



*Rogers*  
-POWER-AERATOR-  
ROGERS MFG. CO., INC. OLATHE, KANSAS

## MODEL 580

- POWER AERATE
- REMOVE THATCH
- RELIEVE COMPACTION
- PREPARE SEED BED
- SMOOTH ROUGH AREAS
- DRAIN LOW AREAS
- HARVEST STOLENS

### STIMULATES

#### NEW GROWTH

ADJUSTABLE BLADE — 0 - 3-1/2"  
ANY GROUND CONDITION

**ROGERS "Z" Bar Action** *ALLOWS*  
**POWER-AERATOR TO FOLLOW GROUND CONTOUR**



*Rogers*  
-AERO-BLADE-  
ROGERS MFG. CO., INC. OLATHE, KS

## MODEL 509

### STIMULATES NEW GROWTH

#### VERTICAL SLICING FOR GREENS 0 to 2"

- Relieve Compaction
- Aerate - Spike
- Remove Thatch

#### Self-Propelled

*Rogers*  
**SWEeper**  
ROGERS MFG. CO., INC. OLATHE, KS

**WET  
or  
DRY**

## MODEL 720

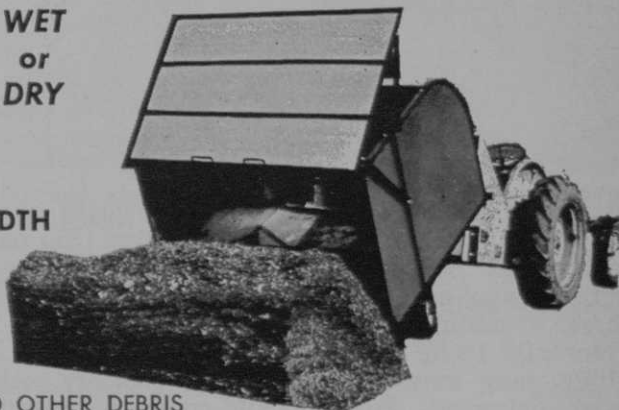
**5 CU. YD. HOPPER  
5 FT. SWEEPING WIDTH**

