Accessories, display units



Allsop Automatic, Inc., makes the Shoe-In Traveler, especially designed for golf shoes. It transports easily and holds the shoe securely in place while straightening it back to its original shape. Because nothing is inserted into the shoe, it is allowed to dry without wrinkling and because there is constant aeration, the problem of mildew is eliminated. Retail price: \$5. Allsop also offers a vinyl Shoe-In Bag for \$6.

Atlantic Products announces that the body of the slings on its 1969 golf bags will be made of a new Nitrile PVC material, which is a combination of vinyl and rubber. An unconditional guarantee for the slings is offered by the company for the life of the bag.

Golfcraft, Inc., has added the ladies' Proette golf bag to its golf product line. The bag is larger, 10 inches around, and features a side vanity pocket, large ball pocket and large clothing and accessory pocket. Part of the model LP 75 series, it comes in canary yellow, citrus green and pumpkin. Retail price: \$75. The company's complete line will be featured at the show.

Lamkin Leather Company offers a leather grip conditioner called Contact. According to the company, it keeps leather grips and gloves soft and tacky, regardless of the weather. It comes in two-ounce, aerosol can and is packaged 12 to a self-standing display carton.

Reliable of Milwaukee has washable knit Club-Sox in eight styles. Style 5017 socks carry one stripe, three or four stripes for one wood, three or four woods. Included also is a crested blank sock. If sent, the company will sew on your club crest. Colors are: red/white, black/white, gold/white, sapphire/white, loden/white, burgundy/white. Other styles are available in a variety of color combinations or in solid colors. There are three putter cover styles in various colors available and one style in a fake fur.

Wal-lop, a weighted head cover, comes in two-tone leather. It is packed six to an illustrated display box. Suggested retail: \$1.80 each. For ladies, the company makes six styles of tote bags in various colors.

Sit 'n Rest Golf, Inc., has made a major frame change in its combination cart and bag. The new Z-frame reportedly permits better protection for woods, as well as allowing more compact storage, better balance and a larger accessory pocket. Four models come in a choice of six colors: red, green, gold, blue, black and maroon. Prices of models are: \$36.50, \$41.50, \$42.50 and \$47.50.

Golf cars, batteries

Club Car, Inc., offers the Four-Bagger golf car. It is 103 inches long, 50 inches wide and weighs 710 pounds. The car converts to a four-bag vehicle by buying the four-bag attachments, drilling two holes in the fiberglass body on both rear fenders and drilling two holes on each side of the rear bumper. It can also be rented for two or three bags.

Columbia Car Corp. makes the Prago golf car in three models: the twopassenger, three-wheel model 800; the one-passenger, three-wheel model 801; and the two-passenger, fourwheel model 804. Model 800 is 42 inches high, 89 inches long, 421/2 inches wide; model 801 is 40 inches high, 67 inches long and 30 inches wide; model 804 is 42 inches high, 97 inches long; 421/2 inches wide. Weights with batteries are: 850 pounds (model 800); 433 pounds (model 801); 940 pounds (model 804). Optional equipment, which are not available for all models, include: automitive steering, fiberglass or vinyl canopy and frame, windshield, double bag rack, radio, cigarette lighter and front bumper.

Cushman Motor Sales, Inc., introduces the Town & Fairway golