

NEW

LOW CUT MOWER WITH (10 BLADE) HIGH SPEED REEL

*Putting Green
Beauty on Aprons
and Tees!*

Faster, efficient mowing of tees and aprons.



RAISED FOR TRANSPORT

Equipped with built-in hydraulic system for faster transport between areas to be mowed. Can be used with most utility vehicles.

MOW AND GO ANYWHERE

**Built-in Hydraulic System for Speedier, Easier
Transporting to other areas to be mowed,
at lower maintenance costs!**

The Roseman Hydraulic Transport Lo-Cut Mower is designed for fast, efficient mowing of golf course tees and aprons. The 26" cutting swath of each unit gives greater flexibility. Eliminates scalping on mounds and a smoother more uniform cut is obtained. The mowers have 10 blade, high-speed reels for mowing the new strains of Bents and Bermudas that require low cutting heights. A low cutting height of $\frac{3}{8}$ inch with a $\frac{1}{2}$ inch frequency of cut is featured. The hitch design permits unlimited mower unit flexibility.

The mobility, increased mowing capacity, the speed of operation plus the ability to replace slow, labor-consuming walk and ride type mowers make Roseman mowers a necessity if costs are to be reduced.

127

Mail Coupon for Specifications

ROSEMAN MOWER CORPORATION

2300 WEST LAKE AVENUE, GLENVIEW, ILLINOIS 60025

We are interested in the new Roseman Hydraulic Transport Lo-Cut Gang Mower.

☐ Please send a quotation.

☐ We would like to see a demonstration.

Name _____ Position _____

Club _____

Address _____

ROSEMAN MOWER CORP.

Nation-Wide Sales and Service

2300 W. LAKE AVE. • GLENVIEW, ILLINOIS

For more information circle number 145 on card

Gino Paoli is for golfers who still dress for golf.



Golfing without Gino Paoli is like playing tennis in purple shorts. Unthinkable. Gino Paoli designs golf clothes exclusively for golf.

For both men and women.

They've even color-coordinated accessories with their golf clothes.

So you can have freedom of movement and a free hand with style.

Ask for Gino Paoli wherever authentic golf clothes are sold.

Gino Paoli, Active Sportswear Division,
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Gino Paoli color-coordinates you from your hat to your shoes.

For more information circle number 164 on card

display fixtures *Continued*

There are instances when these cases are fitted with two or three glass shelves on which merchandise is stacked or piled. Unless this arrangement is attractive and is a selling display, it should be avoided since it can become an eyesore.

Counters, Tables, Platforms and Racks

All are available in designs and finishes to meet the most discerning tastes. Superstructures, shelving, hangrods, decorative panels, bin dividers, mirrors and feature-end arrangements (A platform with a mannequin or some sort of equipment as a focal point of interest) are available to convert basic units into almost any desired purpose (Illustration, E, L, B, F, L-F, H). The selections available can help achieve what appears as a custom finished or designed unit.

The available sizes are such that perfectly coordinated assemblies that will accommodate hanging, folded, packaged or bin-type merchandise can be attractively arranged in a 5 x 10 foot or 15 foot unit. The unit can include a coordinated platform at an end of the assembly which will accommodate a display arranged on mannequins, forms or other selected equipment.

The estimated cost for a running foot in this type of unit, completely furnished, is quoted to cost between \$10 and \$20. This includes any and all equipment, such as brackets, panelling, hardware, shelving, lights, etcetera.

Mannequins and Forms

Mannequins are full size figures complete with heads, arms, and legs. Forms are partial elements of the complete form that are self-standing or equipped with suitable bases. Head forms, coat forms, torso forms, trunk forms, glove, slack and sock forms are some of the many available. They come in a wide variety of styles, sizes and finishes.

Depending upon the size of the shop and the areas available for setting up displays, a selection should include male and female mannequins in adult and teen sizes.

