

How are *Philadelphia* spikeproof carpets doing at the **East Lake Country Club, Atlanta?**



Great, report club officials, and that goes for the locker room and grill room in addition to the pro shop shown above, all heavily walked on with spikes. These hardy, specially engineered carpets are still beautiful, warm and luxurious—and they have been down for as long as 15 years! Specify Philadelphia carpets (custom woven in your colors) for wherever spikes are worn in your club. They lead in long-range economy and ease of maintenance, provide maximum sound absorbency and protection against falls. Select from one of the industry's most extensive design libraries.

Philadelphia produces the finest commercial carpets in every proven fiber



**Philadelphia
Carpet Company**

Quality since 1846

(Commercial Division)

Allegheny Ave. and C St.
Philadelphia, Pa. 19134

Mail coupon for free carpet sample

Philadelphia Carpet Co. (Commercial Division)
Allegheny Ave. and C St., Philadelphia, Pa. 19134

Please send me a free sample of your spikeproof
carpet. No obligation, of course.

Name _____

Club _____

Address _____

City, State _____

For more information circle number 204 on card

Convention time is coming up

PGA merchandise show, Jan. 21-24

The PGA of America will hold its 1967 Merchandise Show at the PGA National Golf Club, Palm Beach Gardens, Fla., Jan. 21-24, 1967. It will be located on a new paved site south of the old location, and the tents will have new lighting and possibly air-conditioning. Approximately 200 booths are expected compared to 194 booths last year occupied by 130 manufacturers. Top attendance is expected, since the PGA National Golf Club Match Play Championship will be held before the show and the PGA Seniors' Teacher Trophy Championship will follow.

CMAA 40th annual conference, Feb. 7-11

Six educational seminars, numerous roundtables and a special panel will be features of the 40th annual Club Managers Association of America Conference at the new Century Plaza Hotel, Beverly Hills, Cal., Feb. 7-11, 1967. Many events have been planned for the ladies and there will be an all-day stag golf tournament Feb. 5.

GCSAA 36th convention and show, Feb. 5-10

Nearly 100 exhibitors will display their wares during the show, which is a feature of the 36th International Turfgrass Conference and Show, to be held Feb. 5-10, 1967, at the Washington Hilton Hotel, Washington, D. C. Seven assemblies each morning will last a half-day each. Many leading authorities will present papers in all areas of interest to golf course superintendents.

Instant Maintenance

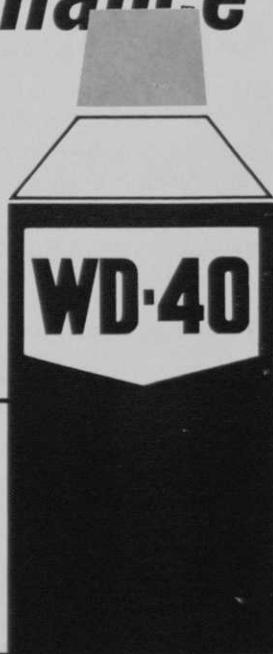
Whether it's daily maintenance or winter rehabilitation of course equipment, every club needs WD-40. In one easy to use spray-on can you get a rust preventative, lubricant and fast-acting penetrant. Now's the time to stop power stealing battery corrosion on electric carts or corrosion that plays havoc with your sprinkling system.

WD-40 is harmless to paint, plastics, rubber or fabrics.

Write today on club stationery for a sample and documented report on golf course use of WD-40.

Rocket Chemical Company, Inc.

5390 Napa St., San Diego, California 92110



For more information circle number 227 on card



another name club names Harley-Davidson

Phoenix: Goodyear Golf and Country Club

Litchfield Park, Arizona, has added a new dimension of pleasure to its already-superb facilities: sixty new Harley-Davidson electric golf cars. Following a careful study of available makes, Hotel Manager Reade Whitwell (left) volunteered that he made his choice on the basis of safety, comfort, and rideability. Harley-Davidson electrics

are making the course an even more pleasant place to play. If you're lucky enough to enjoy this excellent course, try eighteen in a Harley-Davidson. You'll see why the big name clubs are choosing the big name in gas or electric golf cars. Harley-Davidson Motor Co., Milwaukee, Wis.



