

Cooper

Champion

GREENS MOWER

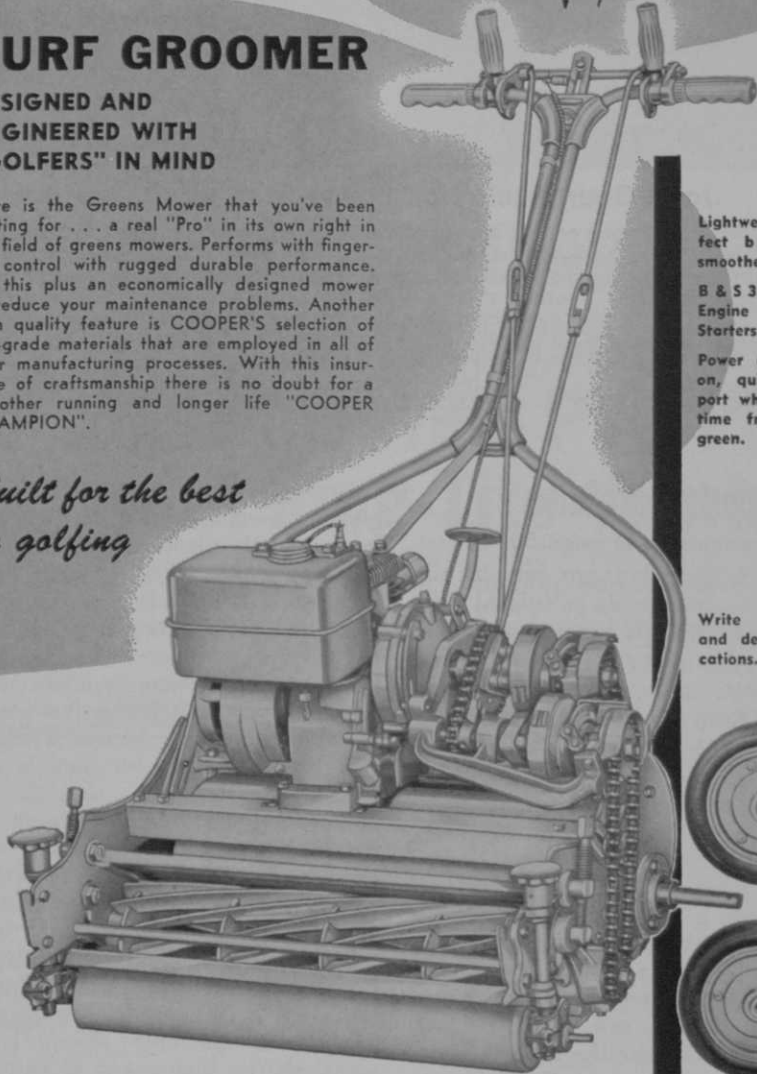
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TURF GROOMER

DESIGNED AND
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"GOLFERS" IN MIND

Here is the Greens Mower that you've been waiting for . . . a real "Pro" in its own right in the field of greens mowers. Performs with fingertip control with rugged durable performance. All this plus an economically designed mower to reduce your maintenance problems. Another high quality feature is COOPER'S selection of top-grade materials that are employed in all of their manufacturing processes. With this insurance of craftsmanship there is no doubt for a smoother running and longer life "COOPER CHAMPION".

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B & S 3.00 HP 4-cycle Engine with Recoil Starters.

Power driven, quick-on, quick-off transport wheels — saves time from green to green.

Write for literature and detailed specifications.

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may we spray through?

John Bean has a sprayer to fit your course

From tee to green, your course benefits from a John Bean sprayer. Take the high-pressure, boom-type sprayer shown. Fairway weed, brush and mosquito control. Liquid fertilizing. Tree spraying. High-pressure outlet for hose-and-gun green and "spot" spraying. Dust abatement. Stand-by fire protection. Even leaf and brush burning. Select from the most complete line of hydraulic and air-type sprayers, booms and accessories. Just ask the "sprayer people" . . .

Write for free sprayer catalog.
Mosquito Control Data Kit
also sent upon request.



JOHN BEAN DIVISION

Lansing, Mich. - Orlando, Fla. - San Jose, Calif.

Sportswear Sales

(Continued from page 56)

How much should a pro buy in advance? Take a reasonably calculated risk. Advance order 50 to 60 per cent of anticipated sales. Leave room to re-order 40 to 50 per cent.

