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Please send me a free sample of your spike-resistant carpet. No obligation, of course.

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money on golf equipment at Christmas time. I had the mistaken impression they had to be sold. I learned rather late that if equipment and apparel are attractively displayed and the customer gets plenty of chances to handle and look at things in the shop, he or she is going to buy.

Avoiding "Close-Out" Months

The Christmas shopping idea not only put a profitable thirteenth month in my sales calendar but carried me safely past August and September, the "close-out" months, when my members and members of other clubs in the area were expecting prices on clubs to be cut. I was in position to stall off the bargain hunters and tell them to wait until the new models were in for Christmas. Then they could take their choice of brand new merchandise or still get the old stuff at cut prices. At Christmas time, I would switch their interest from the close-outs to the new stock.

Now, as a pro salesman, I see clearly one other thing I didn't see as a pro. The pro who pays his bills carries some weight. He has more to say in running the whole golf business than he realizes. But a pro whose credit rating isn't good is regarded as just another caddie who has been accidentally graduated to a job too big for him. Don't let anybody tell you this isn't the truth.

Don't Believe This One

Many professionals would be surprised if they knew how closely credit information is exchanged. I've heard that a manufacturer who is owed a lot of money by some pro will try to help that pro get a job so he can pay his bill, but I doubt that story. The club that is hiring — if the job is worth much — wants a pro with a good credit rating. It has a reputation to protect.

In my territory I would say that 30 per cent of the slow accounts are pros who thought the job was going to be better than it is. Fifty per cent are honest but careless and not educated as businessmen. The other 20 per cent have tough luck, either on the job or in their personal lives.

I have heard that a common fault of pros is that they buy from too many people. I also have heard that in some ter-

ritories a great deal of stuff in pro shops is there on consignment.

It's Money First

I suppose there is truth in both stories. I bought from many friends when I was a pro. Now, after some unpleasant experiences as a salesman, I have found that I, too, am in business for money first, then friendship. Unless the pro to whom I am selling, and I both make money I prefer to pass up the deal and go on to the next shop. I want my customers to sell what I sell them and I want them to have plenty of stock from which the members can buy. I do not want to hold the bag for a pro who has my merchandise and my selling expense and profit lying dead in his stock, or who is juggling money that belongs to me to pay off some other creditor who is putting pressure on him.

It is the same with consignments. I know pros who aren't sure what they have ordered on consignment. If they sell merchandise handled on this basis they go ahead and pay other manufacturers with funds derived from their consignment accounts. This can be risky business.

One of the most valuable ideas I got on running a shop I picked up from a New England pro who told me that one well known manufacturer always said a pro begins to be a businessman when he looks around his shop and sees money on display instead of clubs, bags, balls, clothing and shoes. After five years of selling to pro shops, I can see what this manufacturer meant.

Club Manager Workshops

Enrollment forms for workshops to be conducted over the next three months by the Club Managers Association can be obtained by writing to the CMAA, 1030 Fifteenth st., N.W. Washington, D.C., 20005. Two workshops have already been held. Six others are scheduled for the following locations: Aug. 9-13, Cornell U.; Aug. 18-20, Cosmos Club, Washington, D.C.; Sept. 8-10, Michigan State U., East Lansing; Sept. 13-15, New York U.; Sept. 22-24, San Francisco Hilton; and Oct. 4-6, Spokane (Wash.) Club. A repeat course in financial management is also to be held in Pittsburgh, Aug. 23-25.

What Pros Say About the Most Successful *EXTRA SALES PRODUCER*

in Pro Shop Merchandising

"Never in over 20 years as a Pro have I found ANY sales PROMotion tool that does a better job of selling than 'Christmas Shopping'!"

— Harry Bassler, Culver City, Calif.

"I've used 'Christmas Shopping' for 11 years, and it's **increased** my Christmas business **over 100%**."

— Ray Bronsdon, Greenwich, Conn.

"'Christmas Shopping' has not only **doubled** our Christmas business, but has helped increase our sales throughout the year."

— Les Frisinger, Rockledge, Fla.

"'Christmas Shopping' pulls my customers into my Pro Shop to do their spending instead of spending in the department stores."

— Ray Bolo, Detroit, Mich.

"'Christmas Shopping' has increased my Xmas business **200%** in the last 4 years, and I'll continue to use it."

