

ROYAL KAAPALI GOLF COURSE

Kaanapali Beach, Maui, Hawaii



A little of paradise in the Hawaiian Islands is the spectacular Royal Kaanapali Golf Course at Kaanapali Beach on the island of Maui. Shown below are some of the fleet of Turfrider Golf Cars maintained at Royal Kaanapali using Trojan Mileage Master Golf Car Batteries, exclusively.

LEFT TO RIGHT

NED BRIGGS — Golf Shop Manager

MORGAN FOTTRELL — Golf Professional

LOUIE SANTOS — Golf Cart Maintenance



TROJAN[®]
"MILEAGE MASTER"
GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES 1, CALIFORNIA

For more information circle number 160 on card

Pro's Rule of Seven

continued from page 60

ladies' rental sets. Because of the increased enthusiasm for golf by the women players, we found that we were too many times short of these rentals. This was quickly remedied by purchasing 15 additional complete sets, five each from three different manufacturers.

7) **Profit and Loss** — Results, here, were good. Gross profits and net profits were up. However, in order that we not become complacent, we asked our auditing and legal departments to work closer and give us some additional guidance in the areas of current depreciation and taxation methods. This has been a real eye-opener for us.

We, therefore, cannot stress enough how important we feel that this year-end examination of the past season is in planning for the next. For us, it has paid off handsomely—in bigger profits, and better service to our members. ●

Management Accents

continued from page 14

In this day of packaged art and electronic stencils even the standard mimeograph machine can produce attractive, eye-catching messages. But you must plan ahead.

5) **Inspire!**—Use action verbs; good, colorful descriptive words and phrases. Avoid a static layout. Dull, uninspired headlines do not make people want to do things. Even the best writers seek new, unique ways to present their work.

The next time you begin to wonder whether the time and effort you've been putting in, trying to get the message across to the members has been worthwhile and the next time you think about packing your bag and moving on — remember this—it may be the message, not the member, that is at fault.

Take a look at *your message*. Are you really communicating with everyone the very best you can? ●

The Ransomes CERTES

Finest mowing tool ever built!

A child can operate the precision-built CERTES with ease

Unexcelled for golf courses and home putting greens

- 100 cuts per yard give "satin" finish to green. 10 blade reel.
- Mowing height precisely adjusted .015" at a time—down to 1/8 of an inch. No tools required.
- Width of Certes (16") is narrow enough to avoid scalping and scuffing on undulating surfaces or turns.

Experience gathered over 134 years of lawn mower design and manufacture has culminated in this fine mowing instrument.

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

RANSOMES SIMS & JEFFERIES LTD IPSWICH ENGLAND



Distributorships now being established in key areas. Adequate supplies of spare parts, as well as mowers, in stock at Warren's Chicago, New York and San Francisco area nurseries.



Warren's TURF NURSERY

8400 W. 111th St.
Palos Park
(a Chicago suburb)
(Code 312) 448-7200
Illinois 60464

For more information circle number 153 on card

**“I’M SOLD ON
LEWIS LINE
BALL WASHERS
THEY DO
A GREAT JOB
FOR ME!”**



North Jersey Country Club in Wayne, North Jersey is a year round 18 Hole, Par 71 Course with 275 playing members. Course Superintendent, Dick “Red” Williams keeps the course in top-flight condition, and expects top-flight performance from his equipment. That’s why he settled on Lewis Line Washers.

Club members like the fast, efficient way they clean, and appreciate their good looks and no-splash design. “Red” and his staff like the easy clean-out and large dirt trap. It makes routine cleaning a matter of min-

utes. When brushes need replacing, they do so on the course. No trips to the maintenance shop, just an Allan wrench, a couple of minutes time, and the job’s done.

As “Red” says, “Lewis Washers do a great job. They’re good looking, sturdy, and easy to service. I have no complaints whatsoever, and I don’t get any from the members. What more can you expect of a washer?” If you expect the best in washers and other tee and green equipment, you’ll find it in the quality Lewis Line. The Line that’s Trusted by Management . . . Praised By Players.

Cup Cutter • Cups • Flags • Flagpoles • Tee Markers • Tee Stations • Ball Washers • Rakes • Practice Markers • Cup Setters • Cup Pullers • Towels • Directional Markers



CONTAINER DEVELOPMENT CORPORATION
4124 Montgomery • Watertown, Wisconsin 53094 • Area Code 414 - 261-4030

CD-36

For more information circle number 104 on card

NEW PRODUCTS



Victor Golf Company, PGA Division are the manufacturers of the golf bag shown above. It is made of kangaroo and trimmed with genuine alligator.

For more information circle number 201 on card



Brunswick Corp. has come out with a new electronic 18-hole course, called **Swing-Away Pro Golf**. It requires about 18' x 14' of floor area. Usable indoors or out.

