



# Club Car

MAY COST A LITTLE MORE BUT IT'S

**WORTH SO MUCH MORE!**

You may find the price tag on Club Car a bit higher than on some other golf cars . . . but in the long run, Club Car will prove to be your most economical investment. These handsome cars stay on the course earning profits for you from dawn to dark on a single charge. Players like it because Club Car has the looks . . . the comfort . . . the engineering . . . and the smooth, safe performance of the finest car available, regardless of price. Your choice of beautiful new pastel colors. Optional equipment includes stylish "bucket" seats and surrey tops. If you are looking for quality, it's time you moved up to Club Car.

**This Is The Only Car With A 2-Year Warranty On The Drive Unit**

**CLUB CAR DIV., STEVENS APPLIANCE TRUCK CO., AUGUSTA, GA.**

**STEVENS**  
**Club Car**

**GOES MORE THAN 100 HOLES  
WITHOUT A RECHARGE!**

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NEW JERSEY, NORTHERN OHIO  
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Police and firemen are in attendance at all times.

"All exhibitors and their staff members are supplied with name tags for identification purposes. Exhibitors are asked to quote wholesale prices *ONLY* to professionals with proper identification that we furnish. There is absolutely no selling to the public. Exhibitors are allowed to sell to members of a club but all shipments and billings go directly to the members' club professionals.

"The date of our show has always been the day after the Masters Tournament, the first week in April, which seemed to be all right but as you know, the Masters has gone one week later the past two years. The change has not caused any problems, but may prove to be a bit late in the future.

"The exhibitors are charged \$50.00 per space and size of spaces is approximately 3' by 12' or 36 square feet, which is exceptionally low for space in this hotel.

We had 65 exhibitors this spring and many more applied for space but for one reason or another they were not accepted. It is not our aim to make a lot of money on the show. Our intent is to run as good a merchandise show as possible at a price reasonable to all.

"We have 270 members and from past experience we have averaged about 200 members attending the show plus members from the Connecticut and Northeast New York sections. I would also estimate that about 1,500 to 2,000 amateurs come in to see the display. There is no charge and the exhibit rooms open at 10 a.m. and close at 6 p.m.

"We have a dinner at 7 p.m. which is attended by an average of 650 people and we have been fortunate enough to engage all the big names in golf as our guest speakers. Although we have many head table guests, they are allowed a maximum of 3 minutes (with the exception of the guest speaker) and the program is over by about 10:30 p.m. This format has been exceptionally well received by all who attend the dinner." •

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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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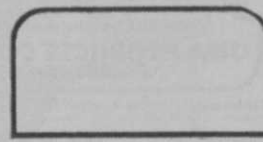


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bright, colorful, modern  
versatile, long-lasting  
and very good-looking



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Select-O-Signs are unique. Colorful (red, green, black) panels slip into a husky anodized aluminum frame. Make them up any way you want, 1 or 2-sided. Change 'em in a matter of minutes. Panels are thick tough weather-proof plastic. The message is artcrafted on the under side where it won't get scratched or marred. Put a bright, modern look on your course with Select-O-Signs . . . another colorful idea from STANDARD.

**Standard Manufacturing Co. Cedar Falls, Iowa**



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SP-24" width—  
durable finish



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- removes thatch
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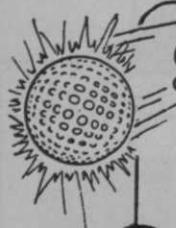
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Acton, Indiana

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- Keeps golf balls SPARKLING WHITE! . . . Golfers satisfied!
- Perfectly safe for washers . . . either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

**ORDER YOUR SUPPLY TODAY!**  
Per Single gallon.....\$4.75  
5 gallons, per each gal. can 4.50  
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Also Try  
**Aero-San**  
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## Book Review

**Golf Club Alterations and Repairs—A Professional Shop Manual of Instructions**, by Kenneth Smith. Price, \$1.00. The title may seem top-heavy for a book of 32 pages, but this aid to better and quicker club repairs contains the distilled experience of Smith's 40 years of club making and repairing. With appropriate illustrations, virtually every aspect of this specialized field is covered, from applying grips of various types to altering wood heads. Special tools for these operations are available from Smith's golf shop equipment and supply department—a non-profit division of the author's business. Copies may be obtained by writing to Kenneth Smith, Box 41, Kansas City, Mo. 64141.

