



Ready to go another round

Gas or electric, Harley-Davidson's new golf cars give you that extra that you always expect from a pro. Gas mileage is extraordinary, and the electric goes twice as far before it needs a charge. And, from this year on, batteries will last you twice as long, and cost 40% less to keep charged. When

the infrequent need for service occurs, your Harley-Davidson dealer is factory-trained to keep up with the innovations. Ask him for a demonstration that proves "... a real pro always comes through." Harley-Davidson Motor Company, Milwaukee, Wisconsin.

Harley-Davidson

For more information circle number 125 on card

Fire Insurance

continued from page 50

stoves exposing combustible floors are checked thoroughly.

Shabby housekeeping and maintenance, improper discarding of rubbish and waste materials, crowded or improper storage of flammable liquids, foods and liquors can be taxed seriously as these conditions are the source of flame spread and spontaneous ignition. Maintenance material storage is likewise examined.

Methods of painting and spraying of flammable varnishes on internal surfaces, plus the construction of spray booths create hazards which are checked. Woodworking, welding, laundries can all take a penalty if not properly designed and maintained adequately.


Unless smoking is confined to social areas of the clubhouse and approved ash trays are provided, a charge can be added for this *number one hazard* to country club property.

If storage of gasoline golf cars or re-

charging of electric cars is permitted in the clubhouse, a heavy exposure charge is imposed. When golf club refinishing is not confined to an unattached pro shop, this operation takes another charge. Golf hazards should be relegated to outbuildings, thus relieving the high-valued clubhouse of the increased fire-rate penalty.

Before any country club undertakes a building or renovating project, it is incumbent upon the building committee to have its plans examined by the rate-making bureau. Any condition which tends to increase the fire insurance rate can be altered in the planning stages. This will save the club from permanent penalties for conditions which cannot be corrected after construction is completed.

There are many methods whereby a country club can reduce the high fire insurance premiums paid annually to protect property. *Next month, steps involved to reduce premiums and increase the safety of persons and property will be covered in detail.* •



MELODY
8 Color
Combina-
tions
\$28.00
list

Titleholder

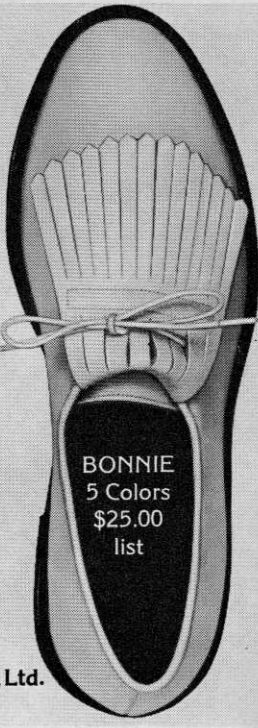
A NEW CONCEPT IN WOMEN'S FOOTWEAR!

- Lighter weight
- Rugged
- Comfortable

At last! Couturier-fashioned ladies' golf footwear! TITLEHOLDER... standard shoe sizes for true fit... amazing new soling material assures water-repellency, reduces shoe weight... special construction prevents cleat "feel-through." 13 colors and combinations coordinate with today's high-fashion clothing styles. Show TITLEHOLDER in your shop...there is a difference!

Write for information and color cards.

Titleholder Division of Edwin R. Kabat, Ltd.
47 WEST 34th ST., NEW YORK, N. Y. 10001
For more information circle number 196 on card



BONNIE
5 Colors
\$25.00
list



Wherever golf is played . . .

Par Aide Practice Greens Markers now available in two attractive styles. Ball easily retrieved by removing marker from cup. Marker tops are constructed of durable red plastic with white plastic numeral on three sides.



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

For more information circle number 146 on card

DEPT. G

Long and Short of It

continued from page 36

try clubs will continue to improve the clubhouse instead of the golf course.

This master plan can be on a hole-by-hole basis if necessary pointing out deficiencies such as a poorly drained area, the need for some trees, replacing old traps expensive to maintain and so on.

It can be a master plan to improve several areas at the course as the practice tee, the irrigation system and the clubhouse landscaping; tying the improvements into a three to five year building program.

Later, the superintendent will have to wear another hat, namely, that of a salesman to sell the plan. He will also have to assist in working out financing by cost estimating projects and by determining what portion of the work he and his crew can do, and what portion should logically be contracted out.