Action poses are most desirable and are available from several of the

better manufacturers. Male mannequins are available with two sets of arms. One is a flexible set that can be used to achieve unusual arm and head arrangements. These arms, however, must be covered and this is usually accomplished by using a long sleeve shirt, sweater or jacket.

There are several particular points beyond action to look for in mannequins and forms.

Complexions should be tanned or outdoor looking. Hair-dos on male mannequins are usually sculptured to harmonize with the design of the mannequin. On female mannequins, wigs are removable nylon or other synthetic yarn and are available in any desired style.

Styles of mannequins that are proper with sports attire and can be worn with hats or other current head pieces used by women, should be selected.

Hands are available made of flexible rubber. They can wear gloves when desired.

As to forms, some of the same details should be considered. Suntan finish, athletic lines and action when possible, especially in torso and trunk forms. Cost for forms is estimated from \$18-\$35 each.

One area that holds a lot of new interest is the "teenager". More and more teens are getting out on the golf course. Mannequins and forms for teenagers have been improved tremendously in the past few years. The wise professional will have one of each on hand and periodically set up displays aimed at the younger set. This can be an excellent source for additional business in the pro shop.

Best buys in mannequins are lightweight plastic with well-sculptured facial details, accurately-sized bodies and unbreakable composition or rubber hands. You can obtain a good mannequin for a minimum of \$100 up to \$200.

Stands, Pedestals

These items are required to relieve the monotony of height and bulk in a display and to permit the display of items in areas where mannequins and forms are not suitable or adequate. Stands come in all heights with many different sized bases. The tallest with largest bases are usually used as floor stands for belts or scarves.

They are available in metals,

continued on page 74

new Lewis fluorescent flagpole spots cup on green from 150 yards out!

Ken Voorhies, Greens Superintendent of Columbine Country Club, Denver, Colorado, site of the 1967 PGA Tournament says: "Lewis Fluorescent Poles caused a lot of favorable comment from the pros. Our members appreciate their vertical attitude and exceptional visibility".

Lewis leads again! The new Lewis Fluorescent high-visibility Flagpole adds a new dimension to golfing skill and pleasure by pin-pointing the exact location of the cup on the green.

The fire-orange Day-glo® paint used on the Lewis Flagpole casts a halo around the pole from 100-150 yards out. This gives it increased thickness and size to players approaching the green and prevents "fade out" against a bright sky or under hazy conditions.

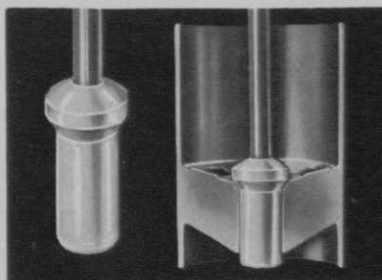
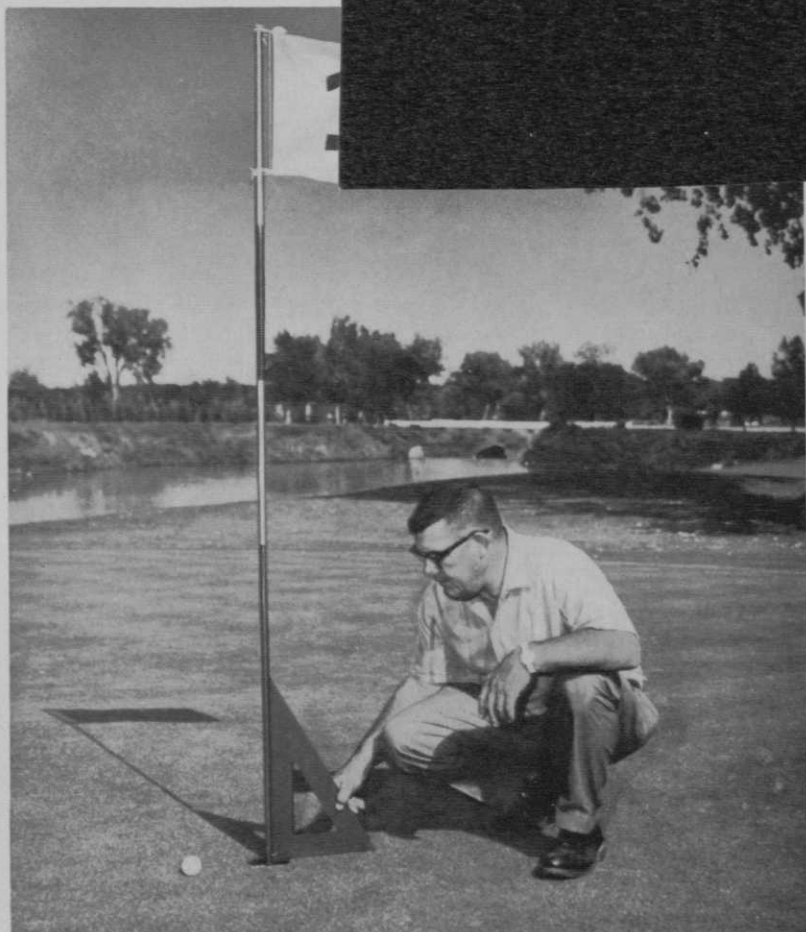
Ken Voorhies uses a triangle to demonstrate the vertical position of the new Lewis high-visibility Fluorescent Flagpole.



