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INVENTORY

CLEARANCE



All Golf Cars MUST BE SOLD by September 1st

#36 Victor	\$50	Versal Electracar	\$50
EZ Go	\$50	1962 Cushman	\$75
#37 Victor	\$75	Par-Go	\$75
3000-3200 Victor	\$125	T-Birdie	\$125
Versal Diplomat	\$125	1963 Cushman	\$175
Capri	\$195	1964 E-Z Go	\$250
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Additional 10% Discount on purchase of 10 or more vehicles

All cars are "As-Is" and shipped F.O.B. Indianapolis; batteries and chargers available at extra cost.

We will completely rebuild any of the above cars for \$250 per car, which includes new batteries, new upholstery, refinished body, complete mechanical and electrical overhaul and 90 day warranty.

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H. Coster Electric Car Division

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For more information circle number 174 on card

Survey Comments

continued from page 40

"More advance publicity . . . this should be given three-four months of advance publicity in all golf magazines that would hit the golf professional . . . The Greatest Shown on Earth. etc. etc."

"Having all pros register and wear badges listing name and club. Management should supply exhibitors with list of all pros registered."

"The exhibitor service organization has insulted our intelligence with their prices. Show should be in permanent type structure. Booth positions should be drawn, not placed by P.G.A. Only those companies which actively sell the golf profession should be allowed to exhibit."

"Mailer to all professionals indicating time and dates of show, also indicating its purpose to serve them."

"Pro show only. Public not admitted at any time. More lights contributed by P.G.A. as part of booth expense for brighter and lighter displays."

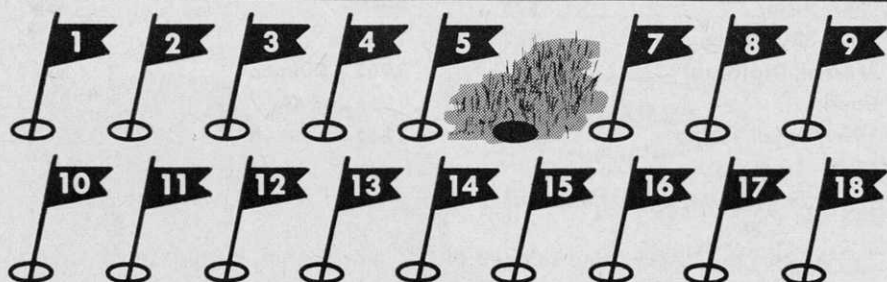
"Don't limit attendance to pro only."

"Show should be promoted as 'last chance' to see all lines and fill in where buyer missed, to promote this show as the place and time to buy would be the worst thing that could happen to a pro's merchandise program. He would get 'no deliveries', always behind fashion'."

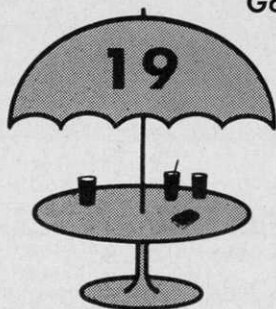
"There were two problems areas which I feel should be remedied:"

"First of all, the problem of 'who is a pro and who isn't' was extremely aggravating and frustrating when trying to determine whom to quote prices to and whom not to. It was my understanding that Monday and Tuesday would be confined to 'pro only' days at the show and each would wear a badge. This was certainly

continued on page 54



Golfers like us at the 19th hole because we keep 17 holes playable while installing your KIRCHDORFER IRRIGATION SYSTEM one fairway at a time



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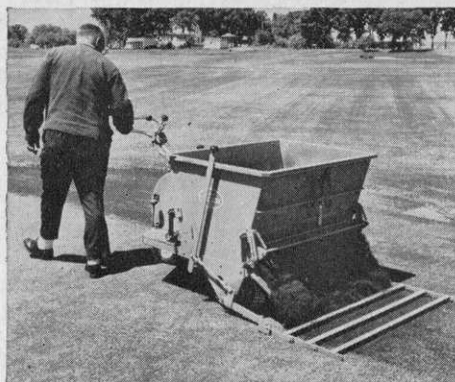
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***The power disc
spiker with exclusive
"Touch Control"
action***



You'll do up to 1/3rd less watering... have greener, better-playing greens... when you keep your greens well aerated with the Ryan Spikeaire during hot, dry weather. The Spikeaire cuts through the thick, hard crust that forms on the soil surface, making tiny openings that relieve the surface compaction and let water soak directly

into the root zone instead of evaporating or running off on the surface. The Spikeaire covers up to 24,000 sq. ft. per hour, transports at 3 mph on permanently attached wheels. A touch control trigger automatically raises or lowers the reel... and differential action on the rear wheels makes turning easy. Spiking is deep (2 1/2" max.) and thorough—there are 14 spiking discs mounted less than 2" apart on the reel, and a choice of 8 or 13 spikes on each disc.