It's amazing how much work in our area a superintendent with a good crew

with good morale can accomplish between March 1st and April 15th and October 15th and December 1st, if he is allowed to make capital or physical improvements at the expense of manicuring the course during this time.

Golf course superintendents have played an important part in the tremendous growth of golf in this country and in the rising standards of excellence expected on courses. We must not become complacent now, but should strive to give even better playing conditions. Think of tomorrow's improvements today, wrap them up in the framework of a long-term plan, go out and sell them and your course has got to be better three years from today. •

About the author — Graduated from Rutgers U. in 1959 with Bachelor of Science in Plant Science. Was Lt. in Air Force 59-62. Then Supt. at Rutgers U. golf course, Green Acres CC in Lawrenceville, N.J. before move to Engineers CC in January 1967.

LO-BLO, the Air-Broom...

keeps courses tidy year around, handles the leaf problem, permits play all thru Fall Season.



SAVES TIME, LABOR, MONEY AND MUSCLE.

- Grooms greens, aprons, traps faster, better than six men; cleans leaves and litter around Clubhouse & Parking Area (right under cars). Especially valuable for Fall leaf problem.

- Removing aeration plugs is a breeze for the Lo-Blo, only one of its many uses. You just walk this terrific blast of air "window" style, blowing litter to a central point for gathering.

← **NOW AVAILABLE...**

New 10 HP SELF PROPELLED MODEL
ALSO 4, 6 and 8 HP Models

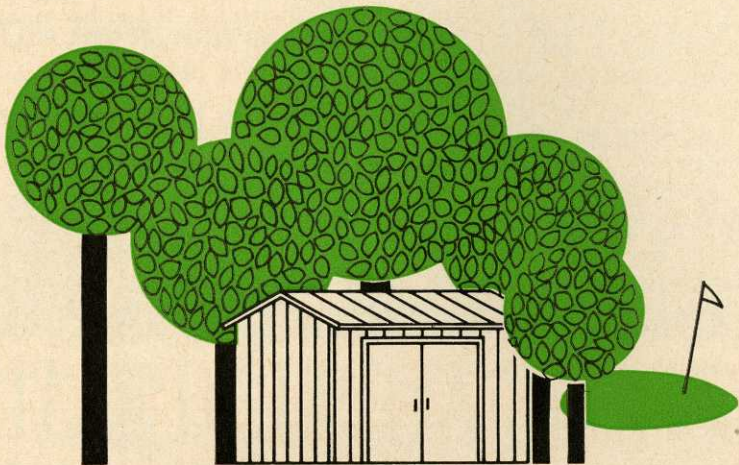
ATTACHMENTS — Flexible Hose Attachment to clean hard-to-reach places & Course Equipment. Water hose allows "quick-wash" of patios, poolsides. Also excellent snow-throwing blade.

If you haven't seen this versatile machine, write or call and we will arrange a demonstration for you.

ATWATER-STRONG CO.

ATWATER, OHIO 44201
(A.C. 216) 947-2344

For more information circle number 169 on card



Go ahead. Stick one in the woods.

Next to the 19th hole, Parkersburg Metal Buildings are the best thing that's happened to golf. ■ Great for storing carts. Or mowers. Excellent for a rain shelter. Snack bar. Pro shop. Or rest rooms. ■ A Parkersburg Building is economical per square foot...easy on the club treasury. Expandable, too. Add a room with minimum fuss. If you change the course, you can relocate your building. Since it's already painted, there's no maintenance. ■ On second thought, the 19th hole has nothing on a Parkersburg Building. It's just the place for it. Why not mail this coupon for complete details?

WALKER/PARKERSBURG
PARKERSBURG, W. VA. 26101
DEPT. 95

Please send facts about Parkersburg buildings

NAME

COMPANY

TITLE

ADDRESS

CITY

STATE ZIP

Parkersburg
METAL BUILDINGS
WALKER/PARKERSBURG
A DIVISION OF **textron**

For more information circle number 172 on card

Club Manager's ABC's

continued from page 40

weather during the past season? Was it an early spring, late summer, rainy year or exceptionally hot? Weather is probably the number one influence in country club operations, but there are others just as important.

