

Owners Of CLUB CAR Fleets Endorse The Analogy That CLUB CAR Is To The Golf Car Business What Automatic Pin Setting Equipment Was To Bowling Alleys. CLUB CAR Is Cutting The Operating Expense On Any Fleet Of Golf Cars In Half And At The Same Time Doubling Gross Rental Incomes.



Pioneering in fiberglass bodies and development of the only aluminum frame used in golf car manufacturing enables us to market a 2-passenger golf car that weighs only 350 lbs. plus 360 lbs. of batteries for an operating weight of 710 lbs. This is 200 to 500 lbs. lighter than other golf cars and results in far less wear and tear on fairways, turf and golf car batteries.

Our patented drive unit (transmission) eliminates power-wasting solenoids, open chains, belts and delivers 96% of the battery power directly to the rear wheels.

This combination of a lighter weight golf car and the elimination of wasted battery power results in CLUB CAR drawing as little as 28 Amps of electric current from the batteries instead of the 60 to 90 Amps heavier golf cars draw.

CLUB CAR will operate 108 golfing holes (6 rounds) between battery charges. A golf car battery should never be drained below 50% reserve. CLUB CAR can go 54 golfing holes (3 rounds) and still retain the 50% reserve required if you are to obtain 800

or more charges on the batteries. Other golf cars can go only 18 holes (1 round) and still retain a 50% battery reserve. If driven 36 holes (2 rounds) the batteries are deep-cycled to such a point that the batteries will only take from 200 to 266 charges before they must be replaced.

The CLUB CAR patented drive unit, motor and light aluminum frame is guaranteed for two years and the savings effected in batteries, battery chargers, parts and electrical cost of charging batteries can result in a 50% reduction in a fleet's operating costs.

CLUB CAR will give you a "sunrise to sunset" operation and still be raring to go on a lighted par-3 course. This elimination of "down-time" for repairs or battery charging can double gross rental incomes. WE GUARANTEE CLUB CAR TO OUT-PERFORM ANY GOLF CAR ON ANY GOLF COURSE ANYWHERE AT ANY TIME. MAKE US PROVE IT. Don't buy any golf car until you have enjoyed a demonstration ride in CLUB CAR, the longest, widest, most stylish and yet lightest golf car on the market.

CLUB CAR DIVISION — Stevens Appliance Truck Co.
Box 897, Augusta, Georgia

- ☐ Send technical bulletins: "Care and Feeding of Golf Car Batteries" — "How to Evaluate Golf Cars" — "Facts to Know Prior to Purchase" and Brochure.
- ☐ We'd like a CLUB CAR demonstration.

NAME _____

CLUB _____

ADDRESS _____

CITY AND STATE _____

Club Car

LIMITED NUMBER
DISTRIBUTORSHIPS
AVAILABLE.

WRITE
FOR DETAILS

For more information circle number 106 on card

Daily checkup keeps old cars young

Ten minutes a car is all it takes, but it can save
you many dollars in major repairs.

By **GEORGE W. TINSLEY**

Professional, The Golden Horseshoe, Williamsburg, Va.

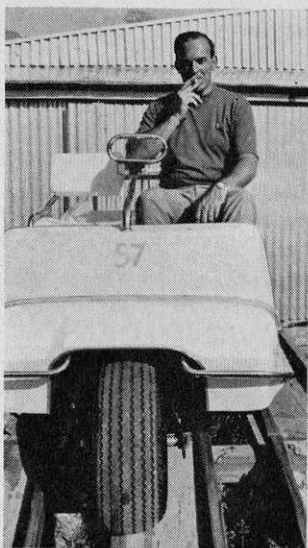
It is a proven fact that first echelon maintenance is a valuable and much needed function in the operation of any type of mechanical vehicle. The proper program of maintenance may differ in various situations, but, I feel that the number of golf cars that you operate has nothing to do with the operation at all. Each and every car should be serviced and cleaned after each rental. To illustrate, here is an average day in the life of one of our cars.