There's a Lewis Flagpole for every course use...

All Lewis Flagpoles come in a variety of colors, heights and patterns for directional, green or marking needs. Their fiberglass construction makes them lightweight, flexible and almost indestructible in high winds.

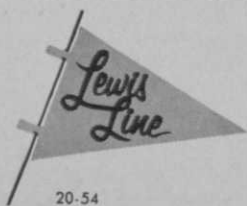
Lewis Flagpoles swivel-top assemblies are made of hardened aluminum with a special washer and screw to resist corrosion, reduce wear and lengthen life. Write today for the Lewis Line Golf Course Equipment Catalog.



Chamfered Ferrule & Cup—Advanced design of new Lewis 34° chamfered pole ferrule and matching chamfered cup, sets pole firmly in socket, holds it rigid on windy days.



Deluxe "No-Splash" Washer—Nylon brushes — stainless steel rods — no-pilfer handles — neoprene gaskets — these quality features of the GF-52 Washer assure long life, low maintenance.



20-54

Lewis Line GOLF EQUIPMENT

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

CONTAINER DEVELOPMENT CORPORATION • 2054 Montgomery • Watertown, Wisconsin 53094

For more information circle number 187 on card

display fixtures *Continued*

woods, and plastics to meet every price and taste. When selecting, look for good clean finish in all details.

Point-of-Purchase Displays

This is one area where the shop operator usually encounters his most serious problems. Manufacturers and vendors who provide fixtures that display their own products very seldom are as concerned with the appearance of your shop as they are in getting the items in an advantageous selling spot.

Wire stands of cheap or inexpensive construction and finish, cardboard-easeled units which carry a dozen or so of an item, all help to sell the product they are displaying. However, it requires continuing surveillance and supervision by the shop manager or display manager to keep these units from destroying the appearance of what otherwise might be an attractive shop. When you decide to use a "pop" unit, be as careful as you were in selecting everything else in your shop. Good manufacturers will respond to your demands for units that will add to the appearance of your store rather than detract. Be sure they know how you feel about it.

What you might do is take a look around your shop and ask yourself "Is it doing the job for me that it should be doing?" If the answer is no, then you can ask yourself what can be done about it. Merchandising is a big job but it can pay off in big profits.

A final thought to keep in mind is the simple fact you can have someone come and design your shop for a nominal fee (in some cases, free from prospective equipment suppliers) so that you can make even more profit.

Remember, investment in these necessary merchandising tools is one where you can write off the initial cost against income for the next three or four years through depreciation.

Is your shop working for you? ☐

Editor's Note: Future articles in this series will cover: (1) color and lighting; (2) decoration, materials (natural and artificial), motion and moving displays; (3) Display and promo-

tion ideas (4) Floor plans for proper display.

If you wish further information on manufacturers of display materials or props, please write the Editor. In the event you wish any other areas covered, please let us know.



About the author—Tony Comorat was educated at University of Scranton, Queens College, N.Y. and New York University. Served in the Navy in World War II. He has taught display in the Virginia Public Schools and New York University. He has conducted his own business designing, building and installing displays, and has worked as display director for a large store chain for several years. Today, he is the display manager for the Navy Ship's store office which provides management and technical assistance to all retail and service facilities in the Navy ashore and afloat in the U.S. and overseas. In addition to this, he has written training manuals, handbooks and various articles on display articles for trade papers. Since his job takes him all over the world, and he is an avid golfer, he has played on courses from Bangkok to London.

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.



For more information circle number 162 on card

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Solid Range or resale ball

HI-COMPRESSION

Brilliant Polyurethane Finish

Looks, Feels Like a
Conventional Ball

\$2.85 Doz. Red Striped.

Samples Available On Request

**We feature a complete line of
range, miniature, par 3, and Pro
Shop equipment.**

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For more information circle number 246 on card

Your best reason for buying a compact tractor!



BOLENS NEW "HYDROSTATIC" HUSKY 1250

Here, in one complete package, is the powerful answer to your grounds maintenance problems. The progressive BOLENS Husky 1250 is ideal for use by schools, industrial plants and institutions as well as for road-way, cemetery, nursery and commercial operations.

It's the only compact tractor built for big-job performance and capacity. It's the only unit that gives you extras you don't pay extra for . . . to help you cut way down on time and effort!

"HYDROSTATIC" (Automatic) DRIVE . . . provides infinite speed variation up to 8 mph forward and 4 mph reverse. Matches all working conditions exactly. ONE FOOT

PEDAL . . . governs both forward and reverse tractor directions. No clutching, braking or shifting . . . just a simple heel and toe motion. Leaves hands free to steer; control attachments. TRUE THREE POINT HITCH . . . just like the one on large farm tractors, for handling the widest variety of rear-mounted implements. INTEGRATED HYDRAULIC ATTACHMENT LIFT . . . lets you match attachment position to terrain. Instrument panel-mounted lift lever and "position gauge." Live PTO (power to attachments) . . . FAST-SWITCH POWER-LOCK HITCH makes changing attachments a snap; just plug them into PTO without belts or pulleys.

See your BOLENS dealer for the "proof-of-performance." Work-test the new 1250 on your own grounds. You'll discover the Husky 1250 gives you more than you ever thought possible in a compact tractor . . . without paying extra to get it!



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Please send Husky Tractor Specifications Catalog and name of nearest Bolens dealer.

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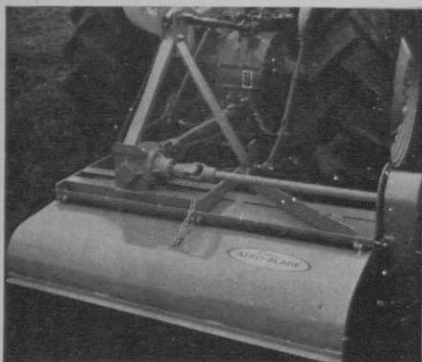
COMPACT TRACTORS • RIDING AND WALKING POWER MOWERS • TILLERS • SNOW CASTERS

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TURF SWEEPER

Model 720E Sweeper
ROGERS SWEEPERS vary from small self propelled to large 5 cu. yard capacity tractor drawn units.



AERO-BLADE

Model 548 Aero Blade
ROGERS Aerators are designed to fit the job... from small self powered to tractor drawn units. Ideal for vertical slicing and thinning.

