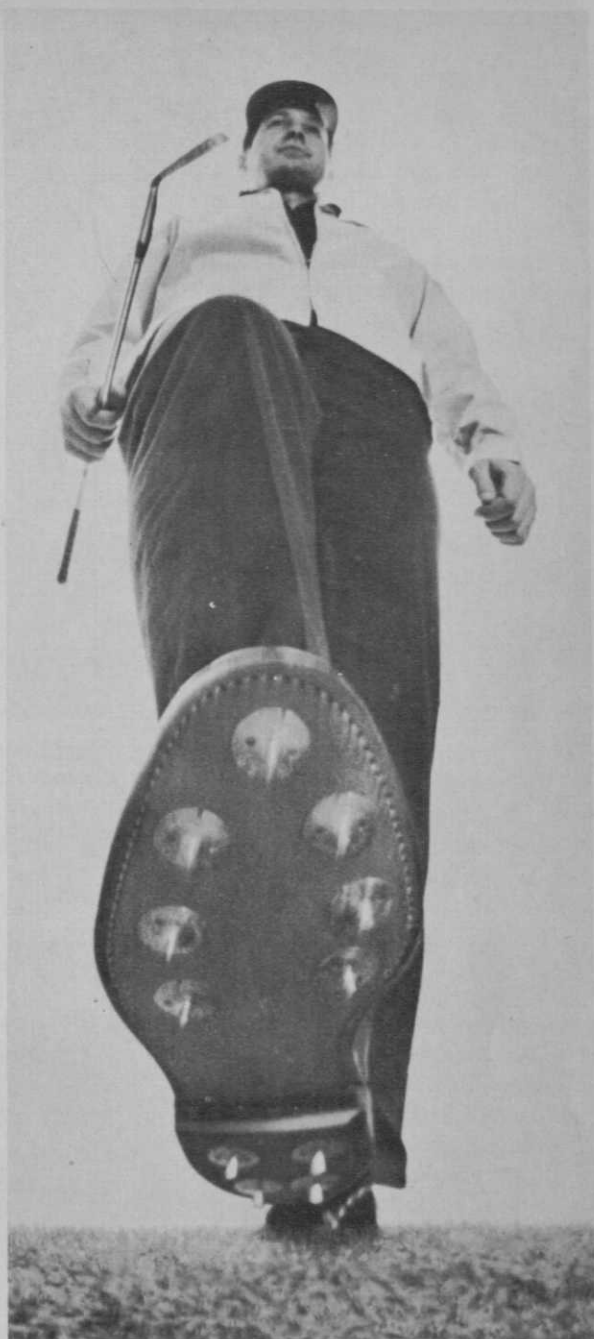


Riding pressure: 8 pounds per square inch.



Walking pressure: 24 pounds per square inch.

With the Terra-Tire, golf cars are kinder to fairways than golfers.

A 185-pound man can be three times tougher on turf than an 862-pound golf car carrying a golfer and clubs. Even on soft ground, the Goodyear extra wide Terra-Tire distributes weight evenly to minimize turf and fairway damage. And you get extra mobility on slopes and around traps.

The Terra-Tire is available in both rib and traction

tread designs. Because they are tubeless, repairs are simpler. Take the pressure off your fairways with the Terra-Tire from Goodyear. You'll find them on all the best-selling golf cars. For more information, write: Terra-Tire Department, The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

Terra-Tire—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR

For more information circle number 239 on card

a car, your fleet will not pay off and you just have too many cars.

Now that you have selected your car and the proper number for your course, there are certain points to follow in making your fleet pay off.

DISPLAY AND MERCHANDISING

Golf cars, like any other merchandise, will not sell themselves. It is, therefore, vital to display and promote them to the member:

- Have cars lined up at the first tee. Make it almost impossible for the player to approach the first tee without passing around and through your cars.
- At the sign-up area, display signs advertising your cars. Also, have the attendant ask each and every golfer if he desires to rent a car.
- Automatically place all players' golf clubs on cars. They will be reluctant to have them removed.

SPECIAL RATE DAYS

To help promote your cars, you can provide special rate days. However, many clubs do not feel that at any time should the rates be reduced. Thus each and every club should decide for itself.

