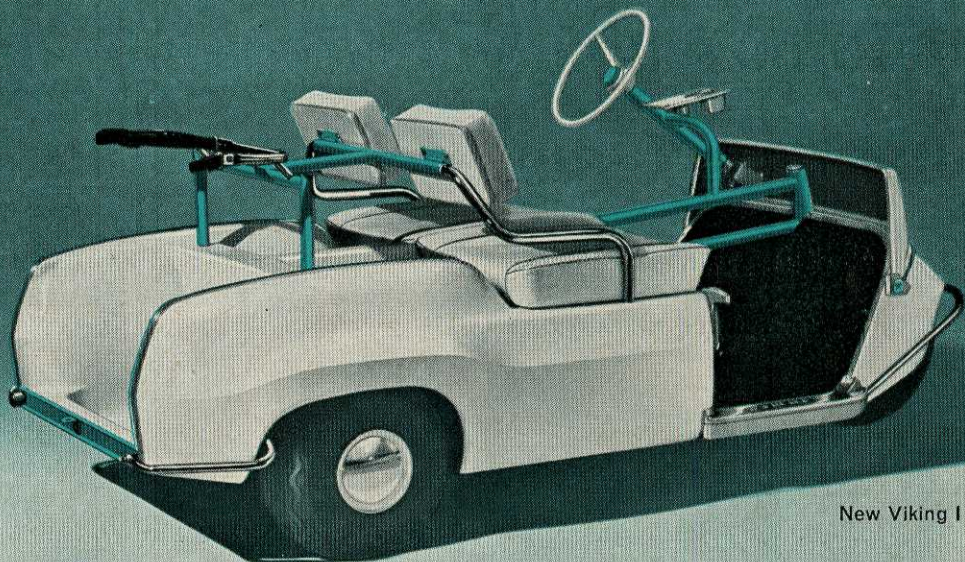




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Building for better service

Here is a new multi-facet country club offering golf, swimming, tennis and skiing—a real year-round operation

By DAVID E. LABOUNTY

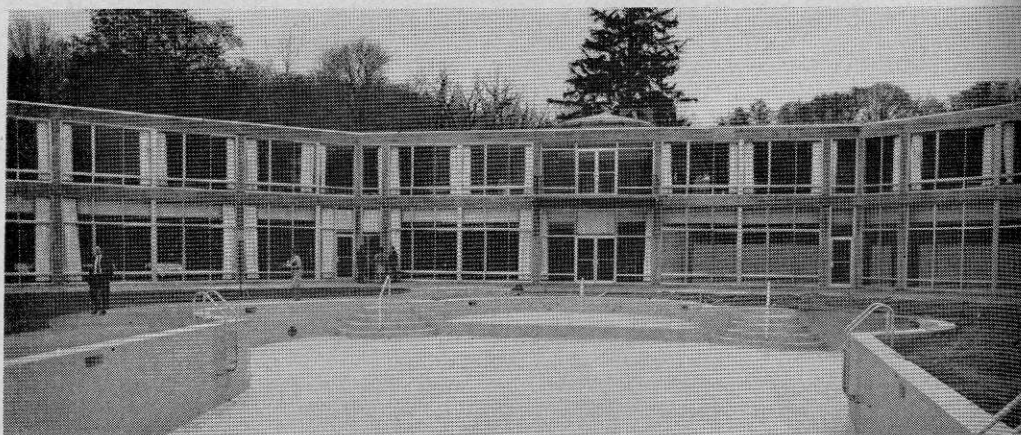
Today's country club member wants more than just an eight or nine-month club that only offers him an 18-hole golf course. He wants a year-round country club which will offer him and his family a complete service center that operates on a 12-month basis.

He wants a recreational complex that offers a swimming pool for summer and winter swimming; tennis courts; if possible, his wife would like some place to leave the kids without worry while she plays nine or 18 holes of golf, moreover, many golfers like to ski in the winter.