TURF SWEEPERS

- Gathers - wet or dry - grass clippings, leaves, rocks, bottles, papers, dead branches, cans and other unsightly debris.
- Sweeping action of high modulus rubber fingers brushes turf clean... without damage!

POWER AERATORS

- Designed to aerate deep and clean under any ground conditions.
- Relieves compaction
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REDUCE MAINTENANCE COSTS

- All are "One Man Operated".
- Save with reduced requirements for fertilizers, lime and other costly chemicals.
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Write or Phone for Demonstration or nearest dealer information.

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For more information circle number 228 on card

Club managers' *Continued*

helped to create a fresher product, the "recovery" quality gave you the assurance that it was capable of supplying the needs of a large type of operation.

Prevention of the common occurrence of "burning the bottom out of the urn" was another appealing feature. Ever-ready hot water for tea brewing and the fact that the equipment could be fitted with dual facilities in back as well as in front made this a most interesting new development for me. (photo #7.)

Paper also holds an appeal to me, for here again I look at it from a labor-saving standpoint. Yet I must see its possible utilization in a prestige club. This exhibit (photo #8) should best be seen in color for it is the color idea which makes this paper product so interesting.

Various-sized containers can now be obtained in various colors. The full range of colors exists in all container sizes.

Therefore, if you "color key" your price lists, it makes pricing of tickets or ringing of the cash register a simple duty. If you place all 15¢ items in a blue-striped container, and all 25¢ items in a red-striped container, and all 50¢ items in a green-striped container, you need merely color code your register or your price list for instant pricing of this type item.

Whether it be a milk shake in a tall container or a sundae in a squat container, if both sell for 35¢, they can now both be in the same color container. Soft drinks of the seven-ounce variety with "no ice" can be in the same color container holding a seven-ounce drink with three ice cubes if the price is the same. Speed of ringing up and the standardization of container sizes make this an excellent "new idea."

Paper now runs the gamut of bar clothes to waitresses's uniforms, while only the lack of creative utilization of paper manufacturers will limit its usage.

Everything from garbage-can liners to shoe-shine smocks can now be obtained in "throw-away", low-cost paper materials, the ultimate in this area being perhaps the new pleated french chefs; hats

which are available in every shape, with sizes regulated only by a stapling gun. (See photo #9)

Tradition took me to the "Fabulous Sixteen" exhibit located on a mezzanine floor and I was also drawn by the "gadgetry" displayed in it. The idea of making 35 to 50 meatballs at one time, or mass-producing cookies through such simple equipment, never ceases to attract my attention. While the idea may not be new, if this equipment were placed in the hands of a creative chef or manager, its uses would be endless. (See photo #10)

So three educational hours of time had now elapsed with our day still not over. Back to the hotel in a "hard-to-find" taxi left only time to change clothes, shave and depart for the Hampshire Country Club in Mamaroneck, New York, for a dinner dance to be hosted by the effervescent Peter D'Angelo, manager and CMAA director.

The host group had carried the hospitality of its visitors to the ultimate by providing bus service from the front of the Coliseum to the door of the Hampshire C. C.

Arriving at the club, and being in the hospitable hands of Pete D'Angelo, gave one the feeling of acceptance into the "Cosa-nostra of Clubdom" or the "CMAA family," as he so aptly stated it.

I feel that club managers in general would like to know more about dinner, but space prevents my elaborating too greatly on its content or quality. One might say, however, that the hors d'oeuvres were fit for Henry the VIII and sufficient for Roman legions.

The culinary staff of the club had displayed one of the finest arrays of pre-dinner snacks that this writer has ever had the opportunity to indulge in.

If one could say it lacked in anything, it would be in the expectation one has for tasting Italian delicacies which the name of D'Angelo seemingly implies. Only one such dish graced the table but it almost went unobserved among the many other beautiful and tasty treats.