### *Sweeps*

ROCKS, PAPERS,  
GRASS CLIPPINGS,  
LEAVES, BOTTLES,  
BRANCHES, CANS, AND OTHER DEBRIS

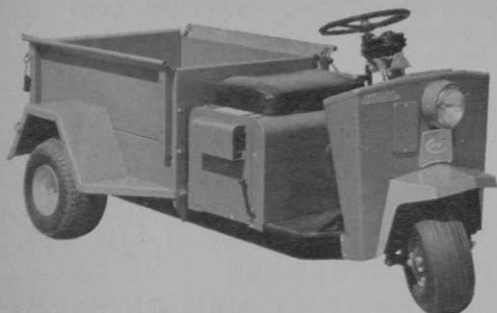
**ONE MAN OPERATION**

**3 POINT HITCH ACTIVATES SELF DUMPING HOPPER**



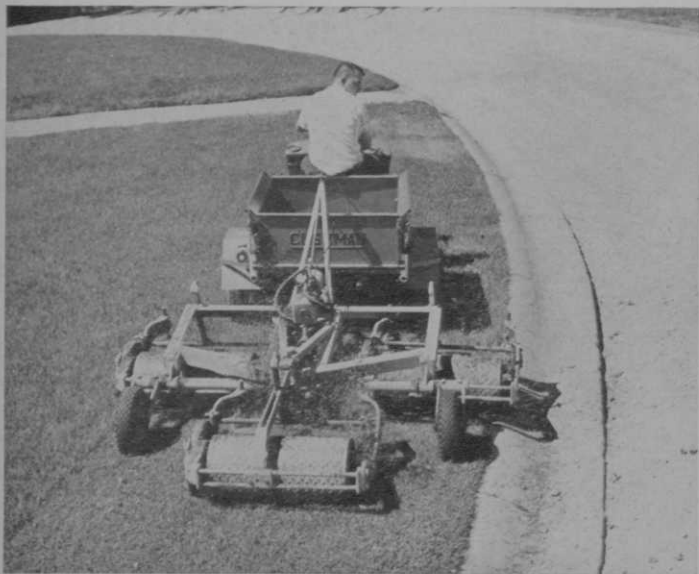
**ROGERS MANUFACTURING CO., INC.**

202 N. MAHAFFIE ST., OLATHE, KANSAS 66061 ● PHONE: 913 764 1615 or 913 782 0831



*the One vehicle that*

# CUSHMAN TURF



**SPRAYS.** Cushman Turf-Truckster purpose spray rig in minimum load big 103-gallon epoxy Truckster bed. Sprayer on Turf-Truckster engine transmission (optional) providing 0 to 10 mph. Basic spray unit is optional tank, skids, pump, all need hand or boomless spraying.

**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.

MADE BY CUSHMAN

SEE YOUR CUSHMAN DEALER



1014 N

What does All golf course jobs!

# TURF-TRUCKSTER



Turf-Truckster becomes all-in-one. Two men can easily hook up the tank onto Turf-Truckster. Attachment is operated by hand. Through power take-off, Turf-Truckster produces 300 pounds of pressure. Turf-Truckster equipment, includes everything necessary hose and gun for

**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.

**JOHNSON—WORLD LEADER IN GOLF COURSE TRANSPORTATION!**  
DEALER FOR A FREE DEMONSTRATION OR WRITE FOR NAME OF NEAREST DEALER

## JOHNSON MOTORS

*"the big name in little wheels"*

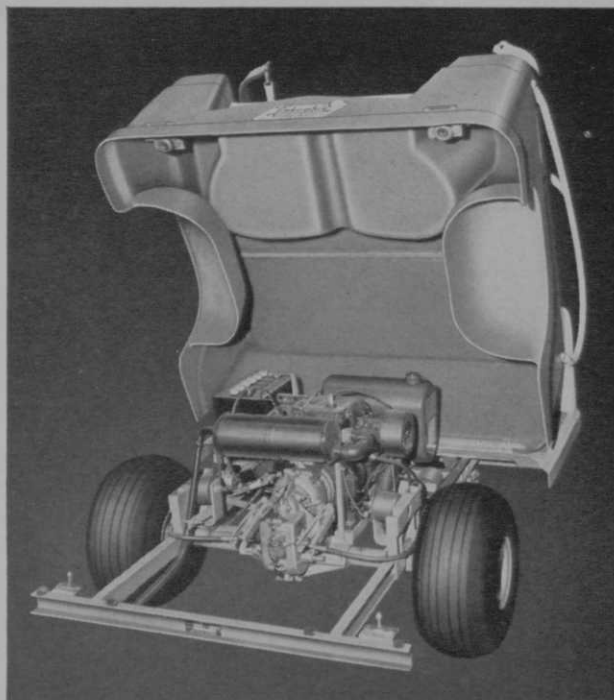
1121st St., Lincoln, Nebraska A Division of Outboard Marine Corp.

## This is why a Link-mobile stays out of the shop!

Simplified design and rugged strength make this one trouble-free, cut maintenance of a Link-mobile fleet to a bare minimum. And the rear body section tilts forward to make short work of routine servicing. Fun and easy to drive! 8 hp engine offers speeds to 10 mph, levels 35° grades. Goes five 18-hole rounds on a 3 gallon tankful of gasoline, with fuel to spare. Heavy-duty muffler hushes operation. Sleek body is fiber glass to avoid rust. Choice of sparkling colors, molded in to last. Just the car for your fleet. Write for details.

*Linkmobile®*

Division of NORTHWESTERN MOTOR CO., Fairmont, Minn.