Keep Size Records

When ordering, in addition to allotting a money figure for each item, it is equally important to work out a properly balanced size scale. It would be helpful to keep an accurate record of sizes on shirts, slacks, and shoes that are sold in the pro shop. To keep a size record, remove the hang tag or pin ticket (most manufacturers imprint the size there) from each item sold and jot down the buyers' name and the date of the sale. Drop the tag or ticket in a box near the cash register. Once a month or so, post this information on a three by five index card. (If possible, list the in-seam for all slacks sold.) These records will be helpful when gifts are bought by a husband or wife.

How to display and sell. Display top quality merchandise in an eye-catching manner with plenty of lighting so that the true colors show. Whenever available, natural light is the ideal. Departmentalize the sportswear items. Have a distinct men's section and a more sophisticated ladies' section. Spotlight strikingly coordinated color schemes featuring items in which the shop carries a big stock.

A typical display for men is an eye-catching sweater with a shirt that blends, plus slacks and Bermuda shorts in harmonizing colors draped along side. A good rainbow display is a featured shirt with a number of shirts in all colors fanned out and backed up with the same shirt properly draped on a display stand. For the ladies, have a completely coordinated high fashion mannequin attired with matching shoes, knee-high socks, shorts, blouse and a hat. This is an ideal silent salesman.

Try A Shocker

Do not hesitate to display a few bold outfits, even if they shock the more con-

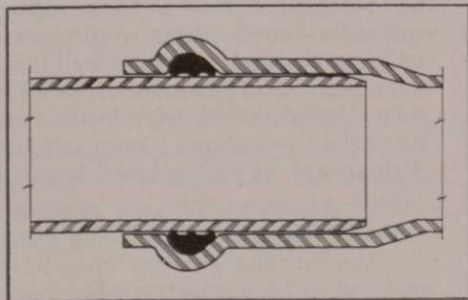


New

for Permanent Underground Irrigation Systems

Johns-Manville PVC Pipe with Ring-Tite® Joints

NO LEAKS J-M PVC Pipe is the only one that offers the Ring-Tite Joint with a rubber sealing ring in the bell. The heavy wall




bell is an integral part of the pipe. There are no weld problems. It takes seconds to install . . . forms a joint that prevents leaks.

HIGH FLOW The smooth inner wall (C=150) means more water delivered at lower pumping costs. It stays smooth, too.

NO RUST, NO CORROSION J-M PVC is not affected by aggressive soils or water. It resists internal and external corrosion.

NO PROBLEM WITH EXPANSION OR CONTRACTION Eliminates stresses and strains that occur with solvent-weld joints. Ring-Tite Joint permits expansion and contraction within the bell.

NEW J-M FINANCE PLAN J-M is prepared to help finance your irrigation system. The plan covers pumps, engines, fittings, pipes, sprinkler-heads and other accessories. Even installation costs.

Johns-Manville PVC Pipe is ideal for irrigation lines. It forms a system that'll do a better, more economical job than any other available today. For further information on J-M irrigation pipe, plus complete details on our new finance plan, write to Johns-Manville, Box 362, GO-3, New York, N. Y. 10016. Cable: Johnmanvil. 

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Bowers power-full POWER RAM golf car battery stays stronger, lasts longer... drives your golf cars further, exceeding all your expectations. The POWER RAM's extra distance means extra profits. Replace with Bowers POWER RAM. Write for complete details.

BOWERS

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(Div. of General Battery and Ceramic Corp.)
READING, PA.

servative members. This is a most effective way to highlight the more basic selections available. Likewise, a couple of really high-priced items (even if one runs the risk of having to sell them at practically cost price) will create favorable comment about the shop and help build prestige.

The shopping dilemma of our economy is obvious. The big shopping centers are impersonal. More people have more money, but less time to spend it. There are many self-service stores with a few, half-informed clerks. The great plus feature in the pro's favor is that he has an opportunity to give his members the personal attention that is almost totally lacking in most stores. The courtesy of the pro shop staff accompanied by a little extra service and favors, will go a long way to build goodwill and develop the members' habit of buying in the pro shop.

Emphasize the Features

When a pro and his assistants make a sales presentation they should emphasize the technical features of each item. For example, when selling a rain jacket, as

there are many jackets in a wide price range on the market, make the customer appreciate the fact that the particular jacket being examined has "free swinging sleeves," that "it breathes" to reduce perspiration to a minimum. Casually mention that the pro himself has tested it. Or mention a known local golfer or nationally known golfer who wears and endorses the jacket, if you feel this has some impact. In other words, build consumer confidence by tying in the item to successful acceptance and satisfactory performance, as well as brand acceptance.

The manufacturers' sales catalogs are an invaluable source of accurate technical information. The pro can improve sales in his shop by having available the catalogs of the lines that he features. The pro, as well as his sales staff, should be familiar with the complete selection offered by his particular manufacturers, so that the information is available to back up special orders. The ideal time to digest the content of catalogs is when the new stock is received, checked off against the packing slip and put on display.