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For more information circle number 173 on card

Survey Comments

continued from page 52

not the case, as I observed several people not affiliated with golf in any way, attending the show and asking prices both Monday and Tuesday.

"Secondly, there was the problem of booth arrangements. The way they were arranged, somebody had to suffer from poor circulation. Unfortunately, my company had booths which were located at one end of the tent in the middle aisle almost completely surrounded by soft goods manufacturers. We manufacture clubs, balls, bags and accessories. To top it off, we were at the very end of this aisle and most of the people passing on the other aisle were looking down our aisle and continuing on without actually passing our booth."

"We were not the only disgruntled exhibitors as several others on both ends of the tent voiced their complaints as well. Certainly, something can and should be done to remedy these problems before the next show. Since we all pay the same rental for booth space, something should be done to insure that all exhibitors receive the same exposure to the traffic."

"It is virtually impossible to please everyone, however, our company's booth was placed in a very bad spot for pro traffic. A lot of their wives were in our area because of the soft goods, but we received very little traffic otherwise. On the other hand, the traffic flow in the center aisles was heavy."

"I am sure it was coincidental, however, it appeared that the majority of the larger companies and distributors had the 'choice' center aisle locations. We are a relatively new company in the pro market and we need all the exposure we can get. By this, I don't mean that we are asking for special favors, but because of this, we must have, at least, an equal opportunity to gain the pros' attention. We do not feel we had this opportunity at the last show." ●



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HEAVY DUTY—Enclosed gear box—geared head—500 ft. galv. cable (600 ft. slight extra cost)—max. coverage: 2¼ acres... *140 ft. x 650 ft. (adjustable)—uses 1" hose—Ship. Wt. 96 lbs. \$325.00

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We would recommend their use wherever it is desired to irrigate grass fairways economically, and where the cost of a permanent sprinkling system would be prohibitive.

Yours very truly,
H. E. MOORE, President
Douglas Golf Club
Douglas, Arizona"



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For more information circle number 144 on card

Blending The Old

continued from page 24

ly the problem of flexibility."

"In a club, where the food business is seasonal, it is necessary to have integrated departments, so that the kitchen can operate with a minimum of employees. It's important that a man be able to prepare a hot dish and a salad without having to walk the length of the kitchen.

"April through September we have the chef and 12 employees in the kitchen, while the rest of the year, the chef manages with but three employees."

Other points about the kitchen include Bob's choice of quarried tile for the floor, which is easy to keep clean and lasts indefinitely, and the use of stainless steel wherever possible.

"I have always learned something from every job," says Bob, "and sometimes you learn in most unexpected fashion. For instance, when working out of the original kitchen, I had an existing stove against

one wall. But I needed two new stoves."

"When it came to fitting the new stoves into the old kitchen, I just couldn't do it. One day, Chef Otto Lirsch suggested I move the first stove to another wall. The other two now fitted perfectly!

"The moral is that in a job like this you *must* try to see every problem with fresh eyes and not accept any part of the existing situation as being unalterable."

Regarding the planning of the over-all project, Bob feels that his greatest value to the management and design team lay in the design for anticipated traffic patterns and the planning of the kitchen itself. Stanley states: "I never attempted to involve myself with the aesthetics, such as color, which are properly the interior designer's domain—except the problem of practicality and lasting qualities of the furniture, fabric or other material under discussion."

One of the greatest reasons for the success of the entire project was undoubtedly

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This is the Paul Bunyan 360—a complete soil processing plant. It can help you build a better golf course, faster and at lower cost.



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.

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Wherever golf is played . . .

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DEPT. G

Blending The Old

continued from page 56

the fact that Bill Roach enjoyed the complete confidence of the Board. He and Bob Stanley were on the job every day and could cope with problems as they came up and make on-the-spot decisions.

Compromises, of course, were necessary in many cases. A good example is the location of the kitchen service area. Obviously, it was not in the ideal spot. The solution was to build a wall to screen this section off from the club entrance. Also, a rustic gate will close off the service area, and shrubbery will be used as an additional screen.

Another important principle to bear in mind, says Bill Roach, is *not* to expect the architects to solve country club problems. The main addition to the north of the original house needed foundations," says Bill, "but the first plan submitted by

the architects made no use of the potential cellar space.

"On pointing this out to them, they then came up with a basement area that we have put to excellent use. In your anxiety to save money, you might yield to the temptation to omit a cellar space. This is a mistake."

Mill River's basement area now houses the golf cars, with a ramp up to the caddy area, and provides space for employees' dining room and rest rooms, as well as the main storage area for liquor, beer, soda, and additional china and silverware, besides four driving nets for the winter use of the members.