— John Boda, Andover, Mass.

"Since using 'Christmas Shopping' my business has **more than doubled** and I'll use it again this year."

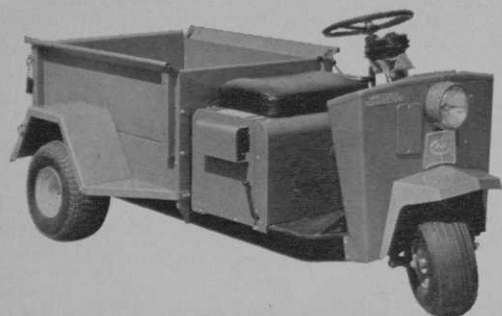
— Bob Lavacek, Dubuque, Iowa

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"Christmas Shopping At Your Pro Shop"

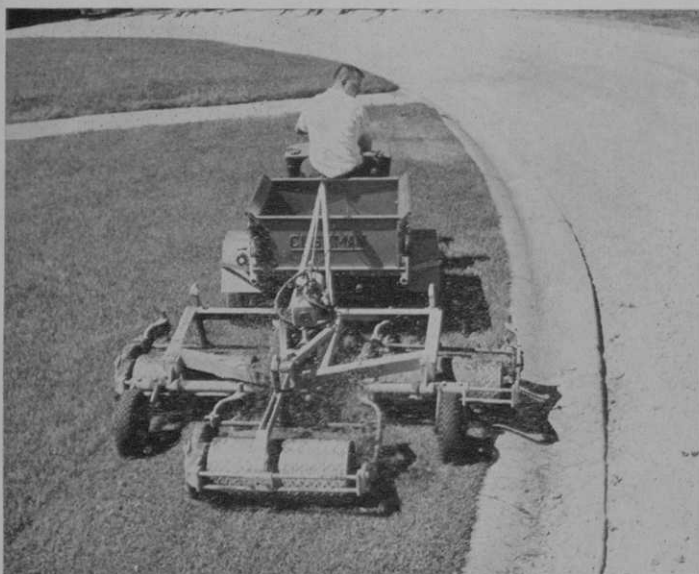
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HAULS, CARRIES, TOWS. Heavy loads are a cinch for the mighty little Turf-Truckster. Big half-ton capacity bed carries fertilizer, mowers, men, anything you need carried to the far end of the course, in minutes!

Powerful 18 hp engine makes plenty of power for pulling gang mowers, compactors, aerators, other towed equipment. Powerful and compact, Cushman Turf-Truckster is just 55" wide, goes wherever golf cars can go. Big 9.50 x 8 tires on the rear won't mark even the tenderest turf. Equipped with a variable-speed fast-acting governor and 6-speed dual-range tractor-type transmission, Turf-Truckster responds instantly to any load or terrain change.

SPRAYS. Cushman Turf-Truckster is a purpose spray rig in miniature. Big load big 103-gallon epoxy Truckster bed. Sprayer attached to Turf-Truckster engine (optional) providing 0 to 100 psi. Basic spray unit is optional. Tank, skids, pump, all need hand or boomless spraying.

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What does All golf course jobs!

TURF-TRUCKSTER



Turf-Truckster becomes all-terrain. Two men can easily load a lined tank onto Turf-Truckster. Attachment is operated by hand through power take-off. Operates at 300 pounds of pressure. Optional equipment, includes spray gun, essential hose and gun for spraying.

BOOM SPRAYING. Optional boom spray attachment is built especially for spraying greens. Can be mounted in front or rear. Vehicle drives right on normal greens without damage to finest turf, sprays 16-foot wide swath. Boom can be installed or removed in minutes with hand tools; can be adjusted for height from ground. Spring mounting allows boom to bend without damage when it meets an obstacle and spring back into place.

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N.Y. Court Sets Aside Jury Award for Injury to Young Caddiemaster

But rules that club may be liable for damages through action taken under workmen's compensation law

By WILLIAM JABINE

A 16-year-old assistant caddiemaster at a country club near New York City was struck in the eye by a ball hit by a 13-year-old caddie while both were playing the club's course on a quiet Friday afternoon. The club pro-supt. had given them permission to play a few holes. The injured boy brought actions

Legal Side of Golf

against both the club and the youngster who had hit him. A jury in the trial court brought in a verdict for \$65,000 against the club and dismissed the complaint against the younger boy. The defendant club appealed the judgment against it and the plaintiff appealed the ruling dismissing the complaint against the younger boy. These appeals were heard by the N. Y. Appellate Division of the Supreme Court, second dept.