**This one loves to
play
and
play
and
play!**

Seldom needs maintenance, this Link-mobile golf car. Simplified design, rugged strength see to that. Make this one easy and fun to drive besides. 8 hp engine levels 35° grades, with speeds to 10 mph. Goes five 18-hole rounds on a 3-gallon tankful of gasoline, with fuel to spare. Heavy-duty

muffler eliminates backtalk. Sleek body is fiber glass to avoid rust. Choice of sparkling colors molded in to last. Whole body tilts up for easy engine servicing—just right for your fleet. Write for details.

Linkmobile DIVISION, NORTHWESTERN MOTOR CO., FAIRMONT, MINN.

Promote the Fashion Angle

At all times promote and sell the fashion angle. Sell fashion for the simple reason that there is built-in obsolescence in fashion. This season's hot style will have considerably cooled off by next season and will make room for new sales. By exposing members to new fashions, there is constantly created a desire to buy new outfits. Many members also certainly buy for fashion because they do not want to be outdone by members of another club.

How to fit and measure. Taking proper measurements is important. For example, to measure the waist on slacks, measure against the shirt right above the belt. Otherwise, almost two inches will be added to the customer if he is measured over his own pants. The tailor for the pro shop will advise whether he requires out-seam or in-seam measurements. Always have the customer adjust his slacks to the height he normally wears them.

Size Underestimated

Women are more familiar with their size, although they tend to underestimate it. It is therefore helpful for a pro and his

staff to become familiar with the specific cut of each model, consulting a descriptive catalog in detail as well as checking the descriptive label. Interestingly enough, the label will often say petite or slender, meaning the average figure. Care is required in helping a woman make a size selection. For example, a person would not think of handing a well-nourished woman a slim or slender model. The lady prospect may be lost for good. She will simply say "These shorts don't fit."

Excise-Income Tax Booklet Available from CMAA

Walter A. Slowinski, counsel for the CMAA, and attorney, Terry Nevel, have written a booklet entitled, "Federal Income and Excise Tax Considerations for Social Clubs." It contains an explanation of every current excise and income tax law pertaining to private clubs, plus many references to specific cases. Copies of the 26-page booklet are available for \$1.00 each from Club Management, 408 Olive St., St. Louis, Mo. 63102.

Puts Profits Back

(Continued from page 50)

and lets them gauge exactly how far to go in making trades. Used clubs are marked in the same way.

Mahoney's assistants are encouraged to sell hard all the time, or, at least, be alert to sales opportunities, especially when he is away from the shop. During his vacation each year, they take part in a contest to sell the most merchandise for a healthy bonus above their normal sales commission.

Both of the full-time assistants came to Mahoney from vocations greatly removed from golf. Robert Swan was a travel agent and Norman Oliver was an electronics engineer. They have both agreed to work five years with Mahoney before seeking professional jobs of their own.

95,000 Rounds A Year

A lighted driving range helps keep the traffic flowing around and through Mahoney's shop in the evening hours. During the summer the range is open until 10 p.m. each week day evening, and in the winter until 8 p.m. It closes at sundown on weekends.

Heavy play — about 95,000 rounds a year — assures Mahoney of ample traffic during the daylight hours and keeps golfers circulating through the shop before, between and after their rounds.

Taking advantage of the traffic includes placing merchandise in such a way that golfers must walk around it to move through the shop; they can't overlook it. The price on each item leads to a good many self-service sales, especially with the smaller, frequent-sale items which are located close to the counter and cash register. Clubs in upright display racks occupy the center part of the shop, with bags along one wall, and the shoe department in the back.

Mahoney recognizes that a high-volume public play operation such as his must operate differently from a private club, but he knows that side of the business, too. He was pro at Lake Merced Golf and Country Club in San Francisco for 11 years, and then at Pasatiempo in Santa



Chicago area supts' estimate that it will be several years before their courses will fully recover from the damage caused by a severe late January ice storm. At least 20 courses in the suburbs north of the city were hard hit. This photo shows a small part of the damage done to the trees at Briarwood CC, Deerfield, Ill., where Paul Voykin is supt.

Cruz for two years before taking over at Palo Alto. He recalls that he had an inventory at Lake Merced that was considerably less than his current stock of \$50,000.

He Makes 40 Per Cent

But no matter what size business a shop does, he contends that a complete inventory is the pro's best investment. "Where else can he make approximately 40 per cent on his money?" he asks.

