

THE NEW *LaHer* 1963... Masterpiece



Note: unretouched photo

**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.

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)



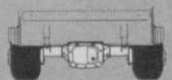
FAMOUS LUB-O-MATIC Drive Switch: Exclusive with LAHER; every wearing part runs in a bath of oil, eliminating wear and service.



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



DUAL USE: Can be used as a personnel carrier or a golf bag carrier. Golf bag holder lifts out easily (no bolts to remove) leaving clearance for boxes, packages, etc.



FULLY ENCLOSED DRIVE UNIT: A LAHER EXCLUSIVE DESIGN in combination with a SPIG axle - runs in oil. Service free as the best auto.

PLUS: Special BUILT-IN CHARGER; also equipped to charge with portable charger • 6" wider tread at rear, no danger tip-overs • Plenty of room for six-footers, not a "kiddi-kar" • Large 8" or 9½" soft tires - easy riding and easy 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 equipped to tow others if needed • plus many others.

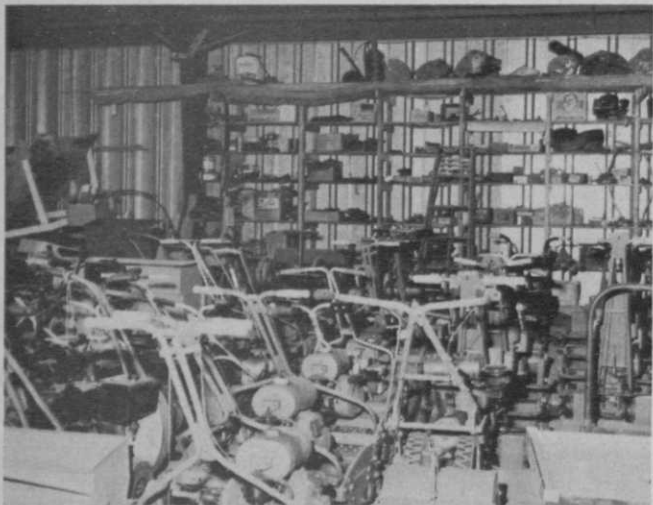
WRITE TODAY FOR COMPLETE INFORMATION:

LAHER SPRING & ELECTRIC CAR CORP.

P. O. BOX 731

2615 MAGNOLIA ST.





Seven greenmowers, three tee mowers and various pieces of miscellaneous equipment are garaged in middle section of the maintenance building. At right, Joe Dinelli stays in shape by working on the reel grinder.

mowers, trucks and other pieces of equipment that have been constantly bumping over rugged course terrain for six or seven months undergo a terrific amount of abuse. There are other factors that have to be considered, too. For one, the longevity of the machines, many of them at least seven or eight years old, has to be taken into account. Inexperienced operators, who have to be hired because of the labor pinch, take their toll, and so does the fact that much of the summertime maintenance has to be deferred until the courses are closed down for the winter.

At the North Shore CC in Glenview, Ill., Joe Dinelli, the meticulous young supt. who keeps his equipment looking like it was just lifted out of the shipping crates, estimates that \$3,500 is spent every year in renovating and repairing the machines used in maintaining the course.

This amounts to about four per cent of the club's investment in tractors, mowers, etc.

Three-Month Job

North Shore's winterlong renovation program is started in the early part of December and continues almost without interruption until March. A four man crew, including a full time mechanic, Henry Weigt, works under Dinelli's direction in cleaning, painting and repairing more than 100 pieces of machinery. Besides this, all the benches, waste containers and miscellaneous items scattered about the course are brought into the club's large, all-steel maintenance building and given a touch up. If the North Shore grounds staff doesn't run out of paint, or renovation funds, and has enough time before the winter is out, the spray guns are turned on the walls and interior fittings of the shop following a general housecleaning in which some 9,000 square feet of floor space get what nearly amounts to vacuum cleaner attention.

Says Roger S. Hurd, Dinelli's green chairman: "This place sparkles around the middle of March. When Joe and his men get the machinery painted up and the maintenance building cleaned out just before the season starts, you'd think it was a new club getting ready to dedicate its course." Hurd recalls with pride how last
(Continued on page 99)



Pre-fab steel building at North Shore was built in 1957, is divided into three large sections.

NEW Knitted Club Sox

for Nos. 1, 2, 3, 4, 5 Woods. Red, Black, Gold, Green, White, Pink, Gray, Beige, Brown, Navy Blue, Sapphire Blue, Sky Blue, all with 2-tone peppered Pom. Packed bulk in any assortment, or Gift Bagged in sets of 4. Sug. Retail, \$1.75 each Sox.

