

VHO'S A CLINIC AKE YOUR UN LONGER!

pated in the past, report greatly improved performance and longer life from their golf cars, regardless of make.

Who else but Cushman, the nation's leader, and your "Mr. Golf Car" could put on a Clinic like this to help fleet owners get better performance? Who else but Cushman, has service personnel travelling the country to help you with service problems, regardless of the make of golf car you're using?

Get in touch with your Cushman Distributor, "Mr. Golf Car", right away about his next Golf Car Clinic.

You'll want to be there.

CUSHMAN MOTORS

923 N. 21st St., Lincoln, Nebraska
A DIVISION OF OUTBOARD MARINE CORP.
For more information circle number 130 on card

continued from page 58

with *any* person he might see at the club. It will also prevent deliveries arriving too early or too late for their being put away for safe keeping by persons who have access to such storage facilities.

Internal theft, pilferage, and petty stealing on the part of club employees, like in any business today, has reached an all time high because of the lessening of standards as far as morality is concerned.

Let me explain this by saying that most employees no longer feel it stealing to take a bottle of soft drink because they know it only costs the club pennies. They also feel you give the members razor blades, hair tonic, deodorant, combs, brushes, shaving cream and other toilet articles. You expect them to be neat and clean, so what is wrong with taking a can of shaving cream or a comb home once in a while?

When there are lots of desserts left over after a Sunday night buffet, wouldn't a lemon cream pie spoil if it were kept in the ice box until Tuesday? Hundreds of bar glasses are broken each season in the club, and yet a waitress only wants four of each kind for a home bar she is building in her basement? With four hundred letters going out on a mailing, why couldn't I put my three letters through the postage meter too?

These are the questions that employees ask in our new "morality," but they account for hundreds and thousands of dollars loss in clubs each year. Yet, you would think twice about firing a person in today's depleting labor market if he was caught for such a small theft.

These practices can be discouraged, and the temptations removed, if you will think in terms of your employees and then see what you can do for them to remove such temptations. Give your employees' lockerrooms or dormitory the same articles for use as you supply for your members with the understanding that they will continue there as long as

continued from page 58

dark night. You have no idea just how hazardous a water hazard can be until you've dropped out of sight clutching five sets of matched woods!

Sand traps are not one bit safer. One of them ended my partnership with Herman—though it was his passion for sports clothes, as much as it was the sand trap, that ultimately undid him. We were leaving a job one night, and Herman was lugging such a mountain of sportswear that I had to lead him along like an ambulating haystack. We had just cleared the building when the club's mascot—a singularly vicious Doberman—finally decided we weren't supposed to be there. So we lit out down the nearest fairway with this beast snarling at our heels.

We hadn't gone 50 yards when Herman barreled full tilt into a bunker. The abrupt transition from nice hard fairway to knee-deep sand was too much for him. Poor Herman wound up in a prison infirmary with his leg in a cast.

My "burglar tools," as the papers are always calling them, consisted of nothing more complicated than an ordinary pair of sidecutter pliers and a screwdriver. With these I could spring most locks and get through any screen or window. These are basic tools of the trade, and no burglar with half his wits about him would ever lug around a satchel full of sledgehammers, explosives and drill presses like something out of a comic strip. Occasionally, when I figured a job to be really tough, I took along a pair of bolt cutters. They are pretty suspicious looking items, but I found that an old golf bag made a perfect carrying case.

Contrary to common belief about burglars, I also carried a gun. It was a big gun and it was comforting because I didn't have to worry about any golf course superintendent trying to arrest me with a rake. But it was only for show and never loaded. I hardly knew one end of the thing from the other, and I would



When "plus fours" were part of the official uniform—

SKINNER was there!

Back in the twenties and early thirties, it was almost disgraceful to play golf in anything but "plus fours," argyle hose and wing tip shoes. Hagen, Jones and Sarazen were there—and so was Skinner irrigation. Leading courses used Skinner then, as they do now, for one very good reason . . . it grew grass and kept it green—efficiently, economically and dependably. The advantage of nearly 70 years of irrigation experience and "know-how" is yours with any Skinner system you buy today—automatic, semi-automatic or manual. For complete information, write The Skinner Irrigation Company, 415 Water Street, Troy, Ohio 45373.



the oldest name in irrigation equipment

continued from page 62

they are not removed for personal use.