He presents a convincing case, even for putting half the profit back into the business. It's a great practice, but it requires self discipline. It's easier of course if you're just a wee bit o' Scotch, laddie.

Ladies PGA Moves Office

The Ladies PGA tournament office was moved to 1172 W. Galbraith, Cincinnati 31, O. on Feb. 1. Telephone number of the new office is (A/C 513) 522-7960. Leonard F. Wirtz, tournament director, is in charge of the office.

Rutgers Product Field Days

Rutgers University will hold its annual turf equipment and products field days in New Brunswick, N. J., Apr. 23-24. The event was to have been held last August but was postponed because of the drought. Henry W. Indyk and Martin Decker, Jr., of the school's College of Agriculture are co-chairmen.

Golfing

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MARCH

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- which refuses advertising hurtful to the golf Professional's business . . .
- that works for the Pro during his busiest months of the year building support with club members and officials!

Business-wise Golf Professionals know that only GOLFING maintains a strict Pro-only editorial and advertising policy that builds and protects the Golf Professional's business.

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GOLFING's unique PRO-Member Subscription Plan pays off BIG for the Golf Professional — in pro shop sales, in member prestige, in greater respect and confidence from club officials . . .

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Pitch-and-Putt

(Continued from page 42)

play on the bigger course will come next door for a fast round on the pitch-and-putt before leaving if they find they have an extra half-hour available.

Mowing is done with the seven-gang mower used on the bigger course and finished with hand mowers, although Gimbel says a gang of three would be more practical if the pitch-and-putt were being operated alone.

One Man Operation

Gimbel says one man conceivably could operate such a course alone and make \$10,000 a year in a climate that permits play year-round or nearly so. He pictures it as an ideal retirement business.

Imperial is five miles from Mansfield, a distance which Gimbel does not feel hurts play. He says, however, if he were building a pitch-and-putt course by itself, he would try to find two acres nearer the city.

\$50-\$60 Income

Only for the last few months of 1964 were receipts from the pitch-and-putt kept separate from those of the longer course, so no accurate account of the three years' business is available. During this test period green fees from the pitch-and-putt were \$50 to \$60 on "good" Saturdays and Sundays.

"One of the problems has been to make the business more consistent," Kushin says. Even in excellent weather, receipts from one weekday to the next may vary by 300 per cent. There seems to be no accounting for it. Occasionally a large group will drop in after an outing and play all evening and make a mid-week day one of the best.

Course Record — 22

Course record is 22, shot by several persons. Better golfers will hit all nine greens and drop in a birdie or two but Kushin says it's surprising the number of beginners who whale away at a 30-yard shot and end up farther from the green than where they started. Once in



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Ransomes CERTES

Ransomes 16" CERTES mows greens at The Royal and Ancient Golf Club at St. Andrews in Scotland where only the finest mower is good enough for such precious turf. Certes produces exceptionally close work and leaves a velvet-like finish.

Look at these leading features →

- ★ 10-knife cutting cylinder gives 100 cuts per yard.
- ★ Very thin bottom blade for very close cutting.
- ★ Accurately machined front-roll and land-roll to avoid damage to finest turf.
- ★ Precision cut steel gears and pinions for smooth, effortless working.
- ★ Rigid frame and adjustable handles.

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a while there is even a lost ball. Balls furnished by the course are of medium price quality but are round and smooth to make for good putting.

The course is in many ways a direct competitor to miniature golf except that it allows play on real turf under real golf conditions. A miniature course, however, operates directly across the road from Imperial and neither seems to be hurt.

Proper descriptive advertising has been one of the problems of Imperial.

"People who haven't been here tend to think of our large Par-3 course as the pitch-and-putt, and of our pitch-and-putt as a miniature course," says Gimbel "We're still trying to explain the distinction after three years."

Main Course Is Exceptional

The Imperial main course is a fine 18-hole layout built on naturally rolling terrain. It boasts of being the best Par-3 in Ohio and may be a match for anything anywhere. There are tee shots for all clubs. The shortest hole is 92 yards, the longest 222. Greens average 2,500

square feet. The 18-hole layout covers 37 acres. One hole plays over a lake and another has a lake alongside the fairway.

The operators are considering lighting at least nine holes within the next year or two.

Strong League Play

Imperial's big course is not just a practice course. Many of Mansfield's golfers play their regular golf there despite the fact that the city of 50,000 has five full-size layouts. Twelve leagues play regular schedules at Imperial every week through the summer.

One of the things of which Imperial is most proud is the four-man team championship won by its members in competition with 11 other clubs at Mansfield's Twin Lakes club in 1963. All other teams were from full size courses and several were private clubs.

