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else you’d  
like to know  
about golf  
equipment?  
Or  
about golf?”

Here’s just one question PGA advertising will be asking your golfers, week after week. ■ The answer is always the same—“Ask your golf professional.” ■ PGA advertising will keep right on directing golfers to you, the golf professional, for answers to all their questions about golf and golf equipment. ■ PGA advertising is your advertising. Just like the PGA line—the only golf equipment built to the exacting specifications of the PGA itself. Sell it with pride—and profits!

PGA GOLF EQUIPMENT CO., SUBSIDIARY OF VICTOR COMPTOMETER CORPORATION

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The mark “PGA” appears only on golfing equipment which has been developed for maximum playing enjoyment and is endorsed by The Professional Golfers’ Association of America. This insignia is both the trademark and the “stamp of approval” of the PGA... each article so identified has been selected and fully tested under the auspices of the standing Emblem Specifications Committee of the Association.

*Lou Strong*

President  
The Professional Golfers’  
Association of America

manship in golf." Henry Russell, Miami, Fla., an executive committee member, presented the citation to Patty, recalling at least a dozen instances in which she had served the game so creditably. A professional since 1940, Patty won the Women's Open in 1946, before it was conducted by the USGA. But, rather ironically, she hasn't captured the title since the organization took over its sponsorship in 1950. She was runnerup in 1957.

### PGA Spring-Summer Card Reeks With Prize Money

Pros who play the PGA's spring and summer tour will be shooting for a record \$1,200,000 in purses. This is an increase of about \$75,000 over 1962's mid-April-Labor Day stretch.

In three tournaments from June 13 through the 30th, the tourists will be going after a total of \$296,000 in official money. The Thunderbird Classic (June 13-16) offers \$100,000; the Open to be played the following week is worth \$86,000; and the Cleveland Open (June 27-30) is a \$110,000 event.

Of 21 approved events on the 1963-spring-summer calendar, the purse has been raised over last year in nine instances. The most liberal increase is being made by sponsors of the Canadian Open. They are upping their purse by \$20,000 to \$50,000. The USGA will pay \$17,000 more for this year's Open than it did in 1962. The guaranteed purse for the PGA Championship, to be played July 18-21 at the Dallas AC CC, is \$30,000 but it is expected that the actual payoff will be much larger than this. Last year's Championship prize money exceeded \$72,000.

The Masters, which isn't included in the spring-summer schedule, paid out nearly \$110,000 in 1962.

### Golf Fund Distributes \$37,000 to Projects and Charities

A total of \$37,000 was contributed to golf projects and charities at a meeting of the National Golf Fund in West Palm Beach, Fla., in Feb. This amount was the net revenue collected from 1962 National Golf Day by the PGA after promotion and other expenses were paid.

The 1962 contributions brought to about \$900,000 the amount of money Golf Day produced between 1952 and last year. The funds are distributed in this way: 48 per cent to golf educational programs; 27

### National Golf Foundation Produces New Film, Slides

The National Golf Foundation, 804 Merchandise Mart, Chicago 54, has recently completed work on four golf film units that can be obtained for a package price of \$295. The 16mm sound films are reproduced in full color.

Unit 1, Welcome to Golf, lasts 15 minutes and prepares the student for learning the game. Unit 2, Building Your Swing, is of 27 minutes duration and teaches stance, posture, rhythm and body movements. Unit 3, Pitching, Pitch and Run and Sand Shots, demonstrates the fundamentals of these shots and lasts 12 minutes. Unit 4, Putting, suggests several accepted techniques and showing time is 10 minutes.

Units 1, 3 and 4 are each priced at \$65; the cost of obtaining Unit 2 is \$135.

For beginning golf instruction, the Foundation also has a 35mm, full color, sound slidefilm series that is said to make teaching easier and more interesting. It is made up of six units: Introduction; Get Set to Swing; Building A Swing; Pitching, Pitch & Run & Sand Shots; Putting; and Courtesy and Etiquet.