Let them feel that these things are available without their having to steal them or go into a lockerroom to use them.

Let your employees have a soft drink anytime they want it, but make them SIGN FOR IT, just as a member does. Then, if any employee abuses the privilege he can be dealt with individually.

The morale of the employees will be better if they know they can have a soft drink or a dish of ice cream without having to steal it. Give your unused pastries, rolls to your employees on a Sunday night to take home, but make such leftovers available to all, on a sharing basis, and be sure to provide them with "package slips" to get out of the door.

Let your employees purchase from the club such items as glassware, liquor, etc. on a COST BASIS and perhaps they will not feel they are entitled to them. When changing glassware styles, make the old glassware available to the employees at "bargain prices" rather than storing it in areas where they will feel you never use it. Let them know you feel they are honest and would rather operate by the rules. On the other hand, don't make the rules so outrageous as to be comical or so harsh as to *create* temptation.

Nothing of course can help more in the area of club security than a receiving clerk or storeroom man and a night watchman. But, all too often the laxity of the employee might only invite the intrusion of the club by outsiders. If the storeroom man does not "count, weigh, or see the merchandise," store it under lock and key until he disburses it, and record it, then you may as well save his salary.

A watchman who does not have a time clock, and a programmed round to punch which includes all areas of the club might better be replaced by a toy poodle! Flexibility in his rounds must be built in so that observers will not be able to predict his pattern of patrolling, and a dis-

have been a cinch to blow my leg off the first time I tried climbing through a window with it.

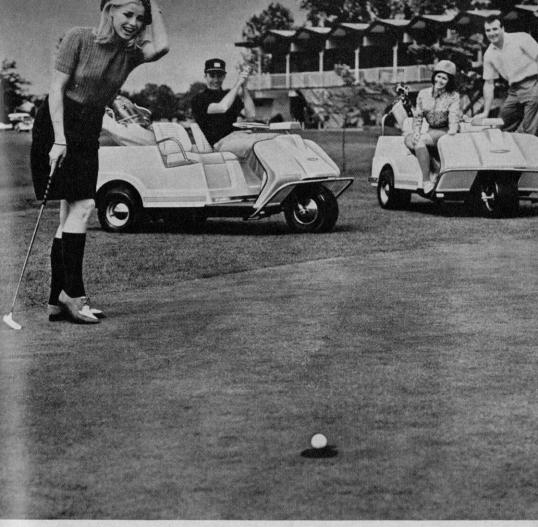
A great many burglars, however, do carry loaded guns and they're not at all slow about using them if they think it's necessary. Those who don't carry guns share the same strong prejudice against going to jail—so they seldom hesitate to improvise a weapon from a screwdriver or even a handy niblick.

There are only two sensible things to do if you encounter a burglar at your country club: Sneak away and call the police, or make a bit of noise. When the intruder realizes that he is not enjoying strict privacy, he will clear the premises at once. Just be certain you're not between him and the exit!

Other types who devote much of their professional careers to golfing are known as club hustlers. These guys actually play the game, but the only handicap that concerns them is the one imposed by potential witnesses. A day of golf, for them, is divided between lockerrooms and parking lots where they keep an eye out for clubs, watches and billfolds.

The club hustler depends entirely on the carelessness of individual golfers: Those who don't bother to secure their lockers when they are out on the course; Those who stack their clubs in a corner and go off for refreshments before tackling the last nine, and those who leave everything in their unlocked cars while socializing in the clubhouse.

On tournament days, when there are lots of golfers and plenty of non-participants all over the place, there are bound to be one or two club hustlers in the crowd. Frequently they work in pairs. One of their favorite techniques is to enter a lockerroom posing as strangers. While one goes through lockers, dumping everything of value into his golf bag, the other acts as a lookout. If a player sees what is happening and tries to stop it, the



Harley-Davidson is a two-car family

Both gas and electric cars feature revolutionary engineering breakthroughs. The new gasoline model is 50% quieter than any other car—63 decibels. The human voice is louder. The batteries on the electric model last twice as long and charging costs 40% less. Some test cars have traveled

90 holes on one charge. Harley-Davidson is a two-car family. Gas or electric—what more could you want? Call your local Harley-Davidson dealer. You'll see that "...a real pro always comes through." Harley-Davidson Motor Co., Milwaukee, Wisconsin.

Harley-Davidson

continued from page 64

charged employee cannot tell someone in a tavern exactly how he makes his rounds.