**Adventures in Golf or How to Golf Your Troubles Away**. Written and illustrated by Don Herold. Published by Franklin Watts, Inc., 575 Lexington Ave., New York 22, N.Y., Price, \$2.95. Herold, a successful veteran in enjoying golf and a star at applying humor in advertising, produces an amusing and definitely helpful book for the average golfer. In relating his experiences Herold shows how to escape strain and go at golf so that even if you've got a naturally sour, miserable, bellyaching, no-good disposition you can sort of keep it under control and not ruin your own game.

## INCREASE EARNINGS, SERVICE & SPACE WITH NEW VERTICAL BAG RACKS

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-3" high. Sturdy steel. Bags set solid on tapered shelves.

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- Provides a neat appearance
- Damp bags dry faster—no mildew
- Faster, easier storage
- Easy to install and add more as needed

Patented • SEND FOR FOLDER

**THE A. G. STAFFORD CO.**

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Complete line includes FLINTITE asbestos-cement pipe for the larger mains, PVC plastic pipe for intermediate mains or complete systems, SP flexible polyethylene pipe for tees and greens, and Orangeburg® bituminous fiber pipe for underdrains. Performance proved in the most demanding service. And they are economical—save big money on your total irrigation pipe installation costs. For details, write Orangeburg Manufacturing Co., Div. of The Flintkote Company, 30 Rockefeller Plaza, New York, N.Y. 10020. Dept. G-1



# ORANGEBURG

MANUFACTURING COMPANY

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ers' grill (a summer situation) and to conversely utilize the restaurant areas as an overflow for banquets and meetings (a winter situation). The central kitchen serves all areas and is thus capable of providing service, regardless of the type, at any given moment. The restaurant spaces are uniquely suited to serve as the reception areas so often required for banquet and meeting activities.

Now for clubhouse construction. Golf courses are most often located in areas which are far removed from adequate fire protection. Volunteer fire departments and wells with limited water supplies make clubhouses unusually prone to disastrous fires. Fire resistant construction is an important consideration in reducing the costs of insurance and in protecting the structure from the ravages of fire. Fire detection systems can be helpful, but the limitations of local departments obviates some of the advantages of such systems. Sprinklers and other on-the-spot fire fighting equipment should be considered.

Old Orchard Country Club, a fee course in Mount Prospect, Ill., illustrates how the outlined concepts were utilized in the design of a particular clubhouse. After a fire completely destroyed the old clubhouse, Alper and Alper, architects, were commissioned to design a new one.

The architectural program included locker facilities, pro shop, bar, golfers' grill, formal dining room and banquet facilities. The structure was to be built with at least a two-hour U.L. fire resistance classification. The interior design was included in the program.

Old Orchard Country Club is a 27-hole fee course, on which approximately 60,000 rounds of golf are played yearly. It is located in an area largely built up with residential communities and some commercial and industrial concentrations. The course is about 15 minutes from O'Hare Airport and about forty minutes driving time from Chicago's Loop.

In designing the building a new site

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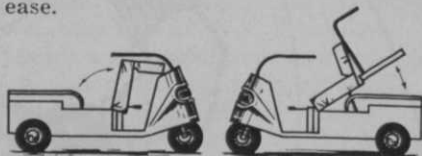
## LAHER '65

### Masterpiece GOLFER

HAS MORE OUTSTANDING FEATURES... to make it the SAFEST, MOST COMFORTABLE, EASIEST RIDING GOLFER EVER PRODUCED!