## Indio Scouts Before It Builds

*(Continued from page 26)*

and greens. Players never lose sight of balls in flight unless they are hopelessly sliced or hooked into the desert dark.

Preliminary considerations included a manual irrigation system, but that was revised too. Careful study revealed that labor, control, maintenance and effectiveness were all on the side of an automatic system. And just to make sure, a manual override was included so spot irrigation can be done whenever it is needed.

"In the summer we expect to have play until 1 or 2 a.m.," Selman explains. "We can put on sufficient water with the automatic system in six hours a night." The system's capacity is 1¾ inches of water per week over the 33 acres that are in play.

The sprinkler system is supplied by the course's own 400-foot well. The lake, with a plastic lining, serves as a reservoir from which the water is pumped under pressure into the network of underground pipe that feeds the sprinklers.

Once all of the features were designed

into the course, construction required less than a year. The careful preliminary work of the committee took almost twice as long.

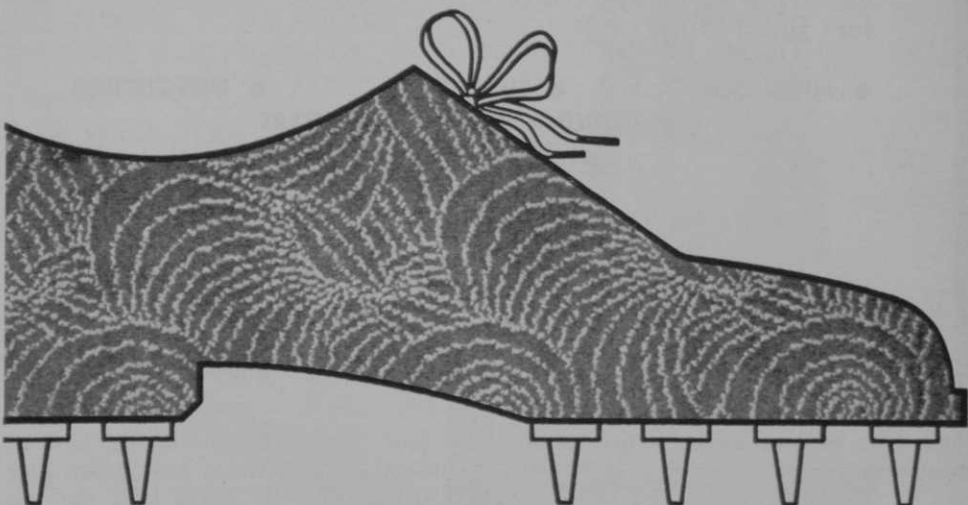
Selman is particularly pleased with the financing, and even more pleased that play during the first months of operation gives promise of the earliest payoff that he or any of the planning committee hoped for. The city's credit is not at stake in this financing arrangement and the course is self sustaining.

Amortization of revenue bonds was set up for a 25 year period but Selman and his committee optimistically predict that it will be made in 14 years. Six months after opening, the course's income was meeting its operating costs with only the debt service to be met.

An average increase in play of 20-30 rounds per week charted in March indicated that the committee's optimism is justified. This brought the weekly average to 750, approaching the 1,150 needed between October and November to retire the bonds in 14 years.

The accelerated payment schedule requires an average weekly play in the summer of 600, but indications are that

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painstakingly engineered  
for one purpose: to  
wear for years wherever  
spikes are used**



Isn't it terrific that these carpets are also beautiful, comfortable, inviting and appealing (custom woven in *your* colors)—and so easy to maintain? Select from one of the industry's most extensive libraries of designs.

Why carpet locker rooms? For greater warmth, luxury, sound-absorbency, protection against slips and falls, and (*we can prove it*) long-range economy.



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**COUNTRY CLUB  
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# TURF TROUBLES?



try our line of tested, trusted treatments  
for finest turf!