For more information circle number 141 on card

WALKER

Jato EXECUTIVE

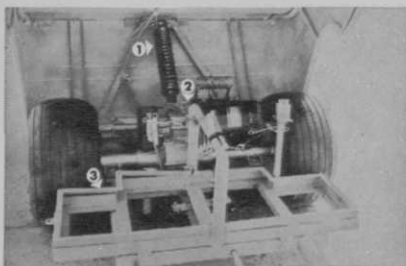


Gas or Electric Models available via direct delivery on our transports.

FOR PEOPLE WHO HAVE TO BE SOLD—

Its smoother ride you'll discover immediately—its more economical operation will be apparent in a few hours—its rugged durability you'll begin to appreciate in seasons to come. Whatever you most desire in a golf car or run-about you'll find it in the Walker Jato Executive for '66.

Get a demonstration now and see why there's no better buy for the individual, nor investment or lease program for the club than this handsome, all-steel value leader.



(1) Genuine Monroe shock absorber floats you across the course.

(2) Direct Drive simplicity eliminates troublesome belts, chains and noise!

(3) You can lift entire battery pack out for exchange. Time saver for the club or fleet owner.

Some choice Dealerships available. Ask about Your Exceptional Opportunity NOW!

FINANCING... LEASING PURCHASE AGREEMENTS

Jato Manufacturing, Inc.
Clay Center, Kansas 67432

Send literature describing the Jato Golf Car for 1966. Please check one of the following:

Individual Use Club Pro Dealership

NAME _____

ADDRESS _____

CITY _____

STATE _____

For more information circle number 192 on card

SALES PLANNER

Continued from page 44

"I need some new gang mowers, and I'm going to try to get three sets of six each." With this in mind, you're ready to start your next point.

Second, to whom are you going to talk? This also is a rather simple thought, but analysis of greens committee members will help immensely. What are their good and bad traits? What do they like and dislike? Do some of the members have "petty hates" you should avoid mentioning? Such analysis can bring to mind selling points to make in your presentation and show pitfalls to avoid. Knowing your "prospect" can pay off.

Third, be sure you are ready with all of your sales aids. Does the salesman of the mower you want have a film to show the committee? Did he give you photos, prices and operational details? Do you have a model? Do you have a better plan for mowing the course with the new equipment? How much day-to-day expense will it save? Would a blueprint of the course help put your points over? Would it help to have a typed sheet of prices and specifications to pass around?

Fourth, how do you answer the committee members when they say, "Well, Joe, what do you want this time?" How do you win over the club president or some influential local politician? To do this, it is important for you to "open" your remarks with the right approach.

Practice a few statements: "I can save the club \$50 a day," or "How would you feel if you knew every time you hit a ball it was costing the club 50 cents? I can save us that much." Attract their interest right off the bat, and they'll listen. Too many good sales presentations start negatively. You have to overcome a bad start before achieving success. Why not start off positively and stay ahead?

Now you have finished with your opener and start on the fifth point. This, to me, is what each of us does every day. When you try to convince anyone of anything, you start talking "features" of your subject and the "benefits" to be derived. If your opener was dollar sav-

Continued on page 90

If he can't help you,



pray for rain!

(He is a Rain Bird Distributor)

What he doesn't know about turf irrigation you could write on a grass seed. If you call him he'll save you time and money.

Rain Bird Distributors are factory trained in planning turf irrigation systems. They know Rain Bird products inside out.

They know which sprinklers to use where. When to automate and why. How to economize and on what.

Your Rain Bird Distributor will visit the site with you prior to construction (to evaluate the design criteria) and during the installation (to smooth out any field problems).

He can figure the budget with you, provide complete sprinkler system specifications for the equipment and installation procedures.

He can help you design systems; produce complete piping schematics, pumping plant details and water costs.

By all means call on him. His service is free to professionals on most jobs. His phone number is in the Yellow Pages.

Or you can write to us and we'll ask him to call you.

(In the West:) Rain Bird, Glendora, Calif. 91740.

(In the East and Midwest:) Rainy Sprinkler Sales, Div. L. R. Nelson Mfg. Co., Inc., 1012 W. Pioneer Parkway, Peoria, Illinois.