Did you find that you had to replace the chef in mid-July? Maybe you changed meat purveyors just before the season began? Office personnel was "short," so announcements did not always go out on time. A new head locker man may not have gotten all the checks for greens fees, or did you not realize until late June that the new waitresses were not charging for desserts or beverages. These may have been contributing conditions to operations during the past season.

Notes might also be made as to how well various orchestras were received by the membership. Were "casual" affairs better attended than the dressier parties? Did the new air conditioning system increase

attendance in the dining room? Have you served more ladies luncheons since increasing the parking lot? Has the creation of a teen-age committee brought new activities for the calendar of events?

We might even go further in the alphabet and add the letter "E", letting this denote *Equipment*. Notes should be made as to needs for new equipment and replacements. If the vacuum cleaner "conked out" in the locker room and you loaned them one from another location, make a note of it. If you had many rentals of equipment on "peak" days, jot down the costs of such rentals and how frequently they occur.

Some record should also be kept of extra labor needed on your busy nights which was necessitated due to lack of ample equipment such as glassware, china, and serving utensils.

Now that we have refreshed our memories, made notes of our past problems, and assembled operational data, it is time to put it to use.

continued on page 58

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.

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 engine for power-to-spare. And, more—all built into the Royer Paul Bunyan for

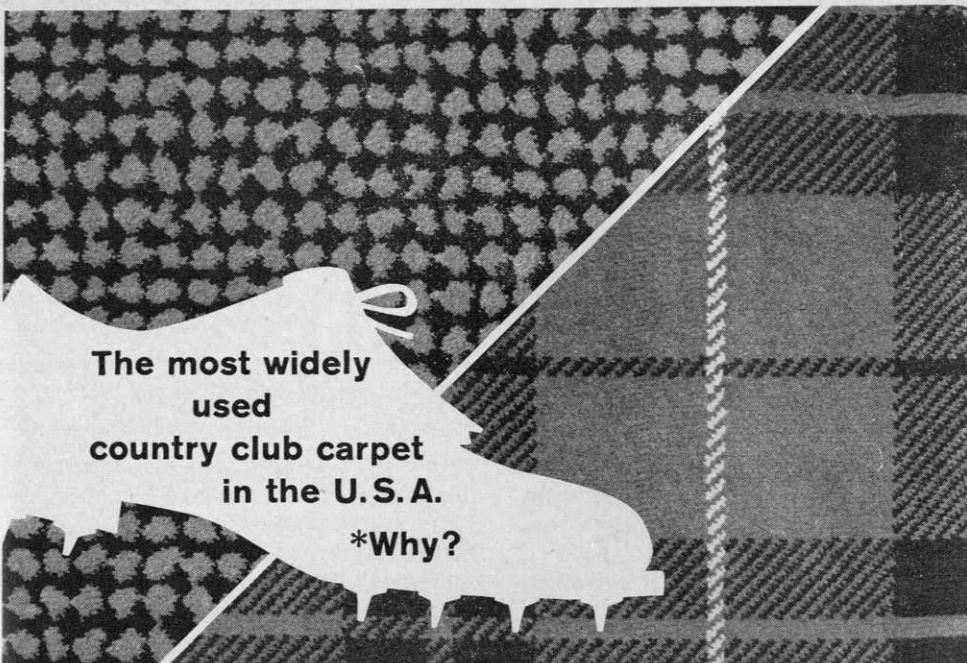
rugged, steady performance green after green... tee after tee... course after course.

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

ROYER

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

For more information circle number 151 on card



The most widely
used
country club carpet
in the U.S.A.

***Why?**

PHILADELPHIA Quality #282 Spikeproof Carpeting

Woven to do a tough job—and it's proven its mettle for as long as 16 years in actual installations. Offers more than beauty and luxury—prevents falls, reduces skidding so common on hard floors, greatly lowers noise volume. Maintenance is easy—usually only routine vacuuming.

Custom weaving service matched to any color submitted, in designs selected from the industry's largest country club collection.

For locker rooms, pro shops, 19th hole grilles, wherever spikes are worn.

**Let the clubs who use this carpet tell you why. For representative list, use coupon below.*

**In contract carpets,
the choice is**

PHILADELPHIA
Carpet Company

Quality since 1846

Showrooms: Chicago, New York,
Dallas, Los Angeles,
San Francisco. Also Crawford
& Thompson in Atlanta.