Sports Sacks

the handiest, handsomest "hold-all" for tees, balls, cosmetics, etc. In leather-looking vinyl . . . gold, red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, \$3.

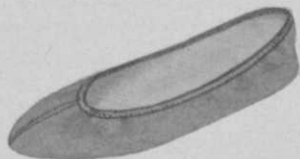


Profit with the Products Golfers Want



Pom-Tam Knit Sports Caps

flatter every hairdo; fit every head. Orlon or wool. Attractively bagged. Bright and light colors. Sug. Retail, \$2.



Foot-Lights by Reliable

in fashion-right, leather-looking vinyl, for after-the-game relaxing in the club house. Bouncy foam rubber insoles, long-wearing sueded outsoles. Ladies' sizes Small, Medium, Large. Gold, red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, \$2.

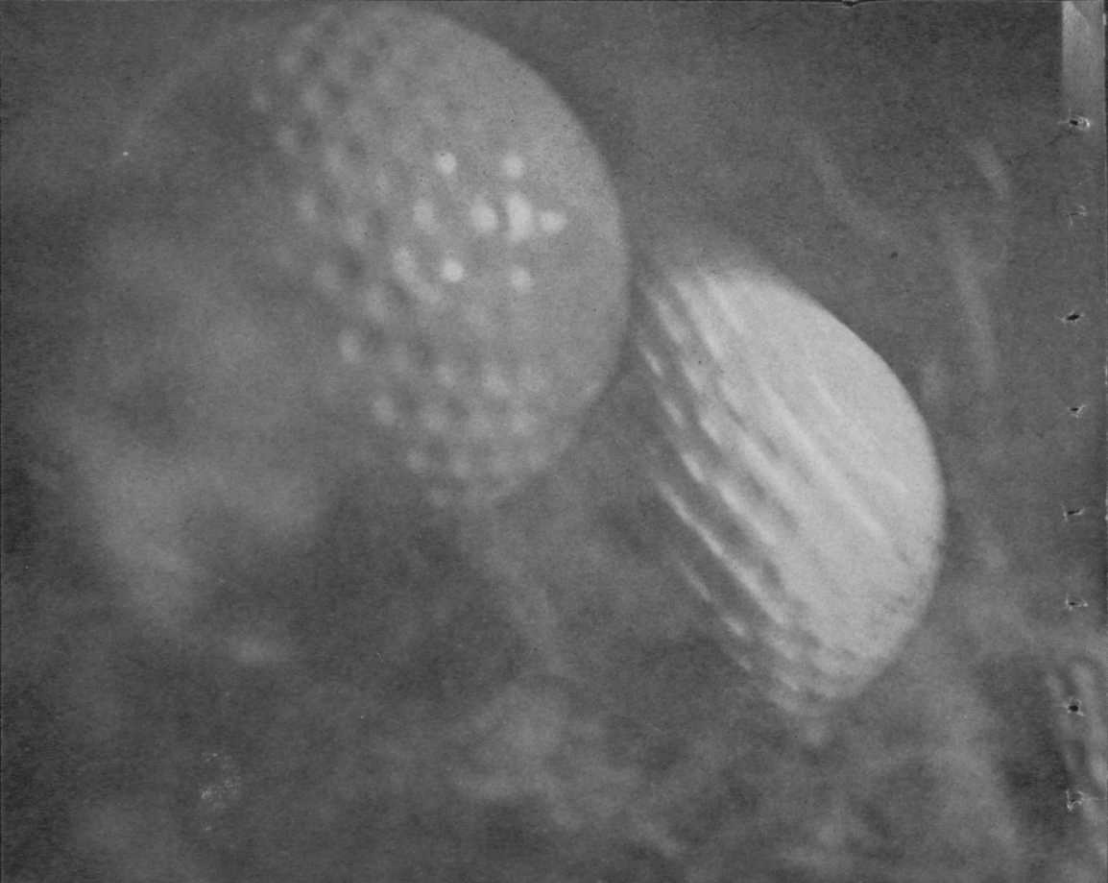


Stretch Bands

Orlon knit circllets are the FASHION and the FASTEST WAY to make a sales hit. Keep hair neatly, nicely in place on the fairway or in the clubhouse. 1 size fits all. Gay or pastel colors, plain or decorated. Bagged individually.

WRITE FOR FULL-COLOR, PRICE-LISTED BROCHURES.