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write for our FREE 25th Anniversary Catalog

AMERICAN LIQUID FERTILIZER CO., INC.  
and ROKEBY CHEMICAL COMPANY

Marietta, Ohio ● P. O. Box 267 ● phone 373-1394

those long summer evenings may attract many more players.

## Use Financial Projections

When it came time to place the approval of the \$475,000 revenue bond before Indio's citizens, a committee of 25 was organized. The members leaned heavily on the projections of the financial counselors for their appeal to the public. The issue carried by a 6 to 1 vote.

Green fees are \$2 in the daytime and \$2.50 at night during the week. On weekends the daytime rate is 50¢ higher and the night rate advances 25¢. A junior rate of \$1 is in effect all the time.

A popular special event has gone over big with Indio businessmen, a 9-hole competitive event every Friday noon, 11 a.m. to 1:30 p.m. every day. Those who enter the Friday tournament pay an additional 75¢ which goes toward prizes. Often they wolf down a sandwich, play nine holes in the tournament and still get back to their offices by 1:30 or 2.

The municipality has recognized the unusual combination of talents possessed

by Jack Mann with an unusual kind of contract. He received a base salary plus 95 per cent of the gross from the pro shop, the driving range and the club and cart rentals. The other five per cent goes to the city. Mann receives all his lesson fees, of course, and the city gets the green fees.

Mann is required to bond all employees of the shop, collect all fees, serve as starter, manager and supervisor of maintenance personnel. The snack bar, which shares half of the handsome clubhouse, is operated by an experienced local restaurant owner who returns 7½ per cent of the gross to the city.

## Bi-Level Merchandising

Because the Indio course is introducing golf to a lot of its players for the first time Mann follows a kind of two-level merchandising plan — lower priced equipment for beginners, and topgrade equipment for those who are experienced golfers.

"We're an incubator," Mann says, and he makes the most of it by catering to Juniors, for whom he conducts free clinics each Saturday morning with help



# FEWER MOVING PARTS! MINIMUM PAYOUT FOR MAINTENANCE!



ONE AND  
TWO-PEDAL  
MODELS AVAILABLE!

**Viking protects your investment —  
protects your profits because it's  
master-engineered for the long haul!  
Buy the proven money maker. Buy  
quality. Buy Viking. Send coupon!**



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Versal, Inc.  
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DIRECT FACTORY QUOTATIONS

## GOLFTILE Spike RESISTANT INTERLOCKING FLOORING

GOLFTILE is interlocking high surface - tension rubber flooring with soft inner body which springs to sharp pressures of golf spikes — recovers original shape without cutting or wear.

Approximately 1/2" thick 24" x 24" squares • Resists abrasion and cutting • Interlocking edges • Choice of colors • Easier to maintain • Top appearance • No cement or mastic required. • No special skills required to install •

Also available in same material is our GOLF STRIP RUNNERS, 36" width. Send square footage or floor plan for free estimate to attention of:

M. M. Levitt

**MITCHELL RUBBER PRODUCTS, Inc.**

SPORTS DIVISION, Dept. G-5-JUL



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For Grounds And Tees ...  
**LOCKE Reel is Ideal ...**  
IT TRIMS AS IT MOWS



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Manufacturing Companies, Inc.

from his assistants, Edna Mac Clean and Jack Laxson.

Mann is extremely proud of the appearance and condition of the course. To keep it green when the Bermuda is dormant he overseeded with seaside bent and common rye. Mann worries most about compaction. He has outlined a plan of soil testing every three months to keep tabs on its condition. The greens were seeded with Tifgreen 328 Bermuda.

A responsive and cooperative community spirit lies behind Indio's accomplishment. City planners also have enough foresight to think about nine more holes on an unused parcel of the original 80 acres. They are sure they will need them.

### Claussen, Jeffrey Added to Golf Foundation Staff

Jerry Claussen has been added to the National Golf Foundation's field staff as Mountain States region director, and Charles Jeffrey has been appointed director of publications.