- "sports car" control panel for gear shift & key ... between bucket seats for convenience.
- Contoured "bucket seats" of form fitting 6" foam rubber.
- Laher LUB-O-MATIC Drive for smoother, maintenance free throttle control.
- AIR-VAC springs front and rear for comfort and safety... "THE DREAM RIDE."
- 3WAY BRAKES—hill holder, toe-lock foot brakes, heavy duty auto-type hydraulic with mechanical hand brake.
- LOADED WITH POWER—goes 45-54 holes or more. Powerful 2 HP 36 volt G. E. motor and 6 (190-230 A. H.) LAHER SPECIAL Golf car batteries.
- Steering wheel or tiller bar steering.
- Tip-up front seats for easy battery access. Tip-up rear deck for maintenance ease.

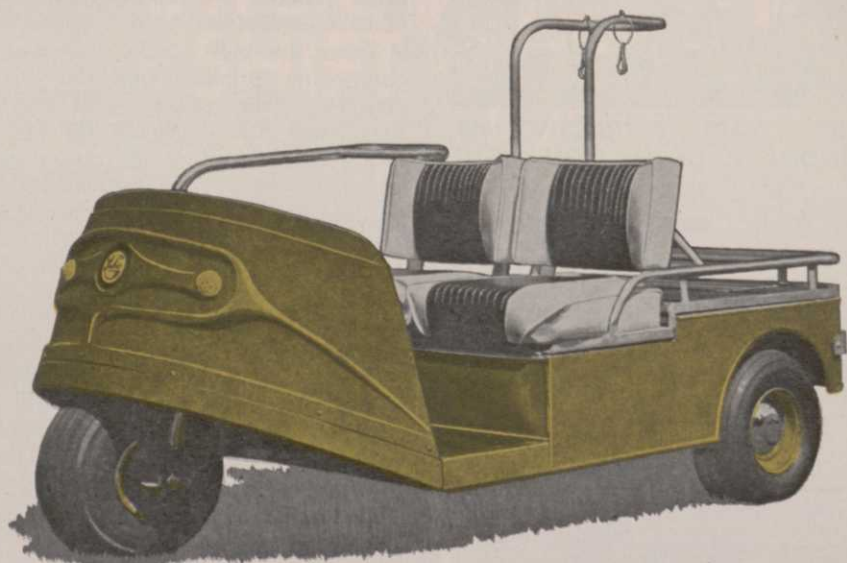


- Direct drive (no chains, belts) gives more power and smoother ride.
- Heavy-duty fiberglass cowl for extra strength and beauty.
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- Sturdy naugahyde "surrey top" (optional) strong, solid, attractive.
- PLUS... hanger-type pedals, stand up bag converter, flush rear deck, rounded rear corners, new railing design, ball and personal effects container, lower center of gravity—2" wider & 5" lower overall.



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If you want the finest . . .



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4" x 6"  
SIZE **50¢**

Large, 6"x8" golf signs, 75¢ ea.  
Self-fastening aluminum stakes, 25¢  
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## DESIGN

Continued from page 106

was chosen adjacent to the first tee (clearly visible from the control desk), the 18th green, the ninth green and the first tee and ninth green of the nine-hole course. The structure is an independent steel frame. The exterior walls are glass set in aluminum frames and common brick painted white. Functionally the building is designed so that golfers enter it from the golf course side and the non-golfing public from the covered driveway. The golfers' grill overlooks the course and specifically the first tee.

The kitchen set at the center of the building services the golfers' grill, the formal dining room and the banquet areas.

A center area with a 15 foot ceiling height contains a bar. This center lounge is the point of entry for both golfers and non-golfers. Thus what is the entry area is also a bar and a lounge. The dining room, the golfers' grill and the banquet rooms all interconnect for multi use. The basement contains a theater, preparation kitchen, storage, and heating and cooling equipment.

Although the plan and design of Old Orchard were the result of the particular needs of the club and the site, they illustrate in a concrete instance the concepts of EBB design. This clubhouse has proved highly efficient and successful. The food and liquor sales have approached close to a million dollars annually and the green fees charged are the highest in the Chicago area. The success of this clubhouse is clearly the result of good management having a physical plant which can be adapted to changing needs.