There are 335 frames in the instruction series, four sound records, an instructor's guide and handbook for students. Total cost is \$65.

per cent to charities; and the remaining 25 per cent to general education programs such as caddie scholarship funds.

Here is how National Golf Fund distributed the 1962 revenue:

PGA Education Fund	\$ 7,770
USGA Green Section	5,180
GCSA Scholarship/Research	4,810
PGA Relief Fund	2,590
PGA Benevolent Fund	2,220
National Amputee GA	2,220
United Voluntary Services	1,850
American Women's VS	1,110
Caddie Scholarships	9,250
	<hr/>
	\$37,000

At the Golf Fund meeting, Fred L. Riggins, Sr., Port Huron, Mich., president of the group since its founding in 1952, resigned. He has been succeeded by Harold A. Moore, onetime president of Western GA and past USGA committeemen.

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*Mardi-Car*

THE WORLD'S FINEST  
**GOLF CAR**

NOW, A Gas Powered Car with a  
Totally New Concept  
in Design &  
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### Planned and Built to Be the Best!



A completely new design principle makes this car as unique as it looks! Utilizing our experience as one of the country's largest builders of tooling for automotive body sections, we developed a frameless, unitized structure that provides the strength of steel with the lightness of less durable materials. This same willingness to depart from established methods in improving other components has made this the one golf car that must be judged on its own merits. It defies comparison with any other! To learn ALL the fine features this new, quieter Golf Car offers, mail coupon below. We'll send a Mardi-Car brochure at once.

**MARDI-CAR, Inc.—25631 Little Mack Ave.—St. Clair Shores (Detroit), Mich.**

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 for your own satisfaction, make any lease or purchase for the 1963 season until you have investigated all the advantages this improved and competitively priced Golf Car offers.

**MARDI-CAR, Inc.**  
25631 Little Mack Ave.  
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Gentlemen: Please rush full color brochure of the  
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Chief, braves and squaws, painted at eye level in fiberglass, give warning that there is a plate glass door ahead in Big Foot's dining room.

*Art with a purpose . . .*

## Big Foot Finds Way to Keep Hazards Out on the Course

A waitress who walked into a glass door and spilled a trayful of dishes recently started something at Big Foot CC.

The accident led to the adoption by the Fontana, Wis. club of a unique warning technique that has virtually turned the main dining room into an art gallery. But it's not conventional art and no gallery yet has seen paintings that are seemingly suspended in midair like Big Foot's colorful Indian head designs.

A thorough survey of the nationwide "glass door problem" by club directors — and the coincidental development of a new art medium which is a translucent fiberglass paint — has given Big Foot members a new, triple-barreled attraction.

### It's A Talking Point

First, the glass-door illustrations give members and visitors a new talking point — an art exhibit hanging in midair. Second, the art panels perform a safety function, telling everyone nearby: "Glass door — don't walk through!" Third, being created of a paint you can see through, the designs do not obstruct the magnificent view that is one of the club's prime attractions.

To make doubly sure of an unobstructed view, the eight Indian heads were all painted at eye-level. Thus they do one job while visitors are standing, warning of the presence of the panel doors, while leaving a clear view to anyone who is seated.

The relief side of the paintings is on the inside of four double doors, eight feet

high, all leading from the main dining room to the veranda. Viewed from inside, with the night light shining through, they give a completely different effect to the viewer, similar to that of much more expensive stained glass windows.

"Everybody who has seen the new panels," says club president Edward W. Kempf, "has commented favorably on them. Members are especially grateful that we have managed to remove a safety hazard while at the same time we have enhanced the appearance of the clubhouse."

### Fiberglass Paint

The new painted panels constitute a world's first for Big Foot, which is the first country club to be protected by the new fiberglass paint, called Resilene. It was invented by a Chicagoan, Don Browne. A commercial artist, Browne has formed his own company, Inlay Design, Inc., Franklin Park, Ill., to do custom art assignments with the new three-dimensional "paint you can see through."

The paint consists of a patented resin compound containing milled fibers of glass. Translucent, it captures every change of natural or directed light, creating a continuous color change. At the same time it conveys a stained-glass-like image through the medium it is applied to, whether fiberglass, plexiglass, or plate glass.