The Appellate Division's memorandum opinion reads in part: "In our opinion, the jury's verdict in favor of defendant (the younger boy) may not be disturbed since it rests in a fair and proper interpretation of the evidence, and the evidence does not preponderate greatly in favor of the plaintiff. (Citation) Accordingly, the judgment is affirmed.

Conflict with Available Remedy

"The jury's verdict in favor of plaintiff against the defendant club, however, cannot stand. In our opinion, it is against the weight of the evidence and it also conflicts as a matter of law with the exclusive remedy available to this plaintiff, namely, his workmen's compensation benefits (Workmen's Compensation Law, Sec. 11).

"There is no evidence that the club inadequately supervised its golf course or permitted immature and dangerous persons to play golf thereon. That is the essence of the claimed negligence against the club. On the contrary, the evidence demonstrated that on the day in question, express permission was needed, sought and given to defendant by the club's pro-supt. Further, the (13 year old) defendant was then a 6-foot, two-inches tall, 165-pound caddy who had played golf and caddied for two years; he had his own set of golf clubs, and he expected to play in a caddies' tournament three days after the day on which the accident occurred."

Should He Have Been Playing?

Having thus absolved the club of the charge of negligence in permitting the boys to play on its golf course, the Appellate Division turned its attention to the question of whether or not the plaintiff, who was acting caddiemaster on the day of the accident, was within the scope and course of his employment while playing golf on the club's course.

On this point the Court said: "On the issue as to workmen's compensation, the following factors as a matter of law compel a finding that on the day of the accident the plaintiff's playing of golf was within the scope and within the course of his employment: He was playing on the club's private course by express permission; he was working that day in a supervisory capacity as acting caddiemaster and was expected to resume work within an hour; there is a fair and reasonable inference that the club had a continuing control and supervision over him for the period of his play; he was paid for the entire day; and the club benefited from his play because of his increased knowledge of the game and his improved skill in playing could in time redound to the advantage of the club, its members and the caddies over whom he had supervision. (Citations)"

Thus the club escaped the penalty of the \$65,000 verdict against it, but still is likely to be penalized in a workmen's compensation action. (Ramsden vs. Shaker Ridge Country Club, 259 N.Y.S. 2d 280.)

Do you make any money when your course looks like this?

Probably not, unless you have an oil well in the rough. At night an *unlighted* course is an *unused* course that isn't providing any return on the investment in it.

Here's where Wide-Lite® golf lighting makes the difference. When darkness comes, just switch on your "Wide-Lite" floodlights, and your patrons can keep right on playing — instead of going home. They can tee off after dark, and play a round *any* night of the week. This means you make more money from greens fees, cart rentals, food and bar service and pro shop sales. It also relieves congestion at the tees on weekends.

Why is the "Wide-Lite" floodlight best for golf lighting? It has a rugged, cast aluminum body to shrug off stray balls . . . a tempered glass lens to give the same protection . . . a choice of reflectors for

smooth coverage of the widest fairways, the highest drives, the longest putts.

No need to be in the dark about golf lighting. We'll send you information about how "Wide-Lite" floodlights can help keep your course a money maker after the sun goes down. Just send the coupon.

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RAIN ON CUE

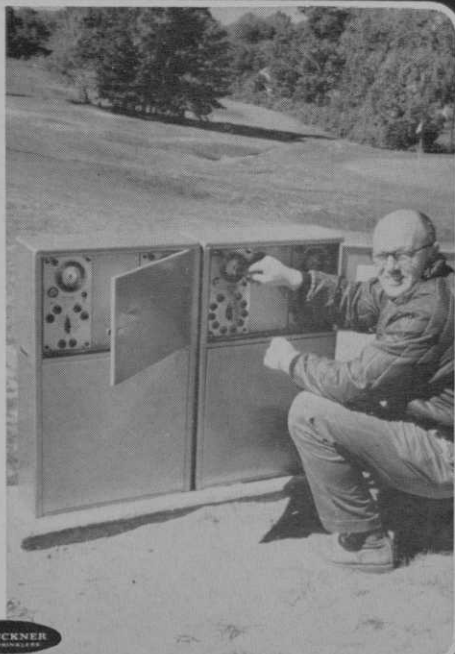
Don't rely on the whims of weather. Ask Miller to give you "rain on cue" by installing an automatic sprinkling system. Often, an automatic sprinkling system will pay for itself in labor cost alone. If your course is already irrigated, Miller can economically convert your present system to one that is fully automatic. Remember, peace of mind is a built-in advantage of Miller sprinkling systems...so don't be irritated...get irrigated.