The dinner could best be described by that old sage of clubdom, Mr. Herb Graffis, who shares other space in this publication. As he would probably have said, "This

continued on page 78

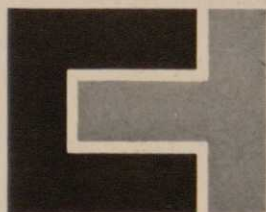
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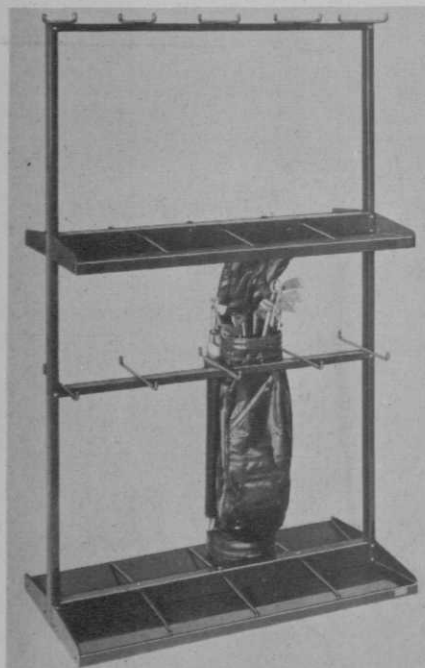
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Remodel your present storage
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Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available.

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.

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Provides a neat appearance
- Faster, easier storage
- Easy to install and add more as needed —

Send us your floor measurements, we will plan a layout and quote you — no obligation.

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For more information circle number 157 on card

Club managers' *Continued*

was the greatest thing to pass the gullet of this gastronomic expert since the invention of shredded wheat cereal!"

Herb would probably have gone as far as to say, "Why, a dinner like this is your throat's way of telling your ulcer to go to h" It was indeed a memorable dining experience, capped only by the serving of a chocolate mousse to the accompaniment of sliding walls which revealed a dessert table looking like the display from the pastry chefs' of America.

Fifty billion calories vied for your attention and competed for your hand. While the dinner was an etching on your memory of great delights, the table appointments, flowers, music and service made it difficult to decide which was the most outstanding.

Pete, ever hospitable, displayed the generosity of his members by giving what seemed to be an endless supply of door prizes to both the men and the women. John Cremers gave recognition to all of the people in the audience who had made the occasion possible, as well as introducing various dignitaries in the audience.

Dancing, conversation and pleasantries filled the evening until it was time to again board the waiting busses and take the starlit drive back to the beckoning lights of New York City. Our day had come to a close. □

management *Continued*

membership files, to age accounts, and to mail members' statements within five days after cutoff date.

It is interesting to note that installation of the system did not reduce staff. Instead it created a new problem—that of finding a competent operator for the machines. A factor to be considered by any club thinking about such an installation. The equipment rents for about \$400 a month, with punch cards and paper an added cost.

Obviously, so extensive a system can be used by only the larger country clubs. Kenwood is a club with well over 2000 members and

their accounting department often handles as many as 18,000 transactions a month. Smaller clubs would be well advised to look into equipment with a smaller capacity before committing themselves to any system.

Some clubs, in fact, must start with very basic equipment investments. Many small golf clubs are still doing their accounting manually. In order to install a really useful management information system such clubs must start by carefully evaluating their existing forms, statements, sales chits, purchase orders, and even the means by which they keep their members informed of club activities.

Such an evaluation was recently completed at Plum Hollow Golf Club in Southfield, Mich. where manager James McWorter has recently begun installation of an electronic accounting and computing system based on the NCR 395.