The club board of directors chose the new medium after a discussion of various

*(Continued on page 159)*



"YOU DON'T HAVE TO BE A MILLIONAIRE TO PLAY LIKE ONE."

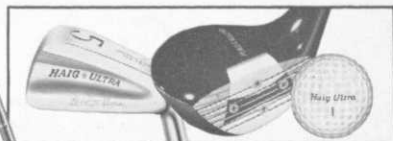
Walter Hagen

# New Haig Ultra for 1963

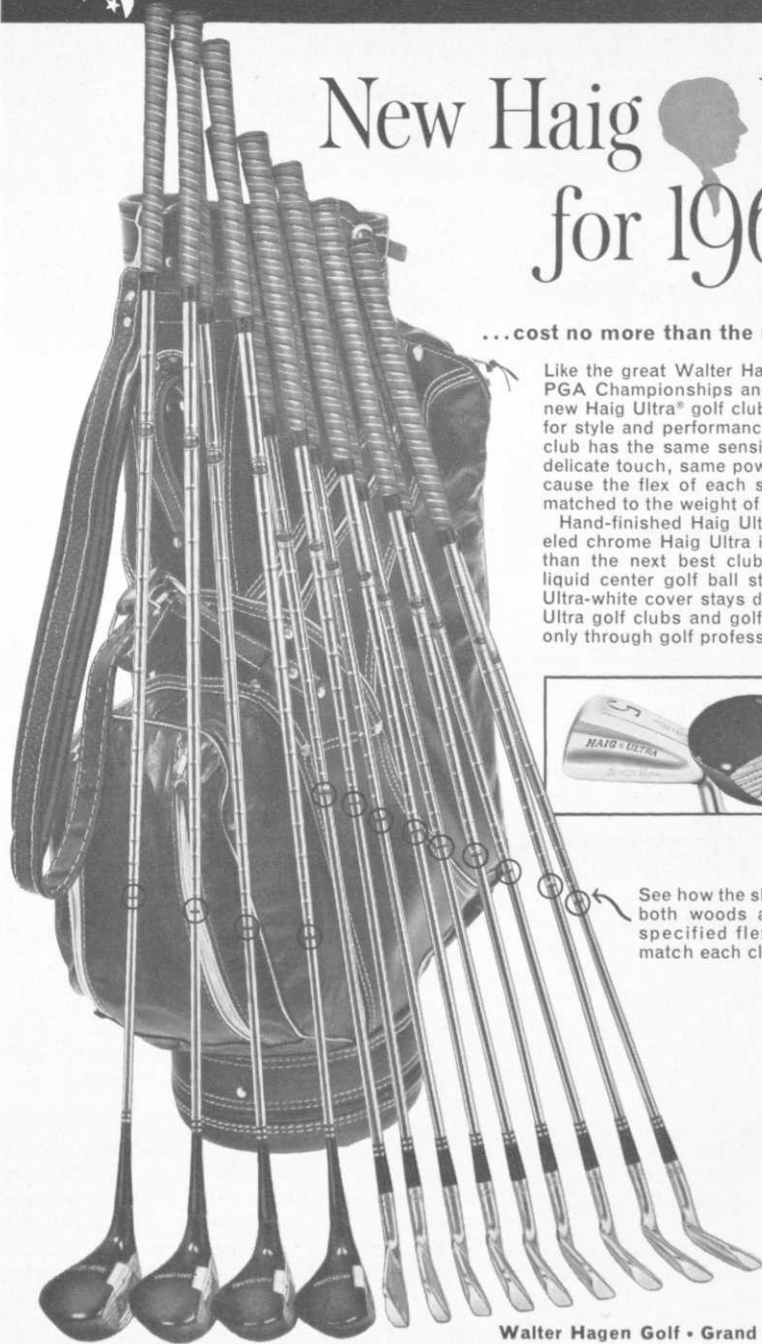
...cost no more than the next best clubs

Like the great Walter Hagen, who won five PGA Championships and two U.S. Opens, new Haig Ultra® golf clubs set the standard for style and performance. Every Haig Ultra club has the same sensitive balance, same delicate touch, same powerful response because the flex of each shaft is individually matched to the weight of its club head.