**Mail
coupon**

**for free carpet sample
and brochure of installations**

Philadelphia Carpet Co. / COMMERCIAL DIVISION
Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Please send a free sample of #282 spikeproof carpet,
and brochure. No obligation, of course.

NAME

CLUB

ADDRESS

CITY STATE

Club Manager's ABC's

continued from page 56

As you sit down to plan your budgets for 1968, or to meet with your new committees, planning the activities of the coming season, you will find these notes beneficial and enlightening both to yourself and the members involved.

Not only can your committees be confronted with the problems of creating activities, but they can be made cognizant of costs and past results which may encourage or deter their thoughts concerning certain activities.

Budgets may be determined based on what actually happens during specific times, under certain conditions; as well as recognition of some of the factors which could help or hinder adherence to these budget guides.

New activities might be created to fill in some of the "peaks and valleys" in your operations and therefore better utilize your basic staff. Some traditional activities might be eliminated when shown

to be non-profitable. Part-time and "extra" help may be utilized to a greater degree of economy and efficiency, and "swing men" may be integrated into your various departments.

None of the aforementioned things can or will make you a successful club manager. However, many of them will make you a more knowledgeable, efficient and "thinking" manager. The recognition of your problems and their identification is the first step toward solving them. •

Pro's Rule of Seven

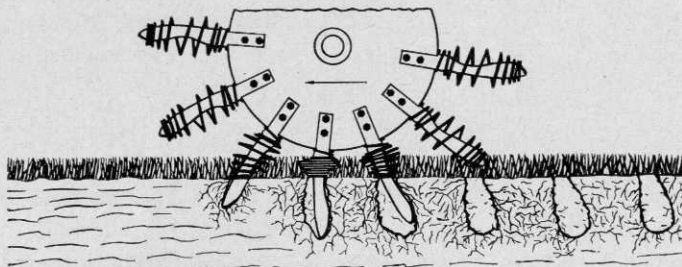
continued from page 32

two blazers complete with club crest, and shirts and ties to match. The time and place for wearing this apparel was agreed upon by all. The result in staff appearance *and morale* was *terrific!*

2) **Merchandising** — This area was found to be weak in the area of our approach to the customer. We paid a sales expert to conduct a clinic for our staff on

continued on page 60

***for fall renovation of fairways,
nothing beats soil cultivation,
nothing beats the West Point Aerifier.[®]***



**Exclusive on all Aerifier[®] models . . .
the patented Cultivating Spoons,
the patented turf-holding Flexi-press[®]**

Select from 5 tractor-drawn Aerifier[®] models

West Point Products Corp., West Point, Pa. 19486

For more information circle number 191 on card

Use Ryan power equipment to build better turf at low cost—it's golf course proved!



GREENSAIRE:

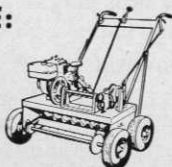
Self-propelled

Most thorough coring greens aerator.

SPIKEAIRE:

Self-propelled

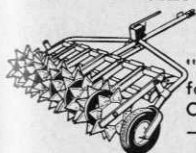
Touch control disc spiking aerator.



MOTORAIRE:

Self-propelled

All-purpose coring aerator.



RENOVAIRE:

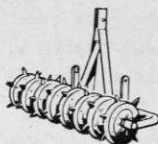
Tractor-drawn

"True Contour" fairway aerator. Coring — slicing — renovating.

TRACAIRE:

Tractor-drawn

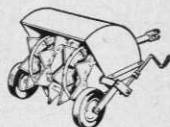
Athletic field and playground aerator. Coring — slicing — renovating.



LAWNAIRE:

Tractor-drawn

Garden tractor and riding mower aerator. Coring — slicing — renovating.



MATAWAY:

Self-propelled

Vertical slicing heavy-duty thatch control. Power raking — deep slicing.

REN-O-THIN:

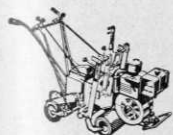
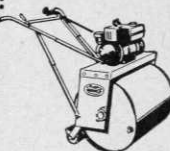
All-purpose "power rake". Power raking — thatch control.



ROLLAIRE:

Self-propelled

Easy back-and-forth vibratory rolling with forward and reverse power.