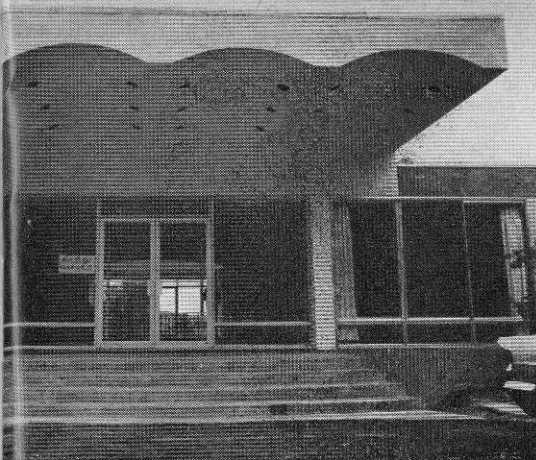
Just one hour from the middle of New York City, on a 175-acre tract of rocky terrain, verdant with all types of trees and shrubbery and dotted with small fresh wa-



A free-form wrought iron staircase with glass dome above, dominates entrance foyer. Rooms for members and guests are located in wings off the foyer.

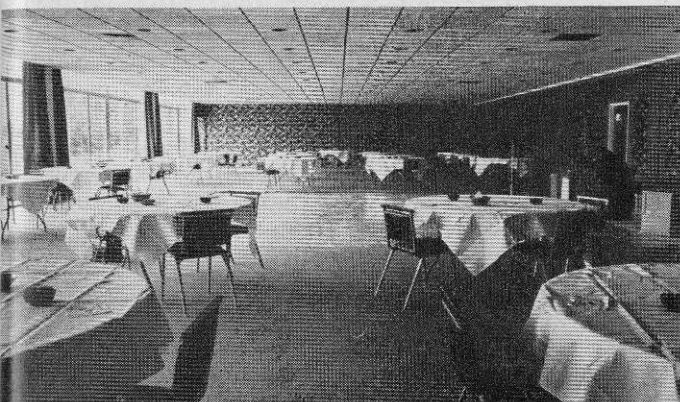


Back view of club house shows both levels. Top contains 40 motel-like rooms. Bottom contains dining room, locker rooms, pro shop, bar, all overlooking pool and course.



Above: Entrance to the club house is on the second level. A free form concrete cantilevered canopy extends out over steps.

Below: View of dining room which seats 450 people. Floor-to-ceiling windows on left afford a view of golf course and pool.



Left to right: Bud Woller, ski area manager; Lee Blauner, club manager; Harry L. Lewis, owner; and Pete Donnelly, club professional.

PHOTOS BY LEONARD KAMSLER.

ter ponds and rocky ravines, a unique \$2½ million country club just such as this has been carved.

The name of the club is Loch Ledge Golf and Country Club. It is located on Route 118 between Underhill Avenue on the north and Route 129 on the south, southwest of Yorktown Heights. It will be operated as a semi-private club.

Loch Ledge offers its members an 18-hole golf course, a modern clubhouse which incorporates an outdoor swimming pool, a pro shop, a huge dining room, two sauna baths, and 40 rooms of motel-like accommodations for its members and

their guests. Tennis courts will be added at a later date. A ski area with three trails and chairlift and the ski lodge are a five minute walk or one minute ride from the clubhouse.

The man behind this multi-facet complex is Harry L. Lewis, who is owner and operator. He has been in the golf course business for the past 25 years.

He built his first club, Gednes Golf Course, in Ridgeway which he sold. He then built Pine Ridge in Ossining and operated it up to a few years ago when he leased it to the members on a 99-year lease basis. The club is now called Hud-

continued on next page



Pete Donnelly, club pro, designed his own merchandise displays such as sweater rack and carousel skirt rack made from the wheel of a cart.

Motor-driven trolley conveys members to and from clubhouse and ski area.



LOCH LEDGE

continued from preceding page

son Hills, and Bob Murray, a long-time associate, is the general manager.

When asked why he decided to lease his old profitable club and build this new complex, he replied that he was "tired of paying taxes 12 months a year on a club that only operated eight of the 12 months." He also mentioned that today's member wants a club that offers him year-round recreational facilities.

The club officially opened on May 20th of this year, with over 200 members already signed up. Full membership will be approximately 300 members. Loch Ledge should have opened this time last year, but the old estate house that was to have been the clubhouse burned down.

"In some ways," Harry explained, "it was better this way. Now I was able to build a modern clubhouse exactly the way I wanted, incorporating a lot more modern features and services which I couldn't have if I would have had to renovate the old house. Besides, it's a lot more expensive to renovate than to build anew."

From the very beginning, every detail

in the design of Loch Ledge was thought out by Harry Lewis. When he ran into a problem, he called in his friend, Bob Murray. Together, they carefully plotted out the entire plans for the club—where the clubhouse with its cloverleaf patterned pool would be—where the ski lodge and ski runs would be—and just where the golf course would run. From ball washers to just how many glasses in the dining room would be needed was carefully figured out in advance.

Thus, knowing exactly what he wanted, Harry called in Nat Matson, Architect, of White Plains, N.Y., to draw up the plans for his spread-U-shaped clubhouse and converted ski lodge.

From a 400-car parking area, one enters the front entrance of the clubhouse into the reception room on the second level. The floors are covered with richly textured carpeting of turquoise, forest green and medium blue. On this floor, the draperies are matched to the medium blue.

To the left and right of the reception room on this second level are 40 motel-like sleeping rooms with twin beds, private showers, television and floor-to-ceil-

ing windows overlooking the surrounding landscape or pool, depending on which side of the building the rooms are located. There are also a few rooms which are to be used for meeting rooms for various outside business groups.

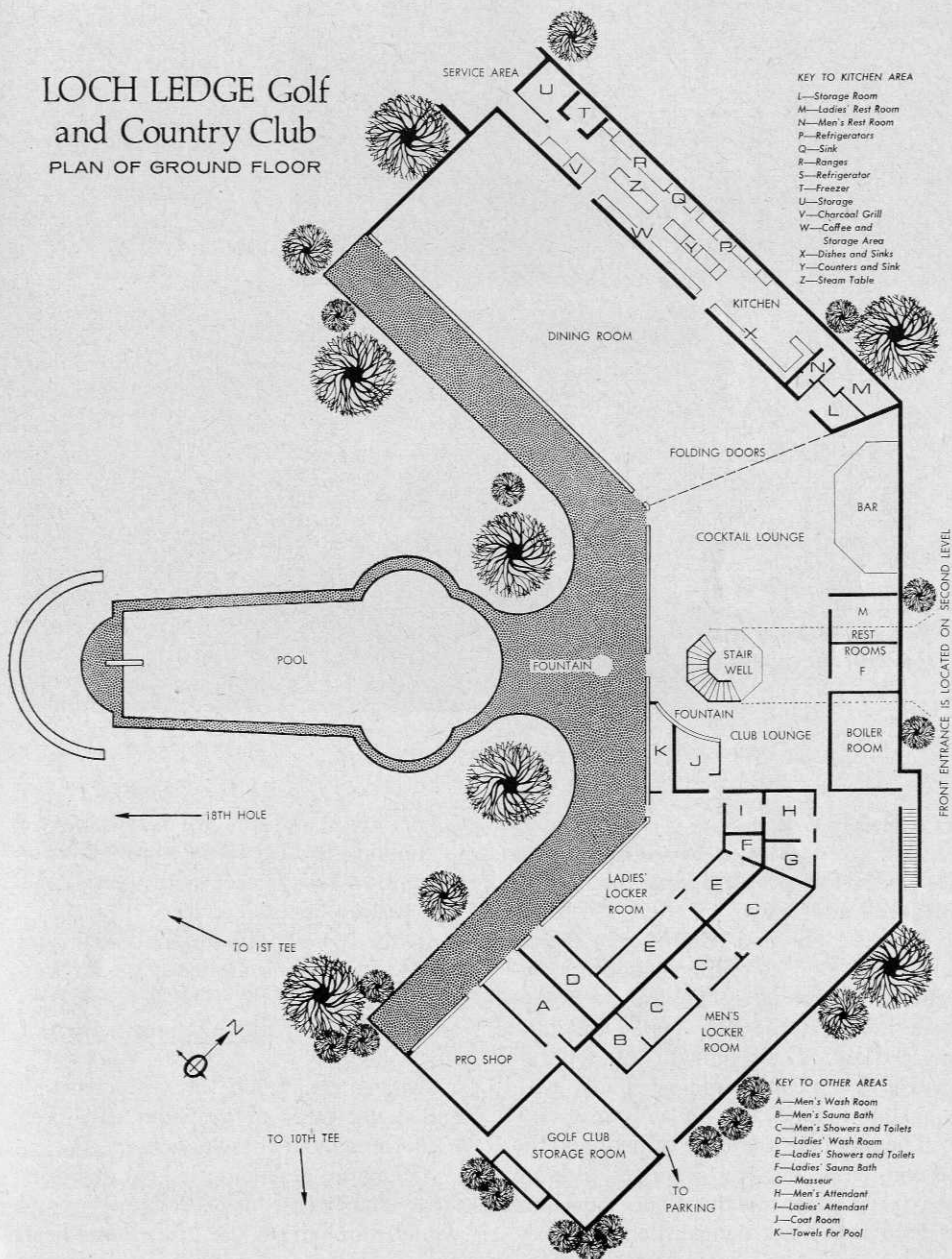
During the weekends, these rooms are

for the exclusive use of members and their guests. During the week, these rooms are open to the public.

One then descends a 26-foot wide circular, custom-made, two and one-half ton wrought iron staircase into the club lounge and cocktail lounge area, which will serv-

continued on next page

LOCH LEDGE Golf and Country Club PLAN OF GROUND FLOOR





Barroom of ski lodge was originally the chapel of the estate. Left is walk-in fireplace. All windows throughout the barroom are made of stained glass.



Original Byzantine columns, fireplace and stone fountain with three bronze ladies have been incorporated into the ski lodge cafeteria.

LOCH LEDGE

continued from preceding page

ice up to 150 people during the day for breakfast and lunch.

To the right is a 42x200 foot dining room with floor-to-ceiling windows overlooking the pool area. Folding doors separate this from the club lounge area during the day. The room will seat approximately 450 people, and combined with the club lounge area, it will seat 600.

The room has the same carpeting as the second level, but the draperies pick up the forest green on this floor. Furniture is gold with black naugahyde upholstery.

Chairs are stackchairs for easy storage.

Running parallel to the dining room is an 18x116 foot kitchen with several exits which allow speedy service.

In the left wing, both the ladies' and men's locker rooms are located, each with its own sauna bath. The floors in this area are carpeted with a striped pattern of forest colors.

Altogether, 12,000 yards of carpeting and 4,200 yards of draperies have been used throughout the clubhouse.

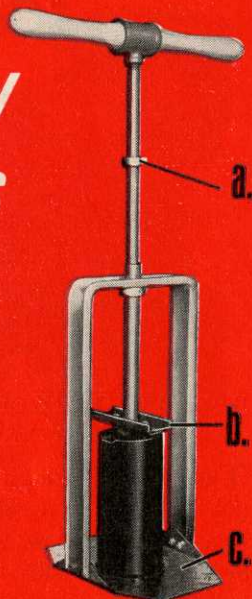
The entire clubhouse is kept at a constant temperature of 70°, summer and winter, through the use of hydronic heat-

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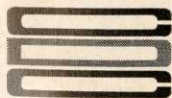
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Little extras for extra service

*Jewelry, golf novelties
and toiletries are items many
golfers buy. Pro shops
miss added member service
by not selling them.*

By HARRY OBITZ and DICK FARLEY
GOLFDOM Merchandising Consultants

The golf professional who tries to give the best service possible to his members is a man we know will be successful. Service is, in reality, the only thing we golf pros can offer our members. The better the service, the easier becomes the road to security and success.

Any golf professional knows that such general things as repairing a grip, fixing a broken cart handle or curing Mrs. Smith's slice are performing a service, but the guy who is really on the ball goes a step beyond this.

We believe one of the best methods to provide additional service to your members and also increase profits without adding to your already large overhead and fixed costs is to stock and sell what we call the "little extras." These are items related to golf but are seldom found in the pro shop.

You will see many of these items in the downtown sport shops, department stores and discount centers. Then why not in the pro shop? A golf pro must realize that everyone who walks in his shop door is a potential customer. A person will buy if he sees something that appeals to him or if he feels he has a need for it. Your job is to *have* that

"something" and then find a way to make that person aware of the item. This is where the importance of having those little extras comes in.

A golf shop, like any other store, can get the lion's share of the business in a given area *if* it has the reputation of being the most complete and best-stocked shop around. People quickly learn that they can purchase virtually any golf item there. This type of reputation spreads rapidly among golfers, and they flock to your door. Another point—a customer coming to your shop to buy an item not found in any shop nearby is also exposed to your *regular* merchandise. Soon, the place is humming and you have a lot of smiling customers.

But, as we said, the big thing about stocking those little extras is that you are providing an additional service for your own membership at the same time. These extras answer their gift problems, satisfy their immediate needs and certainly save them the time and effort of shopping at different stores.

You are their pro and many of your members want to do business with you—providing you have what they want.

Okay, enough about the reasons why you want the extras. You want to know just what are some of these items we have been talking about. Believe us, there are literally thousands of them, but we'll do our best to at least give you a starting list to begin with.

We'll begin with gadgets. There are hundreds of golf gadgets on the market today, but here are some of the better sellers. Watch counters to aid in keeping score; range finders to help determine distance; ball markers, ball mark repair tools, personalized tees, golf ball name printers, identification tabs for marking clubs, cotton or plastic practice balls; practice aids such as putting devices, putting carpets, driving mats, putting trainers, nets; exercisers for building up the hands and arms; ball retrievers.

continued on page 30

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LITTLE EXTRAS

continued from page 28

Jewelry can also be profitable when you stock such items as pins, charms, bracelets, watches, tie pins, cuff links, belt buckles, key rings, especially if they have a golf motif or you have these items engraved with the club insignia or design. Your women members will particularly like these because they make ideal gifts and cannot be found everywhere. There's a good markup in jewelry, as well.

Toiletries are definitely an item that the wise pro will consider featuring in his shop. Colognes, perfumes, lotions, deodorants, soaps are now available to pro shops and they come in neatly wrapped containers, too! We are not writing this article to purposely push toiletries, but we will say that having these items in stock will be to your advantage. They are fast becoming big sellers both as gift items and for those people who need to replenish their personal supply at the country club.

Office fixtures such as paper weights, book ends, pen and pencil sets, golf bag waste baskets—all come designed exclusively for the businessman-golfer, and here again, you can perform somebody a service and still show a profit.

There are many humorous trophies for shortest drive, longest ball, etc. that your members may want for a special event and you should consider having a few of these in stock.

Many miscellaneous items such as golf games, pictures, bag covers, bag straps, resin, grips, neckwear, underwear, handkerchiefs, as well as ashtrays, coasters and glasses with the club insignia, are all items that members want and need at various times. They will appreciate it if you have these things on hand when they need them.

Don't forget the insect repellents, band-aids, adhesive tape, or suntan lotion, shower clogs, and other items that may ap-

peal to the poolside member. They like and appreciate service and helping them only makes your job more secure.

Now you are probably saying that this is all fine, but where does a guy go to find all these things?

First of all, the majority of these items mentioned can be found by scanning ads in golf business and golf consumer magazines, as well as general consumer magazines.

Write to these advertisers, and they will be happy to send a list of the items they manufacture or have in stock.

Another good source is the catalogs put out by manufacturers, distributors, and golf supply houses.

Toiletries could pose a problem, as you may wish to stock brands which are popular with your members but you do not know how to find the manufacturer's name and address.

Here, The Toilet Goods Association Inc., 1270 Avenue of the Americas, N.Y., N.Y. 10020, could be of value to you. This association maintains lists of toiletry manufacturers, both domestic and imported. From them, you can find out the distributor of the various brands and products you want for your shop.

Toiletries could pose another problem—What brands to stock? Informal surveys of brand preferences of members conducted when you talk with them in the shop can give you a good start on which brands would sell well.

Moreover, you could supplement this by asking the ladies' and men's lockerroom attendants to observe closely which brands are most popular with the members.

Admittedly, you will have to allow for these items in your over-all budget, but the fact that you are creating an additional service—and profits—makes it more than worth the investment.

It's worth repeating that *service* is really all we golf professionals have to offer our members, and we should strive to provide the best. Having these little extras in stock is a good place to start. •