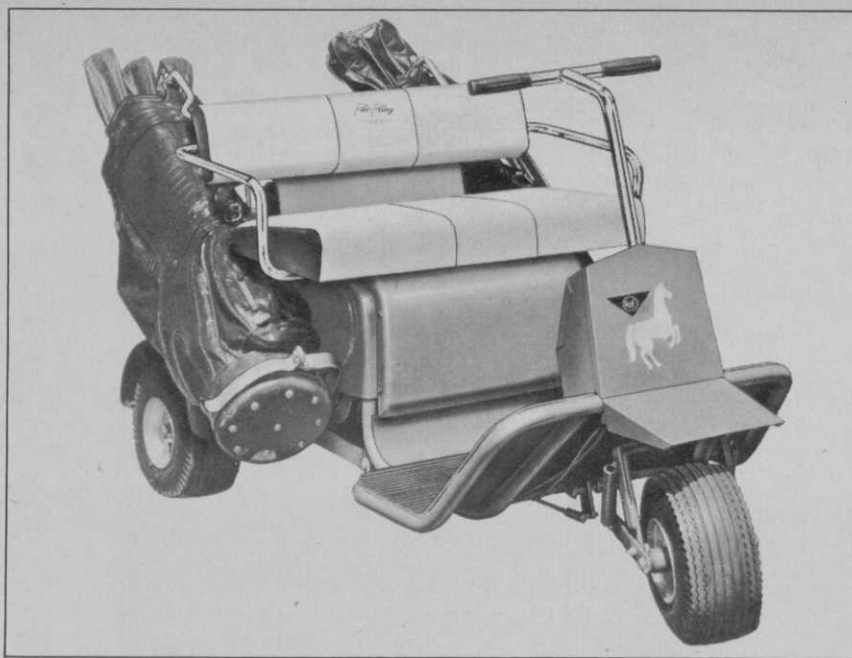
If you wish to provide special rates, some or all of the following may be used: reduced rates on ladies day, reduced rates for twilight golf and reduced rates for league play.

If your club has more than one course, you may set aside one course so that all who play must ride. You might try this as an experiment one or two days a week.

MAINTENANCE AND APPEARANCE

Proper maintenance and appearance will add greatly to making your fleet pay off:

1. Good appearance provides an incentive for usage—every car should be washed daily, seats cleaned, and all papers and wrappings removed.
2. Keep the external appearance of car in good physical condition. Make sure it is clean and all dents and holes repaired. It



Above, AMF's Par Pony gasoline golf car. It has front and rear spring suspension, a safety brake and a single pedal for accelerator and brake.

- is a proven point that a golf car with good appearance will increase usage—and the players tend to respect the vehicles.
3. Provide weekly preventive maintenance. A player becomes very disgruntled and unhappy if the car does not complete 18 holes. If this happens frequently, usage will definitely drop. With present-day cars, most breakdowns are due to improper maintenance.

RECORDS AND SCHEDULING

Correct record keeping is as vital to the upkeep of your fleet as maintenance. Some of the following points will help to make your fleet yield more revenue:

- a) All cars should be operated the same number of rounds.
- b) A regular rotation system should be established. This is an important factor in helping determine the life of batteries or overhauls to the gasoline engine.
- c) On heavy play days, make certain that the best cars are used first so they may be turned around for another 18 holes if necessary. Too often cars are selected at random and when needed again in the same day, fail to make the required number of plays.

- d) Keep accurate cost and revenue figures. A troublesome car might have to be completely rebuilt. While the cost might be great, the revenue might warrant such action.

When it is time to trade in your fleet, the value of your car will have a great bearing on making your fleet pay off. If your car has been maintained properly, internally and externally, you can expect \$75 to \$100 more trade-in allowance. This figure is a very realistic one and could be a determining factor in your desire to upgrade your fleets. We cannot stress too strongly the importance of proper maintenance.

The ideal trade-in program would be a "four-year turn over." Let us assume that a course purchased 60 cars. At the end of the first year, no cars would be traded and the fleet would be intact. At the end of the second year, 20 cars would be traded; from then on 20 cars would be traded each year. Thus at the end of the fourth year, all 60 cars would have been traded in from the original fleet.

Summarizing, each and every one of these foregoing points should not be neglected, however small they may seem to appear. Let one phase be omitted, and it can affect your entire fleet operation. □

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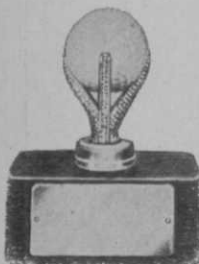
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Beard Continued from page 30

that two pounds nitrogen per 1,000 square feet applied monthly in the form of sewerage sludge or six pounds of nitrogen per 1,000 square feet applied every two months in the form of ureaformaldehyde were the best nitrogen fertilization programs studied.