RELIABLE Knitting Works • Milwaukee 5, Wisconsin

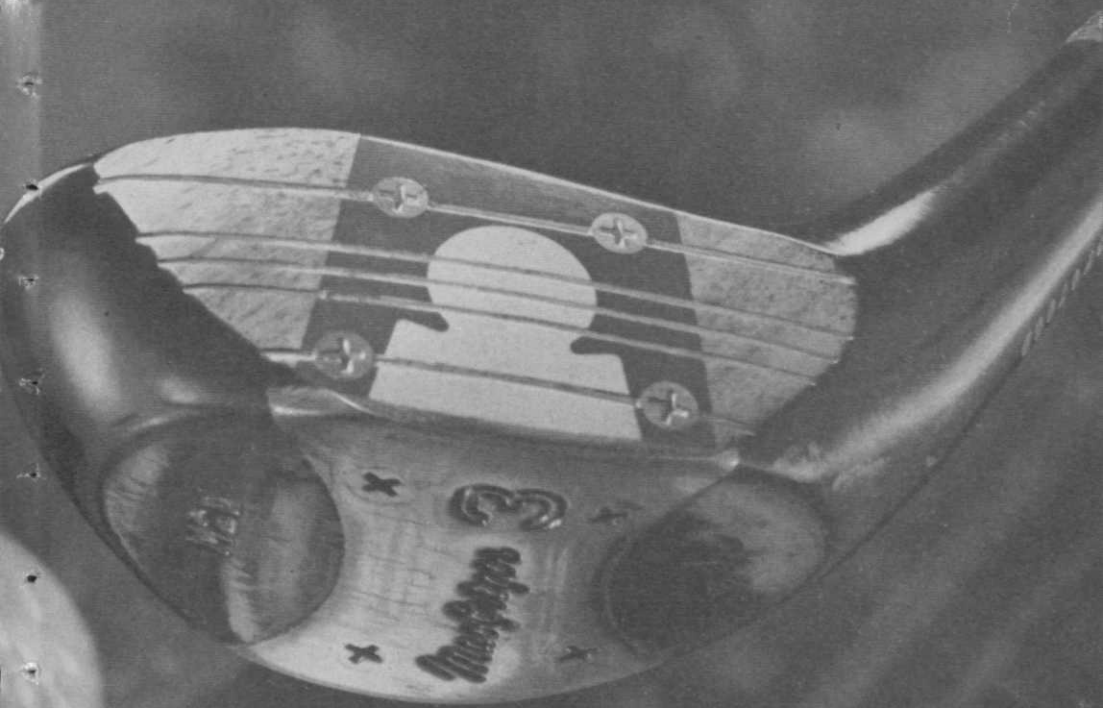


**Iron action
on the fairway—
penetrating impregnation, too!**

How new can a wood be? See MacGregor Tourney Woods for '63. Example: MacGregor's exclusive rocker sole gives you iron action on the fairway, cuts through to the ball with less turf drag and no power loss, gets the ball up and away. Example: MacGregor's exclusive penetrating impregnation goes deep—*deep*—into the heart of these beauties and protects against moisture. Result: no shrinking, no swelling, no warping. The swingweight never changes. That's how new a wood can be! More Tourney Woods have rocker soles this year and so do Armour Silver Scots and Suggs Tourneys. They *all* have penetrating impregnation. Then too, there's nothing quite like the natural feel of MacGregor's preferred persimmon.

This is your year to step up to MacGregor Woods . . . and go the way of the sales winners.

Makers of better golf equipment since 1897



Sold by golf professionals only

MacGregor[®]
THE GREATEST NAME IN GOLF
BRUNSWICK SPORTS
CINCINNATI 32, OHIO





Day-by-Day Control in a Big Volume Operation

Len Kennett and Hank Barger, who run bustling California shops, usually are more than knee deep in register tapes and tickets — but there are no complaints since these things show the big picture

It is generally agreed that a golf professional must wear at least four hats to be successful. He must be skilled as (1) a golfer, (2) a teacher, (3) a public relations man and (4) a merchandiser.

Typically, the pro is retained by a private club because of his reputation as a player and teacher and for his management ability. He must also be capable of getting along with people well enough to impart some of his playing dexterity to club members. The draw of his reputation and his teaching capabilities help make the shop successful.

Because a pro has his own money invested in a shop whose profits usually make up the major portion of his income, he has a bread and butter interest in a business control system that is

1. Accurate;
2. Easy to use;
3. Reliable.

The success of the golf pro as a businessman depends on maintaining records that inspire customer confidence. These same records should also serve as a guide in helping the pro stock his shop for the best possible service to his clientele. Information from today's sales should govern tomorrow's inventory purchases.