For more information circle number 202 on card



THATCH and SWEEP ONE OPERATION



MODEL 720 SWEEPER
 THATCHER·THINNER ATTACHMENT

Model 720

5 CU. YD. HOPPER
5 FT. SWEEPING WIDTH

**WET
or
DRY**

- Stimulates Growth
- Removes Thatch and Other Decay Materials in Same Operation
- Prevents Disease
- Removes Surface Rock

Sweeps

ROCKS, PAPERS,
GRASS CLIPPINGS,
LEAVES, BOTTLES,
BRANCHES, CANS,
AND OTHER DEBRIS

ONE MAN OPERATION

ROGERS MANUFACTURING CO., INC.

220 N. MAHAFFIE ST., OLATHE, KANSAS 66061 • PHONE 913 764-1615 or 913 782 0831

For more information circle number 152 on card



join the crowd

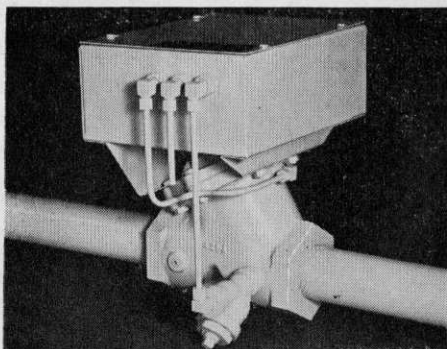
Nine out of ten of the nation's leading golf courses are using Buckner Sprinklers. Why? Because they know about the money, water and labor savings that are possible with a Buckner irrigation system. Buckner systems are designed for heavy duty, long lasting, low cost, low maintenance operation. Our sprinklers are engineered to provide the best effective coverage and penetration of water even in the tightest soil. Whether you use one of our underground or portable systems, you can be sure of eliminating parched areas and water waste. And our new 11 station 611-E automatic controller cuts scheduling to a simple, one-time 5 minute operation. For more facts you should know about the world's leading sprinkler systems, write for free catalog and name of nearest dealer.

Buckner INDUSTRIES, INC.

P.O. BOX 232, FRESNO, CALIFORNIA 93708

For more information circle number 173 on card

NEW PRODUCTS

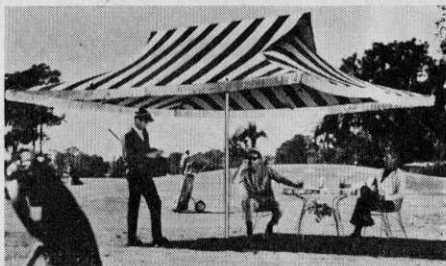


Test Corporation introduced its new non-electric timer controlled irrigation valve. The time control will rewind itself and can be programmed to open the valve automatically.

For more information circle number 203 on card

Velsicol Chemical Corp., has new Banvel D 4S weed killer. Effective in any season in both cool and warm weather.

For more information circle number 204 on card



N. A. Taylor Co. has created the new Gazeboe awning. It is self-supporting. Available in five colors for about \$285.

For more information circle number 205 on card

Magline Inc., Trailevator Div. has wide choice of trailers for hauling load capacities of 2,000 lbs. All models feature reinforced loading ramp tailgate.

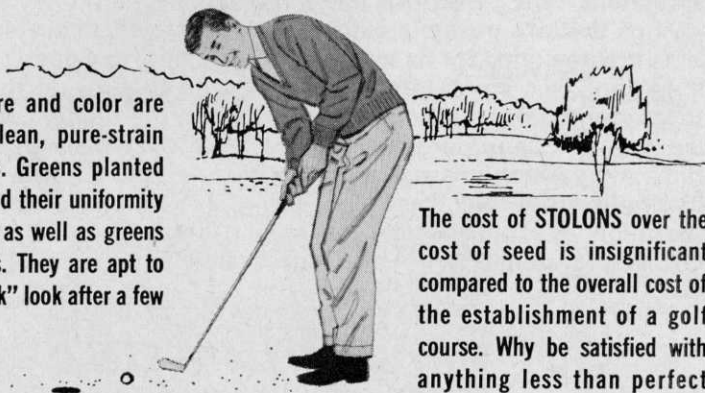
For more information circle number 206 on card

All American Engineering Co. has developed the Power Watch, a new battery charger for golf cars which has no moving parts to wear out, no timer to set, and no water evaporation to worry about.

For more information circle number 207 on card

THE FINEST GREENS ARE PLANTED WITH *Warren'* STOLONS

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.



The cost of **STOLONS** over the cost of seed is insignificant compared to the overall cost of the establishment of a golf course. Why be satisfied with anything less than perfect greens only obtainable from pure-strain **STOLONS**.