RAIN BIRD

For more information circle number 215 on card

TAT

GOLF COURSE SIGNS

50¢—75¢

STAKES: 25¢—30¢



No Nuts
No Bolts

STAKES
ARE
SELF
FASTENING

Designed and produced with the same attention to good taste and quality that reflects country clubs and golf courses the nation over, TAT golf signs are a product of 35 years of industrial sign making know-how. This know-how plus an earnest desire to top any and all competition in the field, has brought forth the ultimate in golf course signs.

ASK FOR NEW FREE BROCHURE

TAT Golf Signs ■ Box 1 ■ Dunedin, Florida 33528

For more information circle number 190 on card

Pros! Clubs! This may be your answer:



Adequate cars at a sensible investment to accommodate the busy-day, weekend or seasonal increase in play at your club.

Delivery anywhere on our transports.

MORE THAN 500 RECONDITIONED GOLF CARS

90-DAY WARRANTY

\$350

TO

\$550

MANY MAKES
& MODELS TO
CHOOSE FROM

- New or like new bodies
- New upholstery
- NEW 195 A. H. Batteries
- New cables ● new plugs
- Refinished original 2-tone
- Rebuilt mechanically
- Chargers included
- NEW CAR WARRANTY

Buy one or a fleet. Payment plan available.

EASY TERMS: 10% DOWN. Balance over one, two or three seasons • CALL COLLECT for information . . .

H. COSTER ELECTRIC CAR Sales & Service Co.

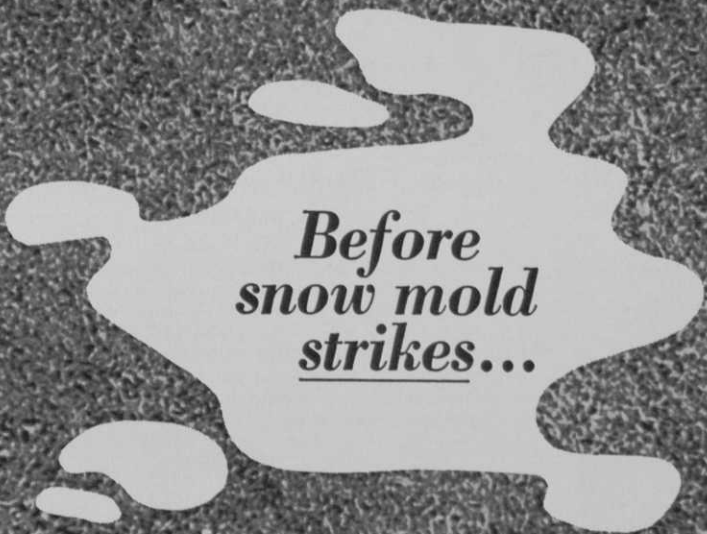
Indianapolis, Ind.

24 South Harding St.

Area 317-632-3356

Also Branches in Cincinnati, Ohio, Louisville, Ky. and Madison, Wis.

For more information circle number 174 on card



*Before
snow mold
strikes...*

Spray time-proven Tersan® OM and be sure

Du Pont "Tersan" OM* turf fungicide applied late in the fall will prevent snow mold from developing in late winter and/or early spring.

- "Tersan" OM, a mercurial-organic sulphur combination prevents snow mold and other major turf diseases.
- Thoroughly tested... provides long-term residual protection.
- Large safety factor under all conditions.
- Disease prevention is obtained with an application of 8 ozs. of "Tersan" OM per 1000 sq. ft. as late as possible prior to snowfall. Follow with 3 ozs. per 1000 sq. ft. in early spring during freezing and thawing.

For full information on "Tersan" OM and other dependable Du Pont Turf Products, consult your golf course supplier... your service agency.

*"Tersan" OM combines the protective features of "Tersan" 75 with the eradicant advantages of Semesan®. With any chemical, follow labeling instructions and warnings carefully.



Better Things for Better Living... through Chemistry

REG. U.S. PAT. OFF.

For more information circle number 176 on card

FUTURUS GOLF CLUB TILE CARPET TILE

GUARANTEED THREE YEARS AGAINST ALL TRAFFIC!