The combination of sewerage sludge at 1# N/1,000 sq. ft. applied on the 10th of each month plus ammonium sulfate at 1# N/1,000 sq. ft. applied on the 25th of each month ranked third in over-all seasonal appearance. Ammonium nitrate at 1# N/1,000 sq. ft. applied every two weeks was inferior to the above mentioned treatments under the sandy soil conditions of this study.

In comparing the sewerage sludge and reaformaldehyde carriers when used at the same rate of nitrogen and frequency of application, the seasonal appearance of the sewerage sludge was better. In this study, sewerage sludge was found to be the best source of nitrogen for winter fertilization of bermudagrass greens at Gainesville, Florida.

OTHER PAPERS OF INTEREST
 Root tip degeneration of turf grasses, natural and induced.

R.M. Endo. California Turfgrass Culture. 17(3):17-18. 1967. (Department of Plant Pathology, University of California at Riverside, Riverside, California, 92502).

Fertilizer studies on common bermudagrass.

J.L. Stroehlein. 1966 Report on Turfgrass Research, Arizona Ag. Exp. Sta. Report 240. pp. 18-20. 1967. (Department of Agricultural Chemistry and Soils, University of Arizona, Tucson, Arizona, 85721).
Turfgrass varieties

C.R. Funk, R.E. Engel, P.M. Hali-sky and H.W. Indyk. Proceedings of the 1967 Midwest Regional Turf Conference, Purdue University. pp. 54-63. (Department of Soils and Crops, Rutgers, the State University, New Brunswick, New Jersey).
Winter injury and prevention.

J.B. Beard. Massachusetts Turf Bulletin. 4(4):8-21. 1967. (Department of Crop Science, Michigan State University, East Lansing, Michigan 48823). □

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It's up to you

Continued from page 33

qualified and experienced.

They carry many items which have proven successful for you in the past, which you can order in the fall. You should do so to be assured of delivery on time. However, if you have any doubt about any item, take down the style numbers, price, etc, and wait until you have seen all the lines.

Many times, you will buy one thing only to see a better value in a similar item from the next salesman.

The fall is also a good time to buy close-out equipment of which the manufacturers are disposing before the new models come out. If close-outs are a part of your merchandising plan, some good values can usually be had.

In this day and age, both men and women are much more style conscious than ever before. It is of utmost importance to have the very latest styles for your particular clientele. It is also a proven fact that customers today are extremely conscious of coordinating colors.

When buying ladies' bermuda shorts you must color coordinate them with the blouses you buy. This thinking can be carried through the entire wardrobe from head to toe.

This is also true of men's fashions. There was a time when men would wear any color trousers with any color shirt or sweater. Not anymore.

You can't operate a business without an inventory, and you can't buy an inventory without money. If you can't afford the inventory you should have, there are several solutions available. You might get extended credit from the manufacturer if you can show him that you are a good businessman and will make good at your club. You could inquire about a loan from your local bank and put the merchandise up as collateral. By showing the advantages to the members of a well stocked golf shop the club might advance the necessary capital.

As we pointed out in the first instance, good buying methods do not change. It still takes planning, research, imagination, hard work and a little luck. □

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then by all means, buy it now.

As you can see, my idea of a bargain is not the same as in the dictionary which explains a bargain as, "something which is purchased cheaply." As far as I am concerned, when something has a "sale price" tag on it, it is merely the price for which the merchandise should have been sold in the first place.

I have mentioned some of the reasons why I buy only quality goods and I hope I have been able to convince you of the value and importance of doing so. Perhaps the best reason of all for buying quality, however, is that your members soon learn that they are getting the best for their money. Stress quality not only in your menu but in your entire operation and you will not need quantity.

Personally, I do not believe in featuring a large menu at Minikahda as this means buying and storing a

lots of frozen foods. The only thing featured on my menu that is frozen is game and fresh fish. My menu is small but the quality is there. My members know they are getting the best.