Warren's TURF NURSERY

Palos Park (a Chicago suburb) (Code 312) 448-7200 • Illinois 60464

For more information circle number 165 on card



Dear Dunlop...

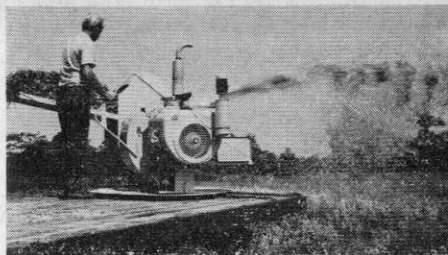
There's no better way to say Merry Christmas to a golfer than by giving a personalized 12-pak of Maxfli Reds or Greens. Dunlop's name-on-the-ball service is free for your members again this year — with a special gift package that's more attractive than ever. Now's the time to remind your members to follow Santa's lead and get their orders in early.



DUNLOP

... Everywhere in the worlds of golf, tennis, and tires

For more information circle number 183 on card



Reinco, Inc. announced a new turret mulcher TM7-36 for erosion control. It has a production capacity of three tons per hr. with a still air spray range of 60'.

For more information circle number 209 on card

Flexi-Max Corp., introduces new golf mat brush for indoor and outdoor use. It features polypropylene Flexi-Bristle brush strips that are weather-proof, mildew-proof and will not rot or expand.

For more information circle number 210 on card

Kessler Products Co., Inc., is marketing new carpeted vinylstep stair tread. It has a white vinyl stair nose for safety.

For more information circle number 211 on card

COMPLETE GOLF COURSE CONSTRUCTION

Also rebuild, move tees and greens, install watering systems. Standard & Miniature.



IBERIA EARTHMOVING SERVICE, INC.

IBERIA, OHIO • Ph. Galion, O. 419 468-5454

For more information circle number 133 on card

J. PRESS MAXWELL

Golf Course Architect

Rt. 1, Box 700

Morrison, Colorado

Denver Phones

697-4680

222-3591

Design Construction by Contract

Member American Society of Golf Course Architects

from Plans to Play



You go all the way
with **COLONIAL GARDENS
GOLF COURSE CONTRACTORS**

for the full color story
write or call:

W. W. Ullman, Consultant

COLONIAL GARDENS INC.
P. O. Box 435 — Marietta, Ohio
Phone — 614 373 2188

For more information circle number 112 on card

**BETTER
GREENS
CARE... with**

rugged 2 h.p. model 64
SP-24" width—
durable finish

E-Z RAKE!

- removes thatch
- "stands up" grasses
- improves aeration
- cuts costs

"E-Z Rake... best machine we ever bought!"

Write for catalog and prices today.

E-Z RAKE, INC.

Acton, Indiana

For more information circle number 195 on card

NEW PRODUCTS

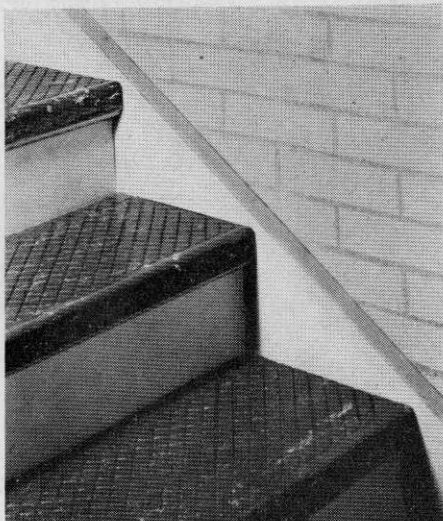


F. M. McClintock, Inc. announces the new 300+ solid composition golf ball. It will not cut, chip or crack and conforms to U.S.G.A. regulations. \$12 per dozen.

For more information circle number 212 on card

Midwest Utility Plow & Equipment Co. has added the Mainline plow to its line. It features a self-contained hydraulic system powered by a self-starting gas engine.

For more information circle number 213 on card



International Rubber Corp. has come out with a new Permastep heavy duty molded rubber stair tread. It is resistant to grease and oil and absorbs the noises of foot traffic.

For more information circle number 214 on card



TROUBLE FREE RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair — FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE
Three Rivers, Michigan

For more information circle number 110 on card

Specialists in Golf Course Construction Since 1924!

GOLF COURSE CONSTRUCTION BY CONTRACT

For further information, free estimates, write or call

MADDOX

CONSTRUCTION COMPANY
GOLF COURSE BUILDERS

ST. CHARLES, ILLINOIS
584-0315 & 584-6641

BATAVIA, ILL.
879-3843

DANVILLE, ILL.
442-2411

For more information circle number 138 on card