HANDSOME, LASTING FLOORCOVERING
ECONOMICAL TO INSTALL—MAINTAIN

Check FUTURUS with ALL others:

- Absolutely **SAFE** and **SKIDPROOF** — wet or dry.
- **HIGHLY RESISTANT** to heavy spike shoe traffic.
- Women's spiked heels **DO NOT** penetrate its surface.
- **NOT AFFECTED** by exposure to fresh or salt water.
- **EASILY INSTALLED** by anyone — Cleans readily.
- **Indoors or Outdoors** — completely **WEATHERPROOF**.
- Neutral color tones **BLEND** with any background.
- **STAIRWAYS** — Safest, Most Durable of All.

Made from selected nylon cord heavy duty tires — buffed to chenille-like finish. Strips $\frac{3}{8}$ " thick are bound to glass-cloth impervious to moisture . . . then cut to 12" x 12" tiles.

For further information, prices — and **USER-PROOF** of **FUTURUS Carpet Tile** service satisfaction — write:

FUTURUS, INC.

1076 West Ninth Street
UPLAND, CALIFORNIA

For more information circle number 223 on card

S P R E A D A B I L I T Y

Now easier than ever with our new
SINGLE-BELT DRIVE
LARSON BROAD-CASTER

Spreadability with the Larson Broad-Caster will give you the greenest fairways you've ever had! You'll get a smooth, even flow of Milorganite, fertilizer or seed, an accurate pattern, a full 45-foot broad cast, and the **new single-belt drive adds years of trouble-free use.** There are 3 new models of the Larson Broad-Caster from which to choose — **all field-tested for two full years:**

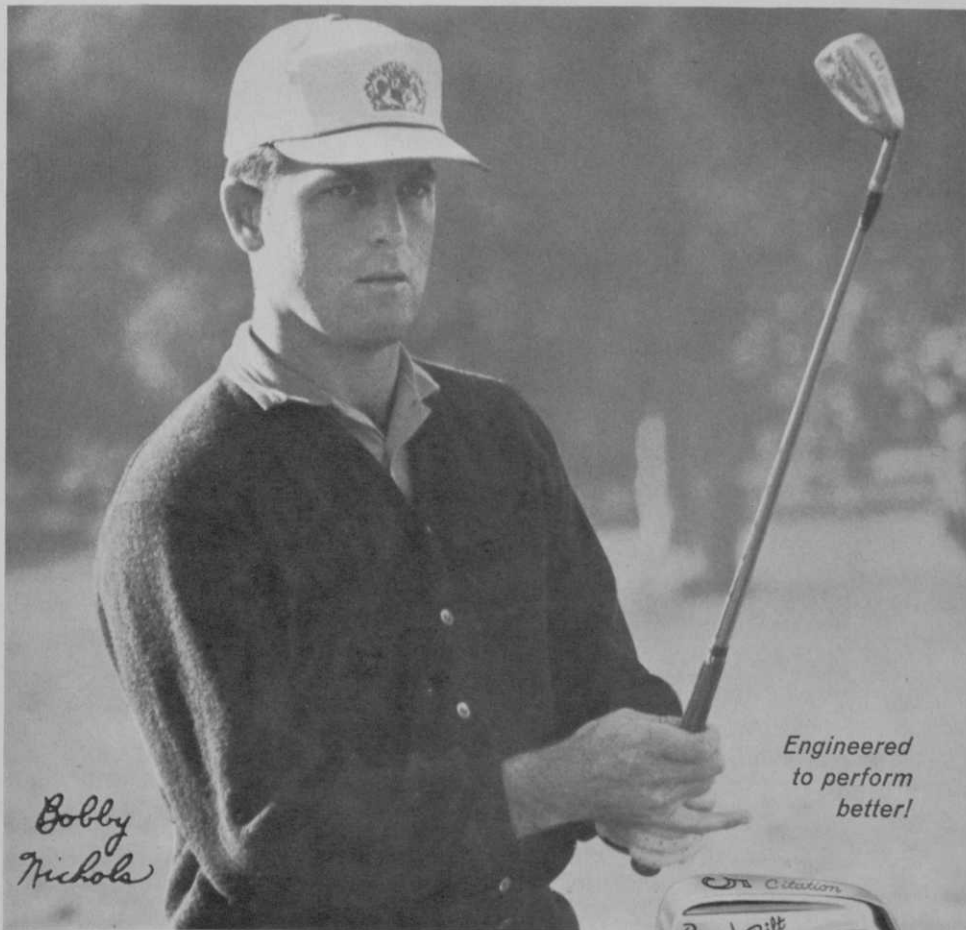


For further information, write or call:

LARSON MACHINE, INC. Princeville, Ill. 61559, Phone (309) 385-4312

For more information circle number 224 on card

How many of your members carry a "Bogeyman" in their bag?