In the early morning the car is coupled to what we call the car train. This train is formed by connecting each car by using a special connector designed by our maintenance department. The train is then connected to a Cushman heavy duty service vehicle and towed to the clubhouse area. Seven cars can be towed in this train.

After disconnecting the cars, the keys are delivered to the registration desk.

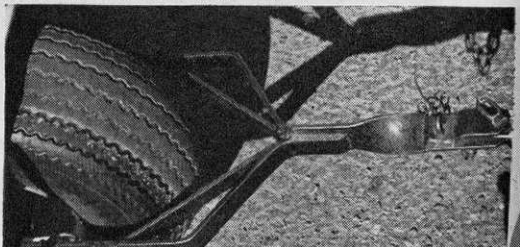
As the cars are rented by shop personnel the renter is asked if he is familiar with the operation of this car. As the golfer goes to the car area, he will see two or three signs which state, "Have you rented a car? If so, use at your own risk. Request operating instructions. Please stay on car paths." If the golfer needs instructions, he receives them from the attendant on duty who also helps him with his golf bags. The golfer is then routed to the first tee by signs.

Proper use of signs is another great



George Tinsley, the pro at the Golden Horseshoe, is shown in golf car at left. Car is up on ramp that is used to service the underside of the cars.

Photos by
Leonard Kamsler



Connector is held onto brackets by mounting lock pins, above. How brake and accelerator pedal is blocked up, right.



help in the care and maintenance of golf car and golf course. The golfer then proceeds to maneuver the car through 18 holes of golf.

These 18 holes are tough on a piece of machinery such as a golf car. Each driver has different ways of operating a car, and in the course of playing a round of golf he or she gives very little thought to the care or maintenance of a machine they have rented.

A golfer will rub or bang over any obstacle within reason in the quest for a little white ball. Trees are scuffed, and rails and fences don't slow down a golfer. The golfer's disregard for the car causes a lot of problems for the maintenance crew.

The car is returned to the clubhouse after the round is completed. The hook-up or connector is then used to pull the cars back to the maintenance area. Then the first echelon work begins.

The car is washed down and all the trash is taken out, and the car is then checked for scuff marks. Black scuff marks are removed with a detergent.

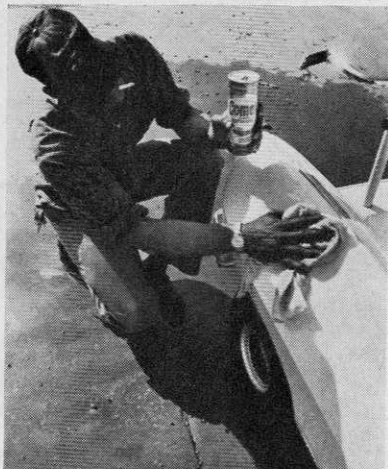
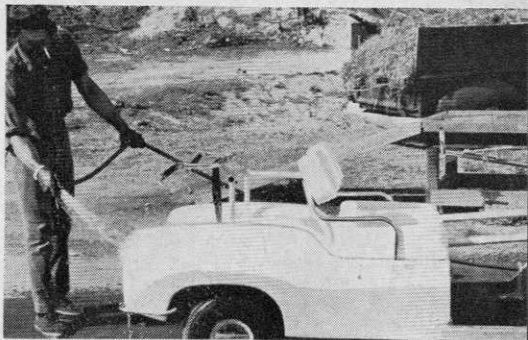
The seats are then removed and the batteries receive a complete check. We not only check the fluid level, but also each terminal and remove the dust from the top of the batteries.

All of the electrical system is then checked for loose wires and any sign of wear. The car receives a quick check for steering and brakes. If any fault is discovered, the car is marked for repairs by the mechanic. The charging plug is then inserted and the cart is ready for another day's operation once the eight hour charge is complete.

In order to assure us that each car does its job, we keep a daily record of the number of holes the car makes. From this record we are able to rotate the cars so that each receives the same, or nearly the same amount of use.