Other factors behind the decision to excavate the foundation area were that cellar space is much less expensive than space above the ground, and secondly, *you can always use the storage space.* In fact, Roach considers that one of the com-

continued on page 60

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Perfect even texture and color are maintained with clean, pure-strain **WARREN' STOLONS**. Greens planted with seed do not hold their uniformity of color and texture as well as greens planted with stolons. They are apt to develop a "patchwork" look after a few years.

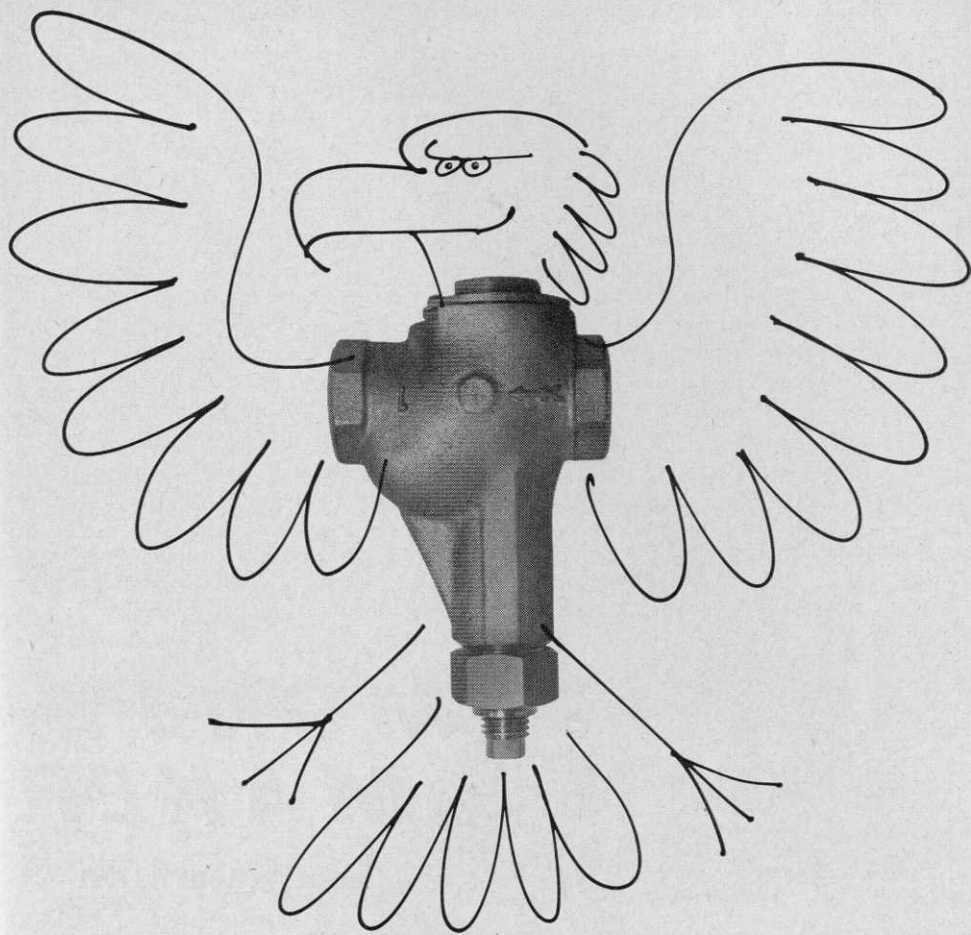


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For more information circle number 140 on card

Blending The Old

continued from page 58

monest mistakes in club building is underestimating storage space.

Anxiety to save money can hurt you in other directions, too. "When we were planning the new dining room," says Bill, "we spent \$1,600 investing in the future." By specifying structural steel for the dining room addition we can now build a second floor over it if necessary.

"Perhaps the most important principle in club building," says Roach, "is 'expandability.' Our men's locker room is a good example of what I mean."

"It's tempting to provide only sufficient lockers for what is projected to be a full membership. Then, four expensive walls are put up around this and within a few short years everyone wonders why such skimpy space was provided. At Mill

River, we have an additional six feet of expansion room on the east side.

"The parking lot is another example. Had we conformed to the minimum requirements established by local authorities, we would have had a serious parking problem almost immediately. Today, we are practically a three-car family, particularly among families affluent enough to belong to private country clubs. We not only installed a considerably larger area for parking than required by the authorities, but we also provided an unpaved adjacent area for occasional overflow parking problems.

"The whole point is not to hem yourself in needlessly," says Roach. "We did not build the golf course right up to the clubhouse on purpose. This allowed us room for future expansion.

"You must build into today's plans the answers to tomorrow's problems." •

Automate with this **\$ MONEY MAKER**



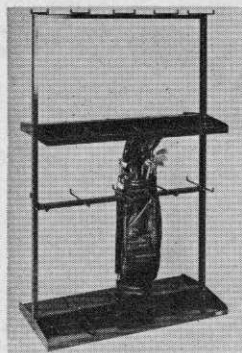
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Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-3" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x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

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