kansas City Club where he had been for 19 years . . . C. E. Mills, now manager, Hardscrabble CC, Fort Smith, Ark., will succeed him . . . Fawcett, 1941 president

of the Club Managers' Assn. of America and author of "The Management of Clubs", has been prominent for many years as manager of golf and city clubs and resort hotels in the Midwest . . . He was one of the first club managers brought up in the fine food service tradition to recognize the trend accenting the importance of a club manager's executive capabilities.

Fred O. Gregory now manager of Stockdale CC, Bakersfield, Calif. . . . Mack Kuller recently made manager of Roswell (N.M.) CC . . . Thomas F. Farley, formerly manager of Winged Foot CC and Baltimore CC, now president and general manager of Equinox House, Manchester, Vt. . . . Clem Reynold who was Manager of Augusta (Ga.) National GC, is Farley's assistant . . . Karl Muske now manager, Emmetsburg (Ia.) CC . . . Peter J. Hucko signed as manager of Redlands (Calif.) G & Tennis Club.

Lower Cascades' third 18 at the Homestead, Virginia Hot Springs, Va. recently opened . . . Robert Trent Jones designed it . . . Bunny Plummer, for many years

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pro at Galveston (Tex.) many course is retiring . . . Freddie McLeod, pro at Columbia CC, Chevy Chase, and a chipper 81-year-young golfer, took a day away from his visit to the National Open at CC of Brookline to play 18 at Myopia Hunt & CC, South Hamilton, Mass., where he won the National Open 55 years ago . . . Myopia gave him an anniversary party.

Westchester County, N.Y., dept. of parks pros, Andy Macko of Dunwoodie, Johnny Paoness of Mohansic and Johnny Marotta of Maple Moor, giving free summer lessons in golf and golf etiquette to county's youngsters in 10 through 14 age bracket . . . Harris County (Houston) Tex., advertising for proposals from men interested in operating the county's new Melrose Park 18.

Charles Benson now pro at newly opened White Lake CC nine at Elizabethtown, N.C. . . . Cumberland (Md.) Knights of Columbus Council 586, considering building nine as part of recreation development . . . A New York state club described in newspapers as "a swank golf and country club" was denied \$800,000

loan requested of Farmers' Home Administration because FHA loans are for farmers and other rural residents to shift land from farm to recreational use.

Because of slow spring growth, Paul Erath may not open his semi-private nine, Saranac CC near Stahlstown, Pa., until next year . . . Paul will continue as pro-supt. of Laurel Valley CC, Ligonier, Pa., the de luxe course he helped build . . . Erath will get himself a pro-manager for Saranac which he is making a model of sound construction . . . He insists he won't open the course until it is ready . . . Very few courses we have seen in our many years in golf business actually have been completed before they were opened.

North Hills CC, Little Rock, Ark., completing \$360,000 clubhouse, replacing one burned two years ago . . . Ken Johnson now pro-supt.-mgr., Colville (Wash.) Elks CC . . . Building 18 for Falmouth CC, East Falmouth, Mass.

Alex Baxter, 71, pro at Lauderdale Lakes CC for several years after moving from Ft. Mitchell (Ky.) CC to Fort

(Continued on page 90)



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Shock Loses Shop

(Continued from page 41)

lins, each give from five to ten lessons a day. More than 80 per cent of their club sales stem from these engagements. They have been particularly successful in inducing members to buy full sets over a period of two years, perhaps starting with woods one year and filling in the next with irons. Trial sales of clubs also have worked out well at the Columbus club. Before the fire, Shock gave lessons during the winter months on his two-net pro shop range. Last year he moved downtown to the Athletic Club of Columbus to carry on this activity, but as soon as the new clubhouse is restored he will be back in the old wintertime location.

Shock's bookkeeping is handled by his wife, Dolores, who has a degree in accounting from the University of Michigan. The shop is inventoried monthly, although a daily check is made on the ball supply. Auditing is handled by a Columbus CPA firm. About 40 per cent of the 500 members use the shop's club cleaning and storage service at a cost of \$15 a year to the individual.

Design Stands Up

Columbus CC is observing its 60th year of operation. Located in a residential area, it has possibly just enough excess space to fit in a 9-hole Par 3 to relieve some of the heavy playing pressure on the original 18. Starting times have to be reserved at least four days a week, and Juniors aren't given nearly as much opportunity to play as members would like them to have. It is thought that the building of a short course would partly remedy this situation. The range, located within 100 yards of the clubhouse, is 275 yards long and about 150 yards wide. As for the course itself, the architect who designed it back around the turn of the century rendered a layout that is still admired. The PGA, for example, has insisted only on the rebuilding of two greens and one tee, all on the first three holes, for the Championship.

Don Shock is a former Ohio State University golfer. When he was graduated from college in 1948, he immediately went to work for Charles Lormes, who was the Columbus CC pro for some 50 years before retiring in 1959.

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General Battery Builds Plant in Frankfort, Ind.

General Battery and Ceramics Corp., Reading, Pa., will occupy a fourth plant in Frankfort, Ind., this fall. Other plants are located in Reading, Greer, S. C. and New Philadelphia, O. The new plant will give the company 125,000 additional square feet of manufacturing space and provide 300 jobs. Eventually, daily production will reach 3,500 batteries. James Tay-

lor will be transferred from New Philadelphia to manage the Frankfort operation.

Eastern Makes New Warranty Offer on Golf Flags

Eastern Metal of Elmira now gives a 3-month warranty that includes protection against vandalism on its entire Course Master line of T-to-Green flags. The guarantee is said to be the first of its kind. Under the new policy, Eastern will replace, at cost, all flags unduly damaged by weather exposure, accident or vandalism if they are used within six months of the purchase date. Complete information can be obtained from Eastern Metal of Elmira, 1501 Grand Central ave., Elmira Heights, N. Y.



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Tommy Armour (r), veteran of MacGregor advisory staff, welcomes Craig Wood back to the MacGregor organization. Wood was on the MacGregor staff for many years prior to entering the automobile business. Now, he again is active in professional golf with a new club in the Bahamas. Armour recently observed his 25th year with MacGregor. Herman Barron, Jerry Glynn and Charley Penna also recently became MacGregor quarter-century men.

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A neoprene sponge comfort mat with closed cellular structure which prevents deterioration and

makes the mat oil- and grease-resistant is being marketed by American Mat Corp., 1802 Adams St., Toledo 2, O. Non-absorbent and waterproof, the mat is easy to clean. It can be used reversibly for additional service. The black mat comes in lengths up to 50 feet and is 36-inches wide in either $\frac{1}{4}$ or $\frac{3}{8}$ -inch thickness.

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wedge and putter complete the set. Both woods and irons were designed by Ben Hogan especially for women golfers, and are available only in pro shops.

Classified Ads • P. 85

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