When they get the best, they usually are happy. Happy members do not complain and this makes for happy working conditions. □

ABOUT THE AUTHOR—Born in Oslo, Norway, 54-year-old Carl-Fredrik Saether came to the United States in 1956 after spending several fruitful years learning and practicing the hotel and restaurant business throughout Europe. He is a graduate of Oslo Junior College, attended business colleges in Oslo and London and also is a graduate of a special hotel school in Grenoble, France. In addition to English and Norwegian, he also speaks

German and French fluently. He has worked at luxury hotels throughout Europe, spent time as a waiter on luxury steamers and was instrumental in helping open the famous La Belle Sole Restaurant in Oslo. He is a former manager of the Dombass Turist Hotell in Dombass, Norway, and later purchased this hotel where his wife now serves as manager. Saether spent several years teaching the hotel and restaurant business in Europe and today he is frequently called upon to teach in this country. In addition to cooking, his favorite hobbies include skiing, figure and speed skating. He is a former member of the Norwegian Olympic figure and speed skating team and also has served as an Olympic judge and referee. He has been the manager of the Minikahda Club in Minneapolis since April, 1962.

How to hire a pro

by
Russ Osgood

The conference table at a country club, is, relatively speaking, just as important as the board room of a large corporation. One important piece of business transacted at the club's table is the form of agreement on terms between the club, as employer, and the professional, as employee.

Whether a club or employer is hiring a pro for his abilities in playing, teaching, public relations or merchandising, the most important preliminary is that the employer produce a piece of paper outlining the pro's (1) estimated income, (2) duties or responsibilities, (3) conduct, (4) eligibility for club's hospitalization, vacation and retirement programs and (5) terms for concluding

employment. The piece of paper doesn't have to be a contract—it could be a pact, bond or agreement.

When a club is going to hire a capable and respected golf professional, the employer must have sufficient knowledge of the shop operation to make a good estimate of the income to be expected. A rough estimate will not suffice, since income from club storage, car rentals, lessons and merchandise sales will vary. A poor estimate can lead to trouble, as some clubs have learned. Should a pro do a good job for the club and top the estimated income, this, then, should be treated as a bonus for his services.

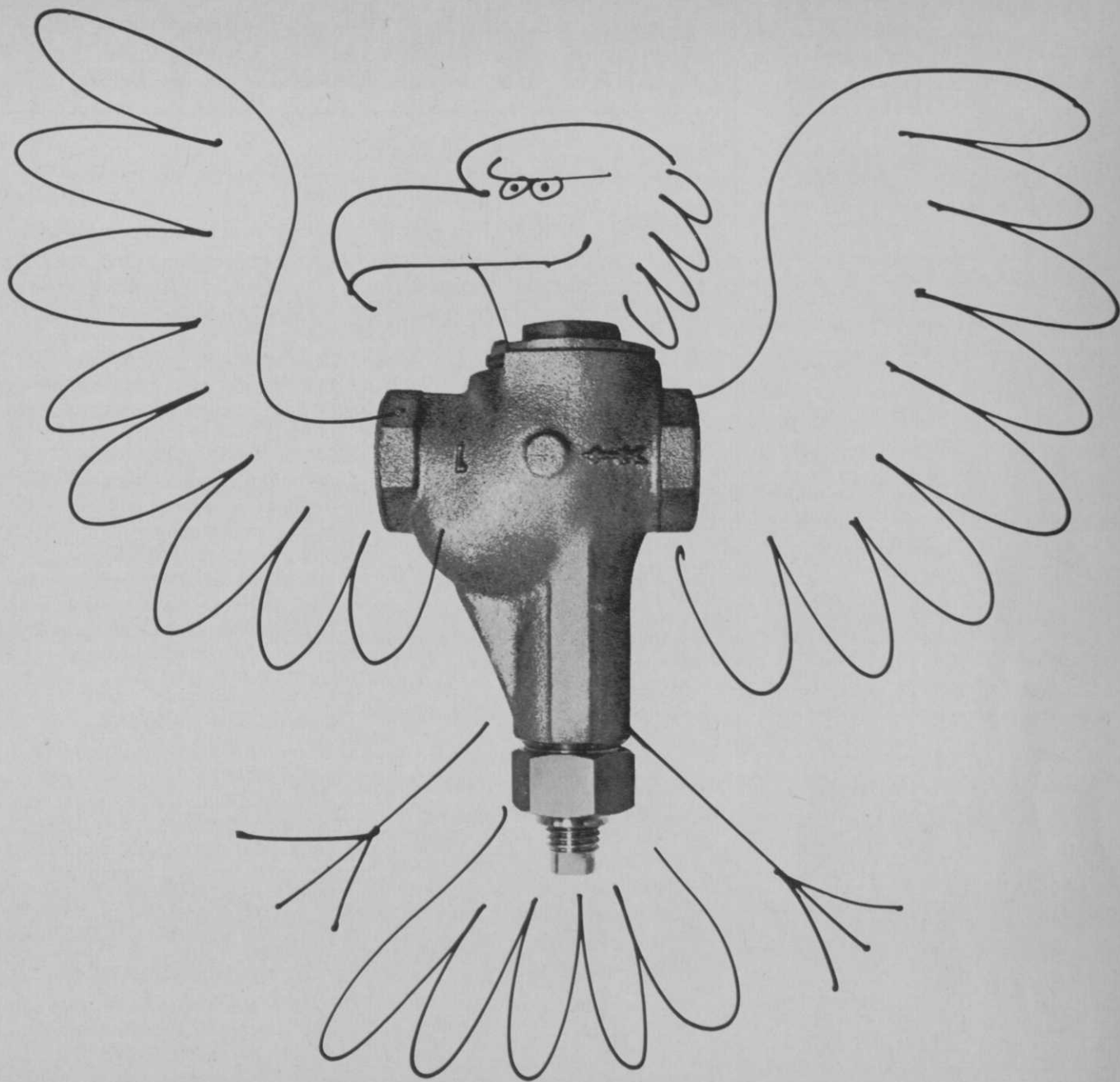
Widely varying opinions are expressed on the duties required and conduct expected of a pro. In setting forth rules, the club must establish a code that, if fully observed, will promote the golfing atmosphere desired by most of the members. A written outline of these rules will make the pro fully aware of his responsibilities.