National Golf Day
May 31

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Viking I

Golf cars are money-makers. Or should be. But when one or more of your fleet is laid up for repairs, your profits take a tumble. Now, or ten seasons later, *Viking Golf Cars* keep profits at maximum with a minimum cost for maintenance. As manufacturing

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Contains all necessary trace elements—100% solubility guaranteed.

Liquid feeding Plant Marvel formulas on a regular program all season long, gives far greater control over the health and growth of greens than any other single turf management practice. Selecting the properly balanced formula for use at various stages of turf development will produce the desired response within a day or two of application. By feeding a complete formulation each time the possibility of nutrient deficiencies is eliminated. Turf maintains vigorous growth that is far more resistant to fungous diseases and insect damage. These formulas all contain sequestered trace elements, dissolve 100% in water, will not clog the finest sprayer nozzles. They are compatible with all insecticide and fungicide sprays and feed instantly through the leaf surface or turf roots.

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PLANT MARVEL

LABORATORIES

Dept. GD-35 622 W. 119th St.
Chicago, Ill. 60628

Interior Decoration

(Continued from page 66)

ish-antique motif. Wear-resistant red carpeting completes the room.

When asked what the advantages are of having a decorator, for even a small club, Granberg pointed out that a decorator can give a club a designed look that is particularly pleasing. He went on to say that a decorator can also save a club a good deal of money because he knows quality and sources and is thereby able to make the best selections of all items and materials used. "As most clubs are operating on a budget," Granberg says, "a designer is able to help the new club, for instance, by getting it started in selecting certain colors and furnishings that will make its rooms appear to best advantage until more money is available."

Best For A Budget

For an older club decorating on a limited budget he says, "A decorator can take a specific amount and make it go as far as it can, giving the best results

for the money expended." He stresses that older clubs need to keep their redecorating on a regular schedule in order to save money and particularly in metropolitan areas to keep members from flocking to more glamorous new clubs.

No club escapes a good designer's touch. Granberg proved this in the attention he paid in choosing colors for the service areas as well as the colors and furnishings for the offices at Tucson National. The offices feature the basic colors used throughout the two-story building and harmonize with the entrance lobby, from which they can be seen.

Lockerrooms at the Arizona club came in for the professional decorator's touch. These areas are very important the Marshal Field designer feels. "In fact, many older clubs could spend relatively little money and improve their facilities greatly by carpeting their lockerrooms and using a few decorative wall furnishings along with light and harmonizing paint," he says. The proof of this theory for new clubs is proved by Granberg's handling of the ladies lounge that is part of their

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GUARANTEED PURE IN STRAIN — PERFECT IN TEXTURE & UNIFORMITY OF COLOR

PENNCROSS sod produced on our farms from **FIRST** generation hybrid seed only, from three selected improved strains. Thus containing a wide range of adaptability to a given location better than vegetatively reproduced individual plant. Undesirable weaknesses eliminated.

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lockerroom at Tucson National. Using atrium windows, recessed up into the ceiling, to add extra light, Granberg hung a huge planter beneath them. He painted the ceiling beams pink. The specially woven carpeting of Persian design complements overall theme colors. Wrought iron furniture covered with fabric cushions is featured. Wall decorations are a selection of variously framed mirrors.

Design Overcomes Defects

Both men's and women's lockers at Tucson National are mahogany. These blend well with the colors chosen, particularly with those used in the men's card room. Granberg states that one of the great advantages of designing a club is that areas that connect can be harmonized, and if there are certain architectural deficiencies in a building, these can be overcome or minimized by a competent decorator. "Too often when boards or presidents change at clubs there is a change in the decorating theme," he says. "The new group wants to put French Provincial dining room furniture in an area that opens directly into a California Mod-

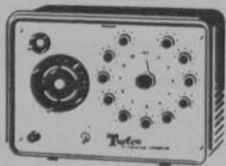
ern cocktail lounge. The result is a disaster. Furnishings in areas should harmonize in style and color. Using the original decorator or consistently using a decorator familiar with a club's problems would help ease the hodge-podge effect that typifies some clubs."

"Don't fight the architecture either," says Granberg. "Too many clubs try to change an English Tudor building to an extreme modern style. This is rarely possible unless there is extensive and often expensive interior remodeling. Much can really be done to make many of these old clubs very attractive within their own style of architecture. If certain rooms are desired as modern or contemporary in decor, it is possible to change them when they are quite separate from the other more traditional rooms."

In the dining room of the Arizona club, Granberg took full advantage of the wonderful view of the course and used drop shades and not curtains on the windows. Using his theme colors and unifying the room with those opening into it, Granberg installed leather chairs in bronze



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