



*Wherever golf is played . . .*

For smooth sand traps, equip your course with a lightweight Par Aide aluminum sand trap rake with stand-up spike. Available with rubber teeth as shown or aluminum teeth. Both types available in two sizes.



FOR COMPLETE LINE OF PAR AIDE GREENS  
AND TEES EQUIPMENT—WRITE FOR CATALOG

**PAR AIDE PRODUCTS COMPANY**  
296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104

DEPT. G

For more information circle number 160 on card

# '66 car sales rise sharply

*Shipments up 19%, dollar value up 25% during past year, AGCMA members told.*

Shipments of golf cars have increased 19%, members of the Golf Car Manufacturers Association were told at their third annual meeting held at Shawnee-on-Delaware, Pennsylvania.

Statistics soon to be released will show that 30,400 golf cars were shipped by the industry in the 12 months ending June 30, 1966, compared with 25,700 cars estimated to have been shipped in the previous 12-month period.

Other highlights of reports to members include: member factory shipments in units increased 18%; dollar value of shipments increased 25%. Last year the unit increase was 13% and the dollar increase was 15%, so a rate of growth is being maintained by the industry. First quarter 1966 shipments were up 48%; second quarter shipments were down 8%. In the first six months of 1965, 22% of the Association members' unit shipments were gasoline-powered; only 16% for 1966.

The Association was told that there are now 24 manufacturers actively en-

gaged in production of golf cars, compared with 29 a year ago. It was estimated that there are now 120,000 golf cars in use in the United States and Canada today.

Retiring president David Metcalf introduced the newly elected directors and officers as follows: President, William A. Dolan Jr.; Vice President, Vaughn Border; Secretary-Treasurer, Edward Mardigian; Directors, William A. Dolan Jr., Eldon Thorman, and Aubrey Wright.

Harold K. Howe was reappointed executive secretary and assistant treasurer of the Association.

President Dolan told the members: "A fleet of golf cars is one of the most reliable sources of income a golf course can have, and more and more courses are becoming aware of this. Some courses are using golf cars for the first time, but our greatest sales increase is coming from courses which are adding to their fleets because player demands are increasing."

Member companies represented included Columbia Car Corp., Cushman Motors, E-Z-Go Car Div., Jato Mfg., Mobilelectric Div., Versal, Inc., East Penn Mfg., Electric Storage Battery Co., Fox Products Co., General Battery & Spark Plug Co., Gould-National Batteries, Inc., Lester Electrical of Nebraska, Inc., Motor Appliance Corp., Terrell Machine Co., and Trojan Battery Co. ●



*New Officers of the association (from left): Vaughn E. Border, Cushman Motors, Div. OMC, Lincoln, Neb., vice president; William A. Dolan, Jr., E-Z-Go Car Div., Textron, Inc., Augusta, Ga., president; Harold K. Howe, who is AGMA executive secretary.*



“My new line  
will make  
1967  
your  
best year.”

## HOW?

In a Golf Professional Shop, outstanding sales results take fine quality golf equipment backed by sound, aggressive promotion.

For 1967, we at AMF/Ben Hogan are bringing you both: the most advanced, carefully designed and precision built golf equipment ever offered; and, the most actively promoted line in Ben Hogan history.

Don't do your Fall buying until you've seen our dramatic, full-color 1967 catalog. Then buy Ben Hogan and make 1967 your best sales year.

And remember: Ben Hogan equipment is available only through Golf Professional Shops.



**BEN HOGAN**

Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY  
2912 W. Palford Street, Fort Worth, Texas



Titleist  
1

DR. F. SIMMONS

ACUSHNET  
Titleist 1  
Titleist 2  
Titleist 3  
Titleist 1  
Titleist 2  
Titleist 3  
Titleist 1  
Titleist 2  
Titleist 3  
Titleist 4

TOP BALL,  
TOP GIFT:  
**PERSONALIZED  
TITLEISTS**

*We start with golf's #1 ball.  
Titleist Golf Balls. Then we  
personalize them and put them in a  
leather-like, brass-trimmed gift box.  
All at no extra charge. Result?  
Golf's #1 ball and golf's #1 gift!*

*Here's something else about golf's  
#1 gift: it's exclusive! Personalized  
Titleists, like all our products, are  
sold through golf pro shops only.*

*Minimum order, one dozen  
personalized Titleists for each name.  
And the same fast service  
that Acushnet's so famous for!  
Thanks. And Merry Christmas.  
Acushnet Process Sales Co.*



**ACUSHNET  
GOLF BALLS**

Sold thru golf course pro shops only



## Ten tips for better buffets

*Here are several important steps a manager can take to insure guests' enjoyment.*

By G. V. 'JERRY' MARLATT, CCM  
Manager, Northmoor Country Club, Highland Park, Ill.

The holiday, monthly, weekly, or semi-weekly event known as a buffet at your club can, and should, be a delightful re-  
past for your members. All too often many of us are guilty of creating a "nightmare" for our members in our buffet presentation, causing them only to attend due to custom, tradition, price or abundance of food. The following "Ten tips for better buffets" can help you and your staff to create a "looked forward to" event at your club.