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Pack Named Administrative Assistant by Foundation

William L. Pack has been appointed administrative assistant to Harry C. Eckhoff, executive director of the National Golf Foundation. Pack, a career Navy officer, retired from service in June with the rank of captain. His last assignment was chief of staff, commander fleet air quonset in Rhode Island. Before that he served at the Brunswick Naval air station and the Preflight school in Pensacola, Fla.



Pack

Pack has been playing golf for 30 years and maintains a 3-5 handicap. He served on the board of directors of Pensacola CC and was president of Navy golf clubs at both Pensacola and Quonset Point, R.I.

CMAA Clarifies Excise Repeal Provisions with IRS

According to the CMAA, its counsel has checked with the Internal Revenue Service for clarification of certain regulations under the Excise Tax repeal law, and has been assured that clubs can be guided by the following provisions of the law:

1. The repeal covers all charges on which a club now pays a 20 per cent excise tax: lockers, mooring rentals, golf car storage, initiation fees, transfer fees, minimum house charges;

No Tax After January 1

2. The repeal is total. There will be no tax on the above items after January 1, 1966.

If an annual charge, such as on a locker fee, straddles the year-end, a tax is due only on the portion of the charge applicable to 1965. Annual dues for 1966 that are billed in November or December, 1965, should not show an additional excise tax charge.

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Buyers' Service • P 103

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A "one-man gang" when it's time to top dress greens! Only the Mete-R-Matic has the exclusive rotating brush which drives top dressing materials into the base of the turf, resulting in a smooth, even job that requires no raking or mat dragging . . . and one man can do the complete job. Exclusive steel treadmill at bottom of hopper, with metering gauge, gives accurate control of spreading rate. No vibration mechanism. Handles extremely wet materials too. Power to spreader can be neutralized to allow powered transport.

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The completely better way to edge sand traps, walks, driveways, flower beds.



CLEAN!

Vertical cutting blade leaves a continuous sod strip which can easily be gathered, unlike spinning blades, which scatter grass and dirt over a wide area.

FAST!

Powered by a 2 1/2 H.P. two-cycle gasoline engine, EDGE-R-RITE moves smoothly and easily over any land contour, cutting all types of sod cleanly.

Improved Maintenance

(Continued from page 26)

riod and the nuisance and cost of hand-weeding in those low-wage days.

Can we say there has been comparable improvement in machinery use as we consider all phases of the advance that has been made in mechanized maintenance? The percentage of labor cost in today's maintenance budget is about the same as it was 25 years ago. Certainly, the standard of course condition is much higher than it was a quarter century ago and the work schedule must be accommodated to much heavier traffic hence, theoretically, much larger revenue.

Imagination Widens Use of Chemicals

By J. DAVID HEISS

Supt., Cascade Hills Country Club
Grand Rapids, Mich.

To lower costs or control them while preserving high standards of maintenance at Cascade Hills, we have built and equipped a new maintenance building, have bought large hydraulic mowers and have applied automation to our watering. These features are part of the pattern of progress at most clubs.

In one important respect we think we have made some advances that are now rather uncommon, but which probably will be standard practice at many courses in the future.

We have found that the proper use of chemicals has meant considerable labor saving in some areas in addition to improvement in course appearance and playability.

For example, we have a large orchard of old apple trees. The blossoms are pretty but in the fall it consumes a lot of labor to rake up the fruit as it falls. Since the trees are old the fruit is small and not good for eating. It is also time-consuming to pick the apples. We now use a naphthalene acetic acid to set the blossoms so the apples will not form. This does not hurt the tree or affect the blossoms.

We have some hard-to-mow areas on

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