Whether a club wants or allows

a pro and his employees to participate in its hospitalization, vacation, retirement and other fringe programs is the club's concern. It would seem, however, that if the pro is to be treated as an employee, without a contract, than he should be eligible to benefit from all these programs as are other employees of the club. If a contract is involved, it again becomes the decision of the club to allow participation. Any benefit offered should be put in writing, with the pro given an option to participate.

If the pro has a contract with the club, duration of employment should be established. When no contract is involved, some other piece of paper must be provided to give the pro protection for the \$15,000 to \$50,000 inventory on hand should his dismissal be abrupt. This is a delicate situation and must be arranged so that neither party is "holding the sack" to such an extent as to restrict future action. In most instances, the pro can return balls, clubs and bags to their respective vendors for credit. Soft goods,

Continued on page 113



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It has a flow control, and is made of brass, bronze and stainless steel.

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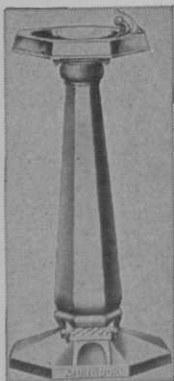
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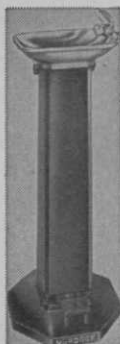


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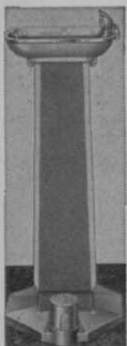
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News of the industry

New course for King's Inn

The King's Inn and Golf Club on the Grand Bahama Island have opened a second 18-hole championship golf course.

Under the supervision of golf pros, Harry Obitz and Dick Farley, each of the courses will have its own practice range, putting green, clubhouse, fleet of battery powered cars, four sets of tees and a staff of trained teaching professionals.

Rain Bird reorganizes

Rain Bird Sprinkler Corporation, manufacturers of sprinkler irrigation equipment, has acquired certain assets of Rainy Sprinkler Sales, a division of L.R. Nelson Manufacturing Company.

A new company has been formed called Eastern Rain Bird Sales, Inc., and will market Rain Bird's agricultural and turf grass equipment line in 37 states east of the Rocky Mountains.

Bender and Bender

International Golf Accessories Corporation, sole distributors of the Allen-Solly line of golf wear has acquired Michael B. Bender Ltd., importers of the International golf glove.

Norman Bender, president of International Golf Accessories stated that this acquisition gives his company the opportunity to service the golf professional with a color coordinated line of golf shirts and golf gloves.