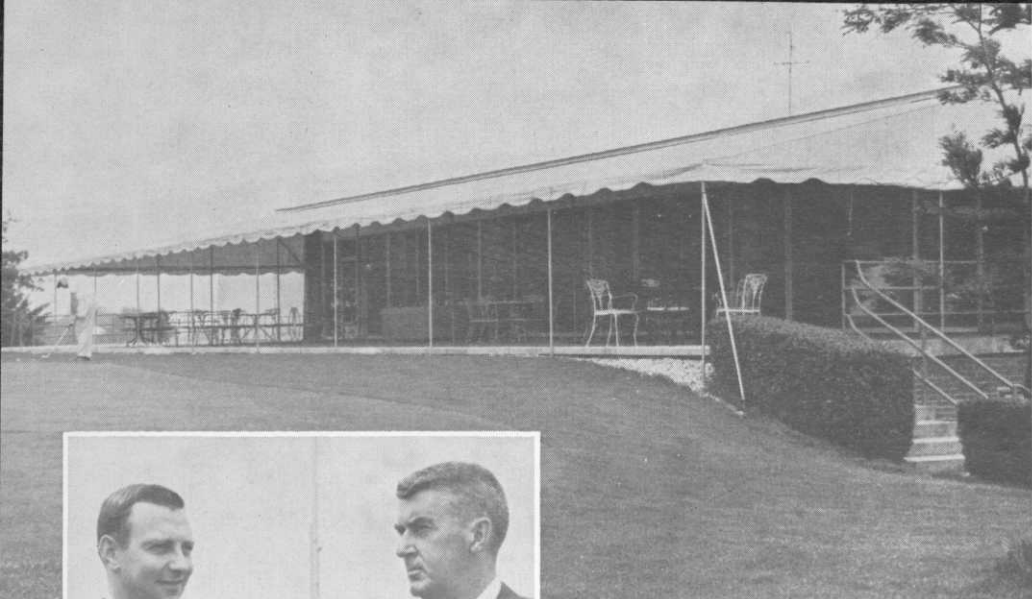
Hand-finished Haig Ultra woods and jeweled chrome Haig Ultra irons cost no more than the next best clubs. The Haig Ultra liquid center golf ball stays livelier longer. Ultra-white cover stays dazzling white. Haig Ultra golf clubs and golf balls are available only through golf professional shops.



See how the shafts are marked on both woods and irons to show specified flex and firmness to match each club head.



Walter Hagen Golf • Grand Rapids, Michigan



Richard L. Denny (l), treasurer, and Robert J. Anderson, president, collaborated in writing this article describing how income and expenditures are accounted for at Wampanoag CC, West Hartford, Conn. Large photo shows practice green, which is adjacent to the clubhouse terrace. The 18-hole club, one of Connecticut's finest was founded in 1927 and has about 500 members.

### Accounting at Wampanoag

## Machine Gives Tight Control of Revenue, Expense

By **ROBERT J. ANDERSON** (President)  
& **RICHARD L. DENNEY** (Treasurer)  
Wampanoag CC, West Hartford, Mass.

**A**lthough country clubs have become big business, officers and directors, due to personal commitments, have been forced to limit their supervision over day-to-day operations. Yet, they are ultimately responsible for the clubs' successful management.

To compensate for lack of daily supervision, the Wampanoag CC in West Hartford, Conn., exerts tight control over revenues and their sources.

Our system, which features a Burroughs F503 Sensimatic accounting machine, is a one-step operation with built-in proofs and balances. This plan tells us what our daily income is and where it comes from.

For example, revenues are broken down into eight different accounts. In this way we know how much of our daily business comes from green fees, the bar and the restaurant. Restaurant charges are further divided into lunches and dinners.