He should maintain a Log of license numbers observed in the parking areas each night, so that, in case of a break-in, these could be checked out. He might also learn when the local police are in the area, and invite them in for coffee at times. Their occasional appearance will deter many a would-be thief.

Since I had the opportunity of reading my companion's story before I wrote mine, I must say that he must have been behind bars for a few years now. If he were to enter most pro shops today he would find some surprises awaiting him.

Confidence men today present one of the big threats to the professional, for in his endeavor to be of service to the member, quite often he can be had.

Lockers no longer yield the cash they used to, for in our "cashless society," money has all but disappeared. Most clubs today can hardly cash a \$100 check for a member because we do not keep much money on hand. Golf clubs are usually removed by the car man and taken directly to the shop, or to the guest rack after a round of golf. While parking lots are still loaded with unlocked cars containing golf clubs, cameras, and other valuables, these become the *members*' responsibility and not the clubs. We do however patrol this area to discourage theft.

But try as I may, I do not think we have any security for a person who might decide to steal two of our greens or 18 of the cups. But if night sprinkler men could be authorized to carry a 12 gauge shotgun I am sure a person attempting such an act would leave the premises with more than 18 holes!

About The Author: G. V. "Jerry" Marlatt has worked "part time" during his early years as a club employee, for the Pinkerton Detective Agency. For 10 points to ponder, see page 110.

lookout is right there to trip him flat on his face, then help him up and thoughtfully dust him off while his partner heads for the rough.

Every year thousands of valuable items are lost to club hustlers just because golfers don't realize what easy marks they make of themselves. But club hustling can be almost eliminated by posting three simple rules on the club bulletin board: 1) When you put your clubs in your car, lock it; 2) If you leave anything of value in a locker, lock it; 3) Don't leave your clubs unguarded for any length of time.

Over the years I've managed to abscond with just about everything in golf except a caddie. But the oddest job I ever pulled was when I heisted the 17th and 18th greens from a course in Illinois. This was a commission job. I figured the weirdo wanted a fancy lawn. An associate and I worked all night with sod cutters and by morning we had both greens stacked up in our customer's backyard. It was only then that we found out he wanted a private putting green—and before he'd pay us I had to go back and steal 18 cups.

This deal almost cost me my professional reputation, and some of the guys still refer to me as "the chump that steals holes."

Actually, I'm the chump who used to steal holes. I finally pulled one job too many and caught a 10-year jolt in the state penitentiary that will keep me out of action for a long time. But burglary is still big business.

Clubs that fail to take the most basic security precautions and players who leave their belongings unprotected are soft touches in any thief's book of crime—and even the clumsiest burglar can cost somebody plenty of money and headaches before the law catches up with him, and puts him in the cell next to mine.

we figured out all the angles, then we made the Colden Ram

There's a bagful of stroke-saving angles built into the Golden Ram. For example, irons have "Sole-Support"—an extra-wide flange that puts head-weight at the very bottom of the blade to let you get under and through the ball smoothly (a Golden Ram 5-iron looks similar to the 9 in your bag). This flange has a contour roll front-to-back and side-to-side—less metal to meet turf for cleaner shots, smaller divots. Golden Ram woods are sole-contoured like the irons for improved fairway play; double cycolac face inserts eliminate exposed screws, give solid smack at impact. XPD-100 shafts

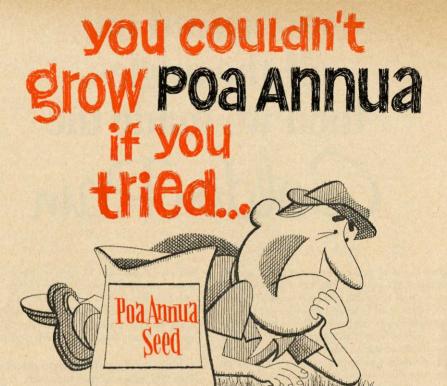
are fully flexed with 14 steps on the driver. Golden Rams are custom-made to meet your exacting specifications. But, if your customer has an average build, Golden Ram in standard shaft length is available from stock in your choice of two swingweights—all the playing features at substantially less cost.

YOUR SECRET WEAPON THIS SEASON

Ram golf balls with the Nylon XPD center. A great breed of ball in 95 and 85 compression. Test drive one.