MGA's handicap system

The Metropolitan Golf Association has a new handicap system.

They have eliminated the necessity of filling out IBM cards and having to order and reorder them. Instead, all scores are posted on carbon backed scoresheets, pre-printed with an alphabetical listing of the club's golfing roster.

There will be additional revisions, totaling 13, which will allow the MGA to maintain more current club rosters and handicaps.

A player belonging to more than one club will have his handicap records maintained simultaneously by the MGA at each club.

Ladies Tour expands

Five new tournaments are scheduled for the 1968 Ladies PGA Tour.

Leonard F. Wirtz, tournament director, announced that the minimum total prize purse for 1968 is \$475,000, which is the most money that the girls have ever played for.

Aztran shoe uppers

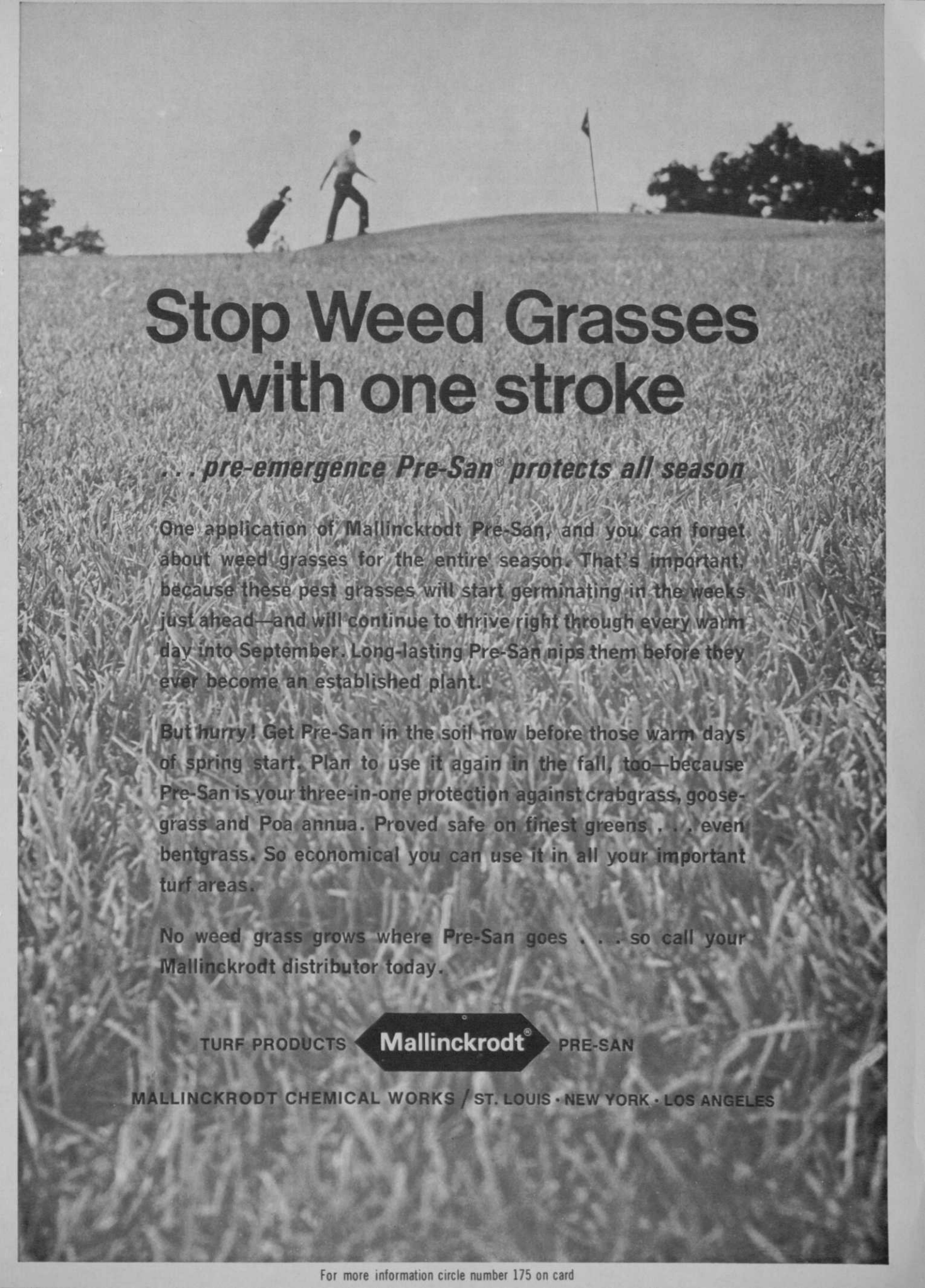
B.F. Goodrich has developed a new leather-like sheet material for shoe uppers, called Aztran. It comprises a B.F. Goodrich proprietary polymer and other materials specially developed by the company.