Thus, we pinpoint the most active income areas, determining which are the chief contributors and spotting potential revenue problems. Machine reports could indicate, for instance, that lunches are not bringing in as much as expected. Then, it would be up to the board to decide to do something about stimulating business, restricting restaurant service, raising prices or adopting some other measure. However, this particular failure has not been a factor at Wampanoag. Ours is one country club which makes a profit from its restaurant.

### Double Check on Income

The detailed income breakdown is a product of a daily audit journal, which is automatically proved by the accounting machine. We know that the individual and overall income totals are correct.

In the process of arriving at revenue figures, the accounting machine proves the addition of each charge ticket written that day. That means an average of 500 (700

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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.



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• INDOOR LUMINAIRES**

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on peak days) tabs are audited daily. This is of particular benefit to club members who sign chits without adding the individual charges.

Club employees are only human and there will be times, especially in the restaurant, when busy workers make mistakes in addition and members neglect to check their bills before signing them. Our system is designed to catch such errors and make adjustments without penalizing the members of the club.

### Importance of Income Source

How important is it to know the sources of your income? Obviously, when a private club with a limited membership fails at least to make expenses, it must result in a dues increase and/or assessments.

The daily audit is nothing new at Wampanoag. But, the fact that it is accomplished in a simple machine operation instead of four to five different manual steps saves considerable time. A corresponding number of opportunities for error are also eliminated.

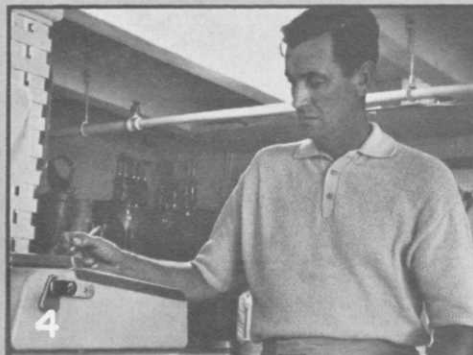
Wampanoag's new system has enabled the club to use a cycle billing plan. Monthly statements are now sent to 125 different members each week. As a result, payments are received regularly throughout the month, providing a steady flow of cash. This puts the club on a much sounder financial basis.

### Quick Billing Possible

A complete cycle, including posting and proving, is now done in 2½ to 3½ hours. Cycles are closed on Saturday. Saturday's charge tickets are posted on Monday and statements are mailed on Tuesday.

Under our former manual system, statements were prepared and mailed to the club's 500 members at one time. The necessary manual work delayed the mailing from three to seven days, slowing receipts by at least that long. In addition, tickets were posted to member accounts daily and this took two to three hours each day. Now they are posted at billing time only.

In conjunction with billing, the accounting machine automatically creates a trial



In photo panel: (1) Members' charge tickets are posted on various accounts on Sensimatic accounting machine. (2) Ledger and history card on each member, filed alphabetically by cycle, with charge chits, are removed for billing. (3) Closeup of indexing shows charges posted to statement. Totals are automatically posted to the ledger card. (4) Pro Bob McKay rings up shop sale. He bills members separately with aid of his own accounting machine.



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## THE ELECTROMATIC 195

### ★ MORE DISTANCE

- Longer Life

### ★ MORE DISTANCE

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### ★ MORE DISTANCE

- Thicker Plates

### ★ MORE DISTANCE

- Glass Insulation

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### ★ MORE DISTANCE

- Less Corrosion

### ★ MORE DISTANCE

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### A TRUE 195 AMP HOUR BATTERY CONTAINING MORE LEAD AND ACTIVE MATERIAL!

Designed exclusively for golf car use.  
Greater Distance — longer life.

### NOT A MASS PRODUCTION BATTERY.

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### For that EXTRA 5 OR 6 HOLES PER CHARGE BUY THE BEST — ELECTRO- MATIC 195.

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Same price for automotive terminals  
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America's most Amazing  
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### Built Specifically for Rental Use

- **75 HOLES PER CHARGE** (AVERAGE COURSE) — more on flat courses. Charge batteries every second day if you wish.
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- **DO-IT-YOURSELF MAINTENANCE.** No rheostats, tap switches, finger or snap switches. Only 1 solenoid. Nothing to grease.
- **NO EXTRAS TO BUY.** Price includes delivery cost, 8:00 x 6 tires, 195 A.H. batteries, MAC automatic charger, bumpers, etc.