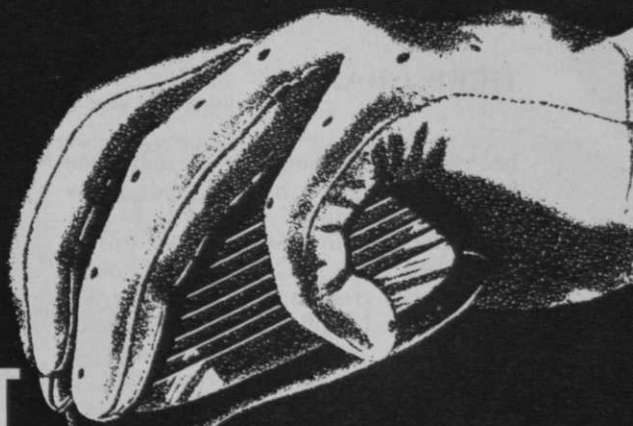
The architect can make a significant contribution not only in providing an aesthetic environment but in planning for efficient utilization of space. •

### GOT A BIG IDEA FOR '66?

GOLFDOM is looking for new ideas for doing key jobs easier and better around the golf club. We'll pay \$20 for each one published. 150 words or less. GOLFDOM, 800 Second Ave., New York, N. Y. 10017.



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WE REDUCED "head flutter" with our cleanly tapered aluminum shaft that encourages a more even swing, better club-head control and improved distance with greater accuracy.

WE INCREASED the strength by using only pretested aerospace Alcoa® Aluminum Alloys.

WE REPLACED the "old sting" with that "just-right feel" that is characteristic of Flo Flex aluminum-shafted woods and irons.

AND WE BACK our new golf clubs with over 35 years' experience in the engineering and development of tubular components for aircraft and missiles.

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Available in weights and flexes  
for men and women.

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## HERB GRAFFIS

Continued from page 20

bee ways of saving money and time in big jobs of earth moving made many sites highly practical.

**Charles (Sonny) Staples** now pro at Ft. Eustis (Va.) G.C. . . . Robert Trent Jones designs 20 new holes for Goodyear's Litchfield Park Wigwam C.C. which, with remodeled holes of old course, will give Wigwam 36 . . . This Goodyear Rubber property west of Phoenix is being discussed as prospective winter tournament site.

Waco, Tex., munny course, closed in 1956, now is back in operation as an 18-hole course . . . **John Bates** is the operator . . . Bates opened first nine last April and second nine recently . . . Third 18 being built at Sun City, retirement community northwest of Phoenix . . . It will be the Sun City C.C. . . More than 900 irate homeowners who built on land bought from large California developer are now seeking way to force him to make good on promise of build-

ing a golf course.

**Adolph Bertucci**, Lake Shore C.C., Glencoe, Ill., elected president of Midwest Association Golf Course Superintendents . . . First vp is **Dudley Smith** of Silver Lake; second vp, **Walter Fuchs** of Glenages; Secretary-treasurer, **Roy W. Nelson**, Ravisloe C.C., Box 151, Homewood, Ill.

**Douglas Hoffman** has leased Ville du Parc C.C., Mequon, Wis. . . . Hoffman also operates Fox Hills C.C., Mishicot, Wis., and Hoffman's Club at Riverdale, Wis. . . . Building Oak Tree C. C. 18 Sharon, Pa., to plan of **Eddie Ault** . . . **Art Race** will be pro-manager . . . **Ray Montalvo** and others building Willow Park daily fee course near Castro Valley, Calif. . . Mountain Home (Ida.) building municipal nine . . . Van Zandt County Club opens 18, clubhouse, pool and tennis courts of \$300,000 plant at Canton, Tex. . . . **John Lively, Sr.**, formerly pro at Corsicana (Tex.) C.C., is Van Zandt professional-manager.

**Mystic Islands G.C.** nine recently opened at Tuckerton, N.J. . . . **William**

Continued on page 112

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