A view of the systems in use at two Southern California clubs show some of

the highlights of modern mechanized control systems.

Guide to Operation

In both cases, the common denominator for business control is a modern sales register (NCR "Class 6000"). The important feature of this machine is its multi-total capabilities. That is, the cash register can accumulate separate totals for different classes of sales. The distribution of this information is controlled through the pressing of keys at the time sales are recorded. At the end of the day, the cash register presents this information to the pro as a guide to his operation.

The ability to accumulate meaningful business information makes the register a valuable tool in a pro shop even though the bulk of the business at private clubs is in charge sales.

At San Gabriel (Calif.) CC, Pro Len Kennett operates in the environment of a relatively small and consistent clientele. The club's 18-hole course dates back to 1904. Kennett's potential customers are drawn from a comparatively small circle of 450 members.

In order to operate his shop profitably, Len must know every member, and each member must know him. In this way, the pro can control his inventory investment so that every penny counts. At least half

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The WALKER
EXECUTIVE

for MAINTENANCE



The ALL New
WALKER
POWER TRUCK

Fine gas powered Golf equipment

Designed and built by

Walker

For further information write Walker Mfg. Co., Fowler, Kansas

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See our display at the Turf Convention, booths No. 96 and 97.



Len Kennett

... from the tape to the register

of his time is spent in instructing members. Kennett has this to say: "If you go to a doctor, you do not expect to be treated by his assistant every time. It is the same thing here. We have several very capable assistant pros. But, the members enjoy seeing me out working with them."

Another portion of his time is bitten off by occasional tournament competition. Kennett's contract with San Gabriel permits him to compete in two national tournaments and a number of local ones annually. He feels that competition in big time events makes him more valuable to his members because it forces him to keep abreast of the latest playing methods.

Uses Seven Classifications

In order to see that the shop is running properly even when he isn't there, and to keep a day-to-day feel of how it is operating when he isn't present, Kennett has established a system under which seven departmental classifications have been set up on the keyboard of the cash register. These include fees or charges for electric car rentals, green fees, hand carts, golf balls, club and bags, apparel, and similar merchandise and repairs.

Every time a charge sale is made, a two-part merchandise ticket is filled out by Kennett or one of his assistants. The ticket shows what was purchased and what the charge was. Almost all purchases made in the pro shop are charged to the mem-



Hank Barger

... stays close to the shop



Jim Pringle

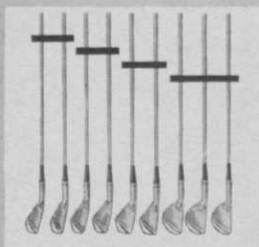
... he's an inside and outside man

bers' club accounts. Therefore, the members are asked to sign the charge slip.

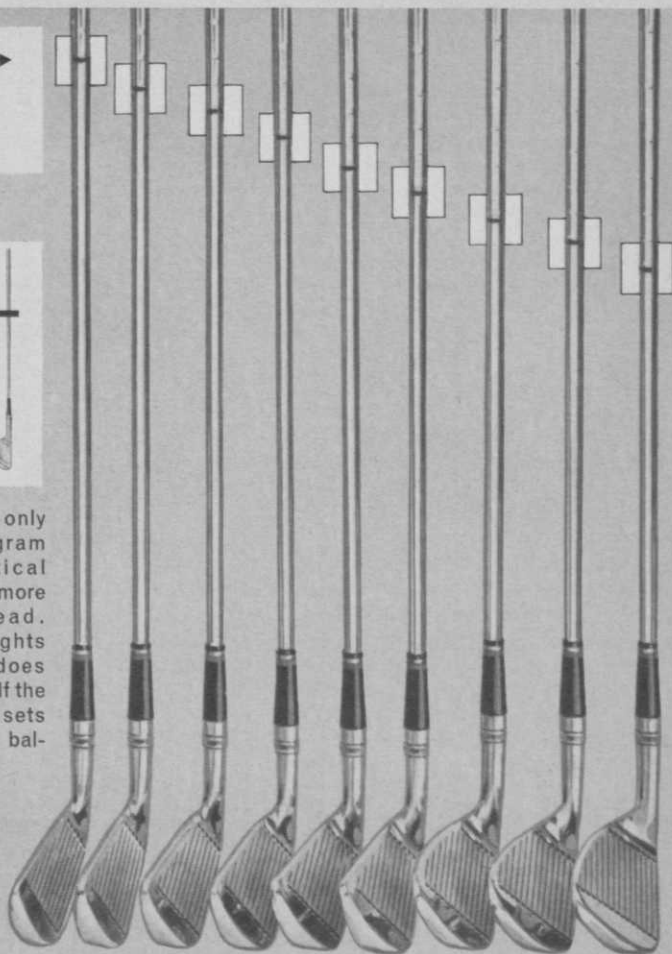
At the same time, each item sold is rung up on the register. The operator depresses the departmental key along with the amount of the charge. One copy of every signed charge slip is forwarded to the business manager at the end of each day. The club has guaranteed all accounts. The business office determines what is owed Kennett — and pays him directly. The country club then bills the members at the end of the month.