Aztran is supple and resilient so that it shapes itself to your foot, says the company. In addition, it absorbs and transmits foot moisture to keep feet comfortable, will not crack or wrinkle and can be cleaned by just wiping with a damp cloth.

Rutgers holds annual turf meeting

The annual meeting of turf managers was held recently at Rutgers University. Knowledge of a weed's environment was pointed out as important in weed control. Also, the potency of 2-4-D fumes, ver-

tically and at distant points, was emphasized. However use of this broad leaf weed decimator is usually damaging to ornamentals when used within the drip line.



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One application of Mallinckrodt Pre-San, and you can forget about weed grasses for the entire season. That's important, because these pest grasses will start germinating in the weeks just ahead—and will continue to thrive right through every warm day into September. Long-lasting Pre-San nips them before they ever become an established plant.

But hurry! Get Pre-San in the soil now before those warm days of spring start. Plan to use it again in the fall, too—because Pre-San is your three-in-one protection against crabgrass, goosegrass and Poa annua. Proved safe on finest greens . . . even bentgrass. So economical you can use it in all your important turf areas.

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with various phases of the subjects, open it up for discussion among the entire committee.

To call a meeting without an agenda and to open the subject to discussion among people completely unfamiliar with it, is a total waste of time and you may well end up with no solution at all.

STANDING COMMITTEES

This isn't quite so involved a process as planning the special committee meeting. Even here though, you are usually considering routine subjects, so preparedness will pay off.

Know in advance precisely what you want your meeting to cover and do sufficient research to enable you to predict the probable answer.

You should plan to solve a problem—not merely hold a meeting. Treat your members as resources that will help you reach the solution and the meeting as the bridge that gets you there.

Don't attempt to call a committee

meeting unless you have an agenda or outline. Issue this to the members before the meeting so they will be familiar with the subjects that are to be discussed and can offer suggestions regarding others that should be considered.

COMMITTEE CHAIRMEN

During your term as chairman of a committee, your most constant help will come from your club manager and from your club office. Many of your plans can and should be built in conjunction with him. Your manager and his staff are thoroughly familiar with your club and its problems, and have the ability to lighten the load you will be carrying.

In working with the manager, it is a good idea to handle all action through his office. By keeping him informed and familiar with your activities and committee progress he will be able to give advice on all types of procedures based on his broad experience. The club office has mailing lists and information that will save you and your committee, and your personal business staff, many hours of unnecessary labor.

COMMITTEE MEMBERS

Your committee chairman isn't faced with an easy job of presiding at your meetings and guiding them to a successful conclusion where a definite decision is reached, or positive action taken that is beneficial to your organization. You can help him considerably, and at the same time save yourself the agony of attending a pointless and chaotic meeting, by observing the following suggestions:

1. If an agenda is issued prior to the meeting, study it carefully. If there is any item on it you don't completely understand, contact the club manager and ask him to familiarize you with the subject.
2. Learn the exact purpose of the meeting and determine in advance what you are going to do about it.
3. During the meeting stick to the agenda. Offering subjects for discussion not contained in it impedes the meeting.

Continued on page 82



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TEXAS

Goldthwaite's of Texas,
Inc.
Dallas, Fort Worth,
Houston, San Antonio
Momsen, Dunnegan, Ryan
El Paso (915) 533-1621

UTAH

Conely Company
Salt Lake City
(801) HU 4-5208

VIRGINIA

R. P. Johnson Sons, Inc.
Wytheville (703) 228-2136

WASHINGTON

Polson Company
Seattle (206) MA 2-2891
Polson Company
Spokane (509) FA 7-9571

WEST VIRGINIA

Young Feed and Seed Co.
Charleston (304) DI 2-2104

WISCONSIN

Sprinkler Irrigation Supply
Glen Ellyn, Ill.
(312) 469-8730

CANADA

Pacific Irrigation Ltd.
Vancouver (604) 682-6132