SOD CUTTERS:

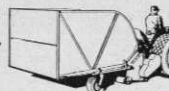
Self-propelled

World's most widely used units — four models, 5 cutting widths.

GROUND'S GROOMER

Tractor-drawn

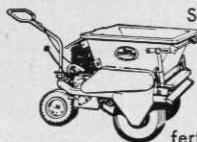
Large-area vertical slicing, thatch removal. 5 yd. hopper.



SPREAD-RITE:

Self-propelled

Big capacity top dresser, fertilizer spreader.



Aerating... spiking... slicing... renovating... thatch control... sod cutting and sod rolling—these are some of the words you'll hear turf professionals use to explain how they keep their turf in top condition. Ryan equipment *mechanizes* these jobs so that you can do a bigger, better turf maintenance job at less cost. Write for 24-page Ryan "Guide to Greener Grass"—also ask for new question-and-answer folder on improving playgrounds and athletic fields.



Manufacturers of WORLD FAMOUS Turf Equipment
EQUIPMENT COMPANY

2055 WHITE BEAR AVE., ST. PAUL, MINN., 55109

WORLD WIDE SALES THROUGH LEADING TURF EQUIPMENT DISTRIBUTORS

For more information circle number 150 on card

Pro's Rule of Seven

continued from page 58

the fine points of selling. His fee for the three hour clinic was \$100.

Our sales volume in standard items alone (balls, gloves, clubs, bags and shoes) showed better than a 20 per cent increase this season. We attributed this increase to our better approach to our customers.

3) **Teaching Program** — While this seemed adequate, we decided to experiment. We purchased a 16mm movie camera and projector. A program of filming our members was instituted on Sundays. These films were shown at a golfer's club party early in the season and the faults of various golfers were pointed out. The net

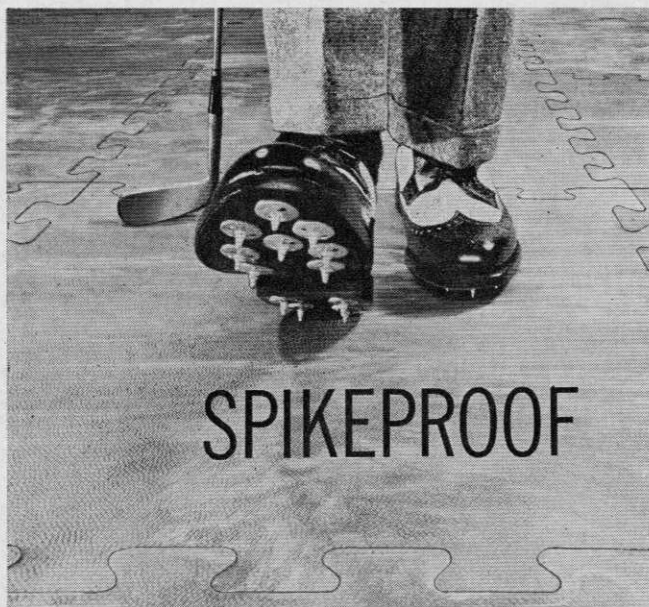
result was a hefty increase in lessons.

4) **Service to Members**—Here, all departments were judged satisfactory. We added a gift shipping service for this year. Results at this time are below expectations because of some unforeseen complications. We will continue it for another six months and then reevaluate the entire operation.

5) **Public Relations** — This area was quite satisfactory. Our only effort to improve was to give each member of our staff a copy of Dale Carnegie's, "How to Win Friends and Influence People," and make this required reading.

6) **Equipment**—All equipment was in good condition and adequate except the

continued on page 62



GOLFTILE Interlocking Rubber Flooring

Stays beautiful under heaviest spike traffic... won't mar, scratch, chip or dent. Prevents slipping and sliding. Eliminates clatter. For locker rooms, lounges and pro shops. Golftile is 1/2 inch thick rubber tile. Exclusive interlocking design makes it easy to install over wood or concrete, without mastic. Attractive marbled colors. Guaranteed 5 years prorata. Write for **Free Sample**.

MITCHELL  **RUBBER & PLASTICS**
Division of Royal Industries, Inc.

2130 San Fernando Road, Los Angeles, Calif. 90065, Dept. C97
For more information circle number 137 on card