...once you've sprayed with PRE-SAN™

Here's your effective pre-emergence control for three ugly weed-grasses. Spray early with Mallinckrodt Pre-San and you'll have...

NO POA ANNUA-NO CRABGRASS-NO GOOSEGRASS!

That's right. Pre-San controls all three—with real economy.

So don't let fall poa annua push you around any more. Spray with Pre-San before fall poa annua seed germination (August or early September in most areas). You'll have effective poa annua protection through the fall and winter.

Then early next spring, apply Pre-San again to prevent

Then early next spring, apply Pre-San again to prevent crabgrass and goosegrass throughout next season. One product puts an end to your major weedgrass worries.

Pre-emergence Pre-San really works—and it's labeled safe for your finest turf. Get Pre-San now from your Mallinckrodt distributor.



Mallinckrodt

MALLINCKRODT CHEMICAL WORKS Turf Products • St. Louis • New York • Los Angeles

For more information circle number 134 on card

68

Golf Course Planning Publications



Information For Private
Golf Clubs"—\$7.50 Postpaid



"Organizing
And Operating Public
Golf Courses"—\$7.50 Postpaid

An authoritative publication of current facts, statistics and other pertinent data concerned with the initial planning, construction and actual operation of the private country club. Specifically it includes "Guide Lines for Planning and Organizing Private Golf and Country Clubs," the latest statistics on golf course growth in the United States, "Planning and Building the Golf Course," specifications for golf course construction, a list of golf course architects, a sample construction contract, a suggested list of course maintenance equipment and course maintenance costs studies. Also are sections dealing with the clubhouse, club by-laws, securing a golf professional, membership campaigns and actual case histories on the planning, construction and operation of private golf clubs and in addition a statistical survey on membership costs, dues, transfer fees, locker fees, bar and dining room operations, golf cars and the golf professional.

A reference book of sound and pertinent information on organizing and operating public golf courses. It contains the most current data available on the initial planning procedures and methods of operation that are so vital to the development and successful operation of any public golf course. Included are chapters concerned with the project's feasibility, selection of land, consulting a Golf Course Architect, preparing a construction budget, methods of financing, and a statistical sampling of public golf course operations which covers such areas as, season attendance, operating costs, receipts, season tickets and green fee charges, reservation policy, powered golf cars, hand carts and the pro shop. Other sections deal with golf course policy on regulations and conditions of play at courses throughout the country, course maintenance, the golf center, pro-shop operations, golf course personnel requirements and suggestions for organizing public links golf clubs.

Free information on other golf course planning publications available on request

ORDER FROM

NATIONAL GOLF FOUNDATION

804 MERCHANDISE MART CHICAGO, ILLINOIS 60654



SEE-THROUGH SHOP

continued from page 28

muscles are unkinked, and then switch to clubs with stiffer shafts later on.

It is interesting to hear Bell and Mildred Schmalz talk sportswear. Jack volunteers the information that men's attitudes about buying have changed a great deal in the last two or three years. "They are a lot more style conscious now than they used to be," he says. "They're going more for color and it has to blend or match or they won't buy. It's the same with fitting. Once, if there was a reasonable amount of shirt to tuck into trousers, the golfer would buy it. Now he wants to be *sure* there is enough.

"Maybe it's because we now have dressing rooms," Jack continues, "but men customers are a lot fussier about how their slacks and sports coats fit than they once were. They are using the mirrors more than they did before. Why, it's come to the point where they even bring stuff back if they're not satisfied with it!"

continued on page 72



It can process up to 100 cu. yds. of soil mix in an hour. Raw materials in one end—clean, easy-to-work amended soil mixes out the other (mixes that speed grading and seeding). It features a patented high-speed cleated-belt mechanism that delivers a 5-step soil preparation that is continuous and thorough.

It's loaded with other features.

too. A 3 cu. yd. receiving hopper. A 31' built-in conveyor to unload the hopper... feed the mix ingredients to the processing mechanism. Tandem axles for highway trailing and on-site maneuverability. A "Trash-Away" conveyor (optional) to carry away tailings. A 70 hp enging for power-to-spare. And, more—all built into the Royer Paul Bunyan for

rugged, steady performance green after green . . . tee after tee . . . course after course.

Bulletin SC-166 gives complete details. Send for a copy.

ROYER

Royer Foundry & Machine Co. 172 Pringle St. • Kingston, Pa. 18704