The first echelon maintenance procedure for each car takes about ten minutes of labor. In these ten minutes, if the inspecting worker should find one

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Each car is hosed down completely to remove loose dirt, dust and grass that it may have picked up in operation, at top. Below this, attendant Robert Walker uses a strong detergent cleaner to remove scuff marks.



Extreme care is given each battery to ensure proper fluid level and good connections.

If
he
hasn't
tried
a
sleeve
lately...



he doesn't know how good he really is.
Help him find out... suggest Maxfli!

For more information circle number 112 on card

Daily Checkup

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fault, he can save you many dollars in major maintenance.

This procedure will not completely eliminate breakdown, but it will keep a car fleet in operation many holes longer than most haphazard types of operation. Also, keeping your cars clean and neat will greatly improve the golfer's impression of you and your operation.

The operation of electric cars as compared to gas cars is very similar in that first echelon maintenance is needed.

We have operated electric cars on the Golden Horseshoe golf course for four years and we are completely satisfied with our results. Our course at the Williamsburg Inn is a very hilly and rolling terrain and a good test for any golf car.

We have thirty cars in operation which are in their fourth year. We also have 30 new cars and the comparison in operation is astounding. The older cars are per-

forming on an equal or better basis than the new cars.

I feel that the main reason for this performance is first echelon maintenance. Here in the Colonial Williamsburg maintenance department all vehicles receive the same type of care and it is a proven fact that it produces results. •

George Tinsley, born in Richmond, Va., graduated from the U. of Virginia in 1955. He became a professional golf salesman for Wilson in 1956, then the next year went as professional to Hermitage CC in Richmond. George came to Williamsburg in 1959, when it was a nine-hole course. It now has an 18-hole championship course and 9-hole course.

Testing Jockey Sportswear

Jockey Sportswear is being put through a day-by-day testing in actual tournament play by Burt Yancy and R. H. Sikes, PGA professional golfers on the tour.

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Knitwear Know-how

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to reprocessed wool yarn (yarns that are respun from knitted or woven fabrics that have been reduced to the fiber state).

Zephyr—a term used by the trade for finer quality wools. Zephyr yarns commonly are used for fine-gauge, flat knits which require such high quality wool. The term is meant to imply the breezy, and light quality of zephyr garments.

Stitch and Fabric

Bulky—a large coarse-gauge stitch often used with heavier yarns. The "bulky" or "big stitch" look will be seen in many sweaters this fall.

Cable stitch—a raised stitch treatment that resembles twisted rope. Cables often are used for accent on plain knit sweaters.

Double knit—knitted with double stitch (two-needle construction) to produce fine ribbed fabric with a twice-knitted effect. Double-knits have a firmer, heavier texture than conventional wool jerseys of single-needle construction.

Flat knit—any knit with a flat surface; generally fine gauge.

Fisherman knit—a variety of fancy stitches (cables, zigzags, etc.) incorporated in a single sweater. Usually produces a sweater with a hefty, rugged look.

Jacquard knit—a type of knitting that produces intricate designs and patterns, such as argyles, geometrics and Nordics; usually double knit.

Links - and - links—purl knitting in which loops appear on both sides of the fabric, producing a ridged surface. It also is referred to as the "alpaca" stitch because of its common use in sweaters of alpaca yarn.

Terry—a fabric with a towel-like, looped pile. An important fashion look this fall is the wool terry-front sweater.

Velour—a closely knit fabric with a soft, thick, velvet-like pile.

Styling Features

Pullover—a closed-front sweater, so named because it must be pulled on over the head.