*Bobby
Nichols*

Engineered
to perform
better!

"... with Master-Matched **POWER-BILTS**
you play every club in your bag equally well"

The "Bogeyman" is that one club in the bag so many golfers feel they can't hit. You can get rid of "him" forever with

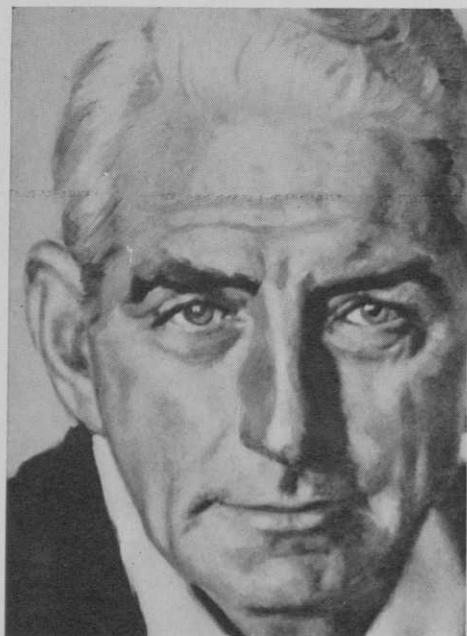
Master-Matched
Power-Bilt
Golf Clubs

HILLERICH & BRADSBY CO., P. O. Box 506, Louisville, Kentucky 40201

Master-Matched Power-Bilts. For every club in a Power-Bilt set swings exactly alike... a 7-iron feels and swings just like a 2-iron. There's absolutely no reason why those who play Power-Bilts can't hit every club in their bag equally well. Get rid of those "Bogeymen" by introducing your members to Master-Matched Power-Bilts!



Sold Only by
Golf Professionals



Tommy Armour reminisces about . . . golf shafts

"It was some 40-odd years ago that I teed off with my first set of steel shafted clubs. At the time, steel shafts were a controversial item. Mine were by Union—now a part of Brunswick Corporation—and they were great.

"But good as they were, they couldn't hold a candle to my present set with their matched steel shafts by Brunswick—they're the best yet."

Like Tommy, we've had more than 40 years' experience with steel shafts. And we both agree that the shaft makes the difference in the club. And Brunswick makes all the difference in the shaft. That's why today more and more of the world's finest golf clubs swing on Brunswick steel shafts.

Brunswick

(Formerly Union)
Torrington, Conn.



For more information circle number 128 on card

SALES PLANNER

Continued from page 84

ings, keep on this course by setting out the features of the new mowers that mean dollar savings.

The mowers themselves do not have to have all the emphasis. Better maintenance might mean money saved, and shorter mowing time could mean less labor cost. Make a list of your features in order of their importance to your presentation, and include a dollar benefit opposite each. Also think of benefits other than dollars. Maybe a wider cut will make the course more beautiful, so aesthetics can be brought in. Maybe the new mowers will make the course easier to play.

Don't neglect to substantiate the savings you outline. Remember, this plan won't "charm" anyone, and the committee can think of many reasons why you don't need the mowers.

The proof phase brings us to the sixth point—overcoming objections. If you have ever tried to convince anyone of anything, you know you'll get objections. The best way to handle this is to anticipate what the objections will be. Here is where your previous study of the committee members comes in handy. If you have analyzed them properly in phase two of this outline, you can very nearly tell what their major objections will be.

You may have a "tight" member who wants to get top quality for the least money. You might have the member golfer who wants to keep you out of his way and is interested in the fastest mowing possible. Anticipate what they will ask; write down these objections and what you'll do to overcome them.

The seventh phase of this outline is to "wrap it up." Be sure to write down how you plan to close. The closing remarks can take many forms, but usually you're "asking for the order" in some form or other. You may be asking for permission to install a new sand trap, or for permission to buy the new mowers.

An important thing to remember here is to leave with a question of "something or something," never "something or nothing." Don't allow "no" to become a satisfactory answer to your question.

Continued on page 92