When fully operational it is estimated that the system will:

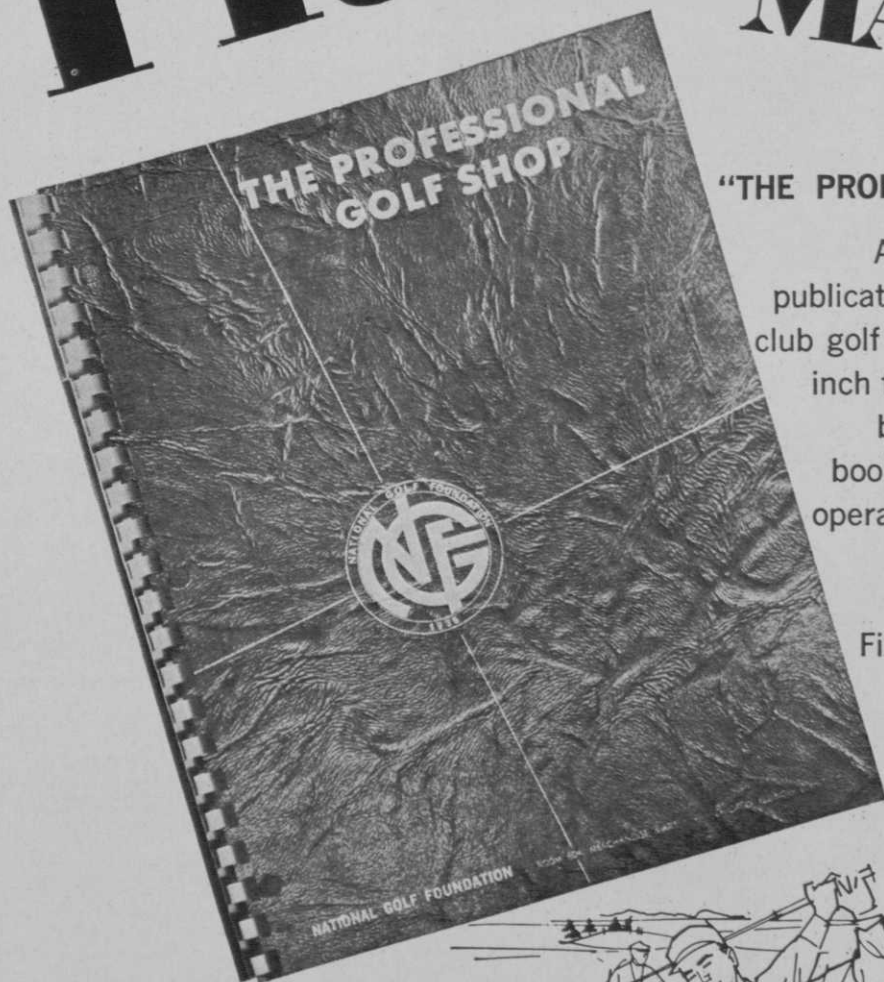
- (1) Provide mechanized, error-free bookkeeping with improved, permanent records and a detailed monthly statement.
- (2) Save a minimum of 50 per cent of the time formerly spent in preparing payroll, accounts receivable, and accounts payable.
- (3) Save at least 8 to 10 days in preparing tax reports.
- (4) Enable the club to even out the workload of accounting.
- (5) Eliminate much of the seasonal part-time help.

One attraction of the NCR 395 for Plum Hollow, in addition to its accounting and computing ability, is that it readily adapts to punched cards and tape and can produce cost control data, reports, journal and ledger, entries and checks.

More sophisticated machines are, of course, available and they will be able to retrieve more information. They also cost more money. However, if machine limitations must be set they are better set in terms of information retrieved rather than dollar cost.

It is how much information you need and how much you can use even more than expense that should be the determining factor. □

PRO SHOP MANUAL



"THE PROFESSIONAL GOLF SHOP"

A National Golf Foundation publication dedicated to the home club golf professional. An 8½ x 11 inch fully illustrated, four color, black and white, reference book to use in conducting the operations of a professional golf shop. Includes: Shop Complex, Merchandising, Fixtures, Lighting, Insurance and Safety, Club Repair, Caddie Program, Golf Car Operations, Club Storage.