1. Have someone in "overall" charge of the buffet—Whether it be the Chef, the Maitre D', or the Hostess or even one of the waitresses, do have someone in complete charge of the buffet. This per-

son can bring about harmony and cooperation between the kitchen and serving staff which will result in better relations and service to the guests.

While serving as a "greeter" to the participants, they can offer, explain and even serve the food at the buffet. They might carve or assist in the serving of roasts and main dishes. They should be able to insure that the food and plate supply are adequate at all times. They can check and "keep an eye" on heating equipment, and see that cold foods are properly iced or chilled.

Housekeeping can become a prime duty for the buffet area, and assistance can be rendered to the person who might

spill food onto the table, the carpeting or themselves.

The "Buffet Boss" not only can see that the buffet food and equipment is brought into the serving area on time and in proper equipment, but see as well that the buffet is torn down and taken to the proper stations in the kitchen after it is closed. In general they can create and maintain a most presentable appearance of the buffet at all times.

**2. Make sure your employees present a "clean" appearance**—Clean, crisp uniforms, well groomed hair, scrubbed fingernails, recently polished shoes and clean serving towels add to this "clean" appearance. The buffet table should be draped to the floor so as to permit storage of food covers, additional fuel, and other items so that they are not seen by the guests and detract from the table.

Employees should be informed of the unpleasant appearance that nose blowing, head scratching, and poorly fitting uniforms create for the diner. They should also be trained to give "first aid"

to dripping salad dressings, spilled food, empty serving dishes, and other items which detract from the clean look of your table.

**3. Arrange your buffet table for the guests' convenience**—It is quite necessary that enough space is available on the buffet table so that the guests are actually "serving themselves" and not just standing in line during your buffet service. Allow ample space between your various dishes so that the guest might be making up their mind while approaching a specific item.

**G**roup relishes, salads, entrees, vegetables, and desserts to a general area so as to make selection easier, and to avoid disappointment if they miss a special dish in that category, due to it being placed amongst other items.

Some dining rooms have begun to present their dessert table first, so that the guest sees it before he partakes of the buffet. This way he might save some room for his favorite dessert. Appetizers

Continued on page 57

*Photo at right illustrates Tip No. 7. Carver at Idlewild CC, Flossmoor, Ill., has ribs, steaks and other meats in state of readiness so that line proceeds smoothly.*

*Photos below, from left: Exotic decor at Woodmar CC, Hammond, Ind., helps turn ordinary buffet into "something different." Fruit display at Northmoor CC, Highland Park, Ill., attracts many "buyers." Employees at Canyon Creek CC, San Antonio, Tex., follow rule of always presenting a neat appearance.*



# CUSHMAN TURF-TRUCKSTER

**the one all-purpose  
grounds maintenance  
vehicle**



**USE IT AS A TRACTOR** to pull gang mowers or other non self-propelled equipment. Big 9.50x8 traction-tread tires give plenty of traction without damaging turf. Six speeds for-

ward through dual-range transmission and variable speed governor give proper speed and power for uneven terrain. Used on thousands of courses from coast to coast.

Write direct for free brochure.

## **CUSHMAN**

905 N. 21st St. Lincoln, Nebraska





**USE IT AS A SMALL TRUCK** for carrying personnel and equipment everywhere. Has governed top speed of 19 mph and 1,000

pound payload, for quick, inexpensive transportation within the park, golf course or cemetery, on the roads or cross country.



**USE IT AS A SPRAY RIG** with boom for spraying greens, without boom for large areas, or with hand sprayer for trees and shrubs. Entire spray rig lifts off easily when not in use.

Sprayer attachment operates through optional power take-off. Power take-off can also be used for operating compressors, generators, etc. The most versatile vehicle in your toolshed!

# MOTORS

A Division of Outboard Marine Corp.

For more information circle number 185 on card



*View of clubhouse at Parris Island which contains pro shop, locker rooms and the Frascas' living quarters. Trees and flowering shrubs were transplanted to form beautiful setting.*

## Pro-manager for the Marines

*Husband-wife partnership has helped Joe Frasca double at Parris Island's fine new course.*

By VERNE FLOYD

A husband-wife partnership has proved the perfect solution for Joe Frasca in serving as pro-manager of the golf course at Parris Island Marine Base, South Carolina. Joe Frasca serves as golf professional and overall supervisor of the course, while his wife Mabel stays home and manages the store.

Home to the Frascas is a beautiful new, one-story building of white stucco and brick which houses living quarters, locker rooms, the pro shop and a snack bar. The only part of the entire course operation which the Frascas do not control under their contract with the base

is the snack bar, which is run by the Post Exchange.

The pro shop bulges with merchandise which is almost exclusively golfing items. "We do sell sports shirts," Mrs. Frasca said, "but for men only. The big percentage of our sales comes from clubs, balls, bags and golf carts." Mrs. Frasca makes all purchases except clubs, which are made by her husband. The shop has package deals and specials going most of the time. For example, \$90 will purchase a package of one bag, three woods, eight irons, head covers, one dozen balls and tees. Terms are one-