At the end of each day, Kennett or one

The mark →
of leadership
from Wilson



"Ordinary" sets are only half-matched. Diagram shows how identical shafts are used for more than one club head. Although head weights vary, shaft action does not. No more than half the clubs in "ordinary" sets are truly matched in balance and "feel."



WILSON STAFF IRONS

First to match the flex of each shaft to the weight of its club head for the same sweet "feel" throughout the set!

See how the black ring steps down on each shaft as the weight of each club head increases. This black ring indicates that the flex-action of each shaft is scientifically engineered to compensate for the change in weight between club heads. Now, every set of

1963 Wilson Staff irons is perfectly matched in "feel"—matched in swing—matched in response. New Wilson Staff irons feature exclusive Dynapower design that distributes club head weight by flaring the weight out and up the face to increase the

effective hitting area. Sell new Wilson Staff irons—the first perfectly matched clubs in golf history!

Sold only through golf professional shops

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

of his assistants enters the departmental totals from the register tape into the shop's daily ledger. Then, the day's signed tickets and register tapes are forwarded to an accounting firm retained by the San Gabriel pro. The accountants check the individual charge slips against the tapes to make certain that no errors have been made. From these he prepares and issues a monthly profit and loss statement.

The monthly statement and his own daily ledger allow Kennett to see the big picture instantly. From personal contact work, he knows the individual members' requirements. Through control of sales records, he knows where he is making money and where his operation has to be strengthened. Combining these factors, Kennett estimates he can turn over his \$20,000 merchandise inventory about five times a year. His shop is operated on a 12-month basis.

Two Sales Sources

Hank Barger is golf pro at the Stardust Motel, which operates a 27-hole private course at Mission Valley in San Diego. In this case, even though it is a private course, Hank's management problems are somewhat different than Kennett's. Besides more than 700 members of the club, Mission Valley's facilities are open to all guests of the Stardust Motel.

About 15 per cent of the players are transients. Typically, a week day will see 200 players on the Mission Valley courses (twice as many as at San Gabriel), and on a weekend 500 to 600 (almost three times as many as at San Gabriel) are out. In addition to the 27-hole layout, Barger oversees a popular 18-hole pitch and putt course.

Stays in the Shop

This arrangement makes it necessary for Barger to plan his time differently than Kennett. He has to be available to work with or answer the questions of the majority of the members and guests. So, Barger remains in the vicinity of the pro shop most of the time, leaving much of the lesson-giving to his assistant, Jim Pringle.

Two other assistants work either with Pringle or Barger, depending on where traffic is the heaviest.

By spending most of his time in the shop, Barger is in a position to see everyone who is playing on any given day. Every player must telephone his reservations for a starting time and then come into the shop to sign in before he starts. Thus, Barger gets an idea of the personal



Paul Hahn, whose feverish mind is constantly conjuring new publicity photos, is shown with Mickey Wright and Ruth Jessen, and one of Paul's 73-inch woods, at a recent exhibition at Stardust GC in Las Vegas.

requirements of hundreds of golfers, members as well as visitors.

Like Kennett, Barger uses his National cash register to obtain daily totals of departmental sales volume. The register keyboard has been set up for seven departments. These are keyed to sales for clubs, shoes, men's wear, women's wear, balls and accessories, green fees and cart rental fees.

Barger's system varies from Kennett's in his method of handling of charge sales. Because of the transient traffic, Barger makes limited charge sales to members.

Three-Part Ticket

On all charge sales a three part sales ticket is made out and recorded thru the register using the proper department keys and the charge key. On charges for green fees or cart rentals made to a member, all three copies of the sales ticket are sent to the club office at the end of the day. Billing and collecting of charges are handled by the office.

On all other charges, except green fees and cart rentals, the three part ticket is made out and the transaction is recorded through the register with the department keys and the charge key being used. The

(Continued on page 92)