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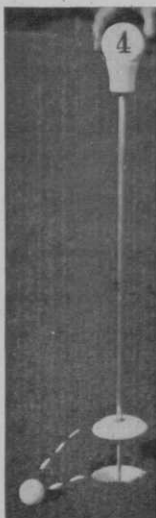


Above: New Quick Change flag with "built-in" tubular swivel, instead of grommets, can be changed in 5 seconds.

1. Remove nut and old flag.

2. Slip on new flag, replace nut.

Aluminum collar, supplied by us, easily converts any flagpole for this smoothly rotating flag.



Right: This sturdily constructed aluminum and Reonite practice green marker gently ejects ball onto putting green surface when raised slightly.

Thirty-two exclusive, durable, color impregnated Reonite "Tee to Green" accessories also seen on the finest golf courses in the nation!

ELEGANCE & DURABILITY AT NO EXTRA COST

FORE-PAR will manufacture Tee Markers, Plaques, etc. to your OWN designs. Fully guaranteed.

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New products

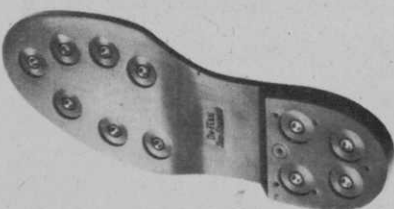
O.M. Scotts and Sons have a new turf aerator that pulls itself along by a 4 hp engine. It removes surface debris; opens turf for penetration of air, water and fertilizer, and slices matted turf.

For more information circle number 101 on card



Worthington Industries carry a golf club and ball cleaner, Golf Groom, which comes complete with a bracket that clips on to a golf bag or a belt. The patented polyurethane foam cleaner is filled with water and can be refilled as necessary. It comes in a plastic cylinder with an airtight removable cap. Retail price: \$1.00.

For more information circle number 102 on card



Avon Company has come out with the new Du-Flex Tru-Stance sole for golf shoes. The significant feature is the recessed, molded-in spike receptacles which allow the sole to lie level with the green. Only the spikes protrude and this helps to reduce damage to the golf greens.

For more information circle number 103 on card

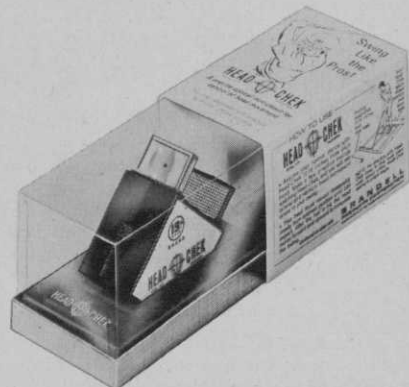


A.G. Spalding and Bros., Inc. offer along with each dozen Spalding Dot or executive golf balls full color reproductions of two antique golf prints on the two metal lids of the box. The interior of the package is a styrofoam 4-tray receptacle in a bronze finish.

For more information circle number 104 on card

Harbor Industries, Inc. is marketing a new hand-operated granular applicator. The Harbor Band Applicator is designed for application of herbicides. Any free-flowing granular material may be used in the applicator and band widths from 2-inches to broadcast widths of 8-feet can be applied. The applicator can also be used for pesticide and seed applications.

For more information circle number 105 on card



Brandell Products Corporation announce a new swing checking device, the "Head-Chek" model 1975. The \$3.00 item permits the golfer to check his swing for head and/or body movement. The Head-Chek case is of moulded plastic and can be carried in your pocket or golf bag. The display package carries complete instructions.

For more information circle number 106 on card



Allied Chemical Corporation manufactures Allied Chemical Engineered nylon carpet, designed especially for golf and country clubs. The A.C.E. carpet is heavyweight, deep, cut-pile construction available in eight space-dyed moresque tweed colorations.

For more information circle number 107 on card

For more information circle number 169 on card