Claussen makes his headquarters in Denver and covers a new region made up of 10 states between the Canadian and Mexican borders. He was graduated from the University of Oregon's school of Journalism in 1956 and is a former newspaper golf writer and editor.

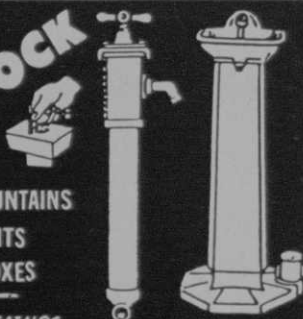
Jeffrey is the Foundation's public relations specialist and is in charge of editing and revising the organization's publications. A University of Texas graduate, Jeffrey is a onetime advertising and sales promotion man and also was connected with two Chicago newspapers.

Anti-Freezing  
**MURDOCK**

DRINKING FOUNTAINS

HYDRANTS

HOSE BOXES

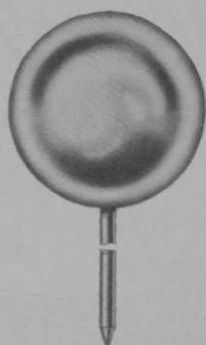


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We make a 3½" ball out of an amazingly hard, solid plastic - stuff so tough it won't split, crack, chip, warp, rust or rot. Then 3 separate coats of costly resin are carefully applied for a dazzling bright finish that's almost as unmarrable as hand-rubbed Japanese Teak. (Blue, Yellow, Red or White.) Then we deep thread a husky 4" galvanized spike and say "what more good looking, good lasting quality could you want in Tee-markers - for just \$1.35."

# Thrif-tee

\$1.35 each **Markers**

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# New!

## Light Weight—One Hand

# RAKE-Ezee SAND TRAP RAKE

Short handle, light weight. Golfer can easily rake trap while holding club in hand.



**HIGH DENSITY  
PLASTIC  
WEATHER-  
PROOFED**

The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.



**Sturdy, attractive, won't rust, yet low in cost.** The Rake-Ezee is fully guaranteed to give satisfactory service under normal use. Tough plastic head available in 14" and 22" sizes. See your distributor, or write.

MFD. BY  
**NORTH CENTRAL**  
*Plastics* INCORPORATED  
ELLENDALE, MINN.

## The Money I Don't Make

(Continued from page 30)

ning up your insurance costs for them.

- A professional is expected to dress well and do a reasonable amount of entertaining. It costs him money to do these things. He also has tournament expenses.

### May Not Share In Benefits

- The professional doesn't always share in the benefits that other club employees are given. These include health and accident insurance and retirement benefits. Many pros have to pay for these coverages if they want them.

- There are any number of miscellaneous expenses that a pro incurs. These include bag tags, marking tapes, repair equipment such as the lie and loft machine, vises, small tools and many lesser items. Some pros subscribe to golf magazines for their members. Club tournament prizes can run into quite a bit of money and so can for that matter, wooden tees.

It wouldn't be so bad if the routine expenses of running a shop were all that came out of a pro's gross. He is a risk

enterpriser and some years the risks he takes in buying merchandise may drive him to the brink of going out of business. A delayed spring or a summer that is too hot can do great harm to his business. If he gets too much capital tied up in stock and has to borrow money to keep going, he has interest expense to pay. At some clubs, delinquent accounts or outright bad debts have been known to keep a pro on lean rations during the winter.

I have been in the golf business for six years and just now I am learning to order merchandise that I am reasonably sure I can get rid of before the season is over. It hasn't always been that way. There were years when I had to mark down some of my stock to a ridiculous figure or eat shirts and sweaters. A friend of mine who has been a professional for 25 years tells me that he still gets stuck with merchandise that is almost impossible to move.

All of us recognize that we are in a delicate position in regard to what we can tell or can't tell our members about the financial operation of our shops. Many of us, in fact, don't want them to know