**SOLD ONLY TO PROS  
AND CLUBS AT DEALER PRICE**

### TERRIFIC VALUE IN GOLF CARS FOR RENTAL USE!!

200 Re-manufactured Cushman, Victor E-Z-GO or Pargo electric golf cars.

**ABSOLUTELY LIKE NEW!** New batteries, cables, seats, mats, trim, etc. New or like new bodies refinished original 2-tone DuPONT DULUX enamel. Mechanically perfect. **NEW CAR WARRANTY** (90 days unconditional).

*Do not compare these vehicles with ordinary used cars. They are completely rebuilt by factory trained mechanics using genuine replacement parts for new car performance & appearance.*

PRICE . . . . \$495.00 includes reconditioned chargers. E-Z terms if desired. 10% down payment. Free delivery on our transports within 1500 miles.

Also available used gas and electric cars from \$150.00. 1962 VICTOR demonstrators (23) Close out price \$675.00 each.

**WIRE, WRITE or CALL COLLECT**

balance for each cycle. We see what is owed the club by cycle, and how much is overdue. The board then has an opportunity to take follow-up steps when necessary. The Sensimatic also gives us control over individual overdue payments, calculating and printing the exact amounts on member ledger cards. They are available for board scrutiny at any time.

### Use of Machine Justified

With an annual budget of \$400,000, it was only logical for Wampanoag to mechanize its accounting procedures. Obviously, you cannot run an operation of that size efficiently with small business practices, particularly when responsible officials can only devote a minimum of their time to overseeing finances. We installed the machine at the beginning of 1961.

Charge tickets are received daily in the office from all departments. They are separated into cycles by revenue accounts. The figures are indexed into the F503 which automatically records the income and its source and proves the addition of each ticket.

At the end of each cycle, the machine automatically calculates and prints the totals for each major income source (bar, lunches, etc.) column and the grand total.

The same procedure continues for each cycle and revenue account until all items are accounted for. Then, a total of the day's business is reported by the machine.

The tickets are then filed by cycles in a tray containing each member's ledger card and history card. The charges and payment vouchers are placed between the ledger and history card.

### Posting Operation

In the posting operation the statement and ledger are put into the accounting machine side by side and each charge is posted to the statement. Payments are also recorded along with any previous balance shown.

On instruction from the operator, the machine prints a closing date on the statement and calculates and prints a new balance. Then, the machine automatically moves to the member's ledger card and prints just the totals for each major revenue column, and automatically calculates and prints the exact amount past due on the ledger. When the cycle is completed, the machine automatically produces a trial balance.

The statements and tickets are mailed to members. The ledger cards are returned to the file.



Chick Harbert (l), Port St. Lucie CC golf director, made such a hit as a speaker at the Chicago District GA banquet last winter that the CDGA recently dispatched John Chovanec to Florida to give Harbert a plaque in appreciation. John, who is the CDGA tourney director, was so immersed in schedule making for the new season that he was reluctant to leave Chicago's subfreezing weather to make the St. Lucie junket. But persuasion finally won out.

In addition to receivables and revenue accounting, the machine processes the payroll for 50 to 60 employees. It writes checks, stubs, and posts to the payroll ledger cards of each worker in 1 to 1½ hours. Quarterly 941A reports for the government, which used to take one to two days to compile, are now completed in 90 minutes.

Soon we expect to add the club's accounts payable to the machine's duties. When we do, the monthly financial reports will be in board members' hands 10 days before their regular meeting, giving them a full week more for review. They now get the report three days before the meeting.

Obviously, we operate Wampanoag CC on a sound financial basis. To us, it is big business and we try to manage it accordingly. For this reason, modern business machines are as important as they would be for any enterprise of comparable size.

### A Summary of How It's Done

- Between 500 and 700 charge tickets are sent to the Wampanoag office every day from the club's various departments

(Continued on page 147)