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For specific information on the Ransomes CERTES and other special purpose mowers, write or call:

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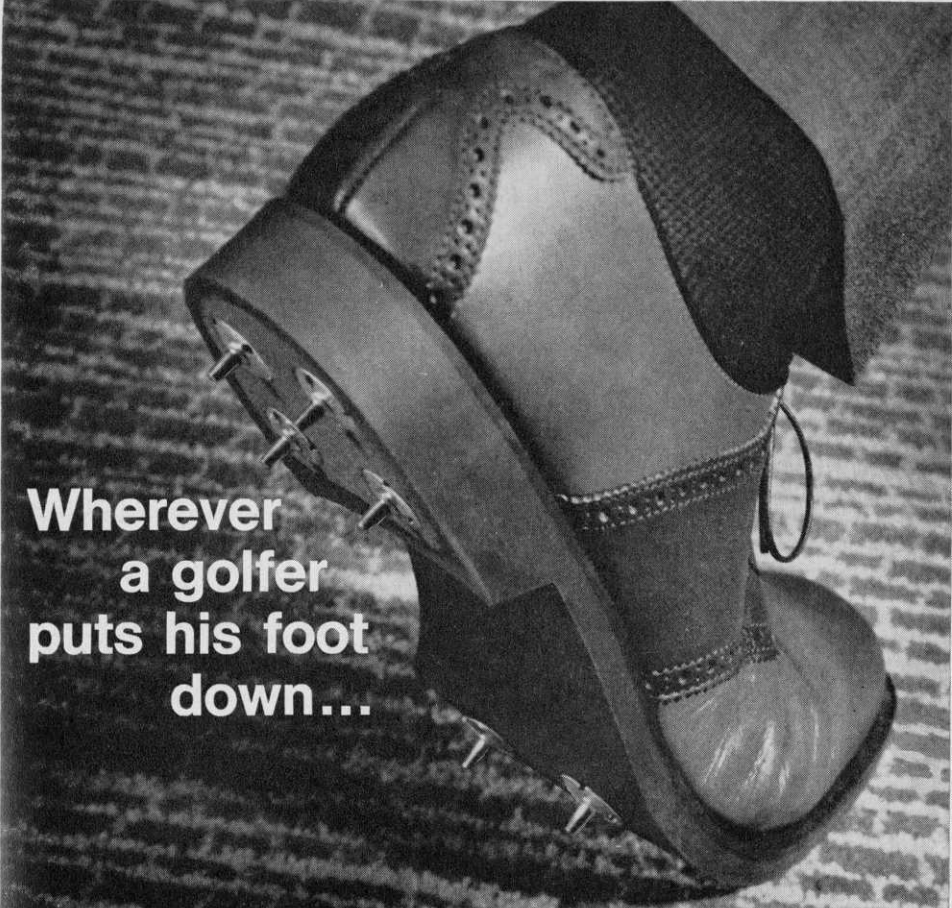
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a golfer
puts his foot
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CITY STATE

Knitwear Know-how

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Cardigan—any open-front sweater; may be single or double-breasted.

Full-fashioned—a term applied to sweaters that are shaped during the knitting operation. Sweater parts are knit by increasing or decreasing the number of stitches, thus largely eliminating the cutting operation. Such sweaters have "fashion marks" at armholes, sleeves, sides and neckline, which result when selvage loops are transferred from needle to needle during the shaping process.

Mock-fashioned—an imitation of full-fashioned with sewn-in marks at arm seams rather than knitted-in marks.

Cut-and-sewn—sweaters in which the parts have been cut from bolts of knitted fabrics and sewn together.

V-neck—a neck opening which angles to a point at the front of the sweater. The squared V-neck crops off the point, ending bluntly.

Crewneck—round or ring-shaped neck

opening. A variation, the Henley neck, is a crewneck with a two- or three-button placket seen in knit shirts.

Boatneck—a slit-like opening at the top of the sweater, running straight across the shoulders.

Full or fold-over turtleneck—the classic turtleneck which forms a cuff at the neck by folding the fabric down about two inches. This neckline will make a strong comeback this fall.

Mock turtleneck—a stand-up collar which gives the appearance of a turtle-neck, but eliminates the cuff. This neckline has become extremely popular with golfers in knit shirts.

Cowl—a stand-up, fold-over neckline that will be popular with the women this fall. Unlike the turtleneck, it loosely encircles the neck rather than hugs it. •

37 years ago

Bobby Jones won the Grand Slam, by winning four major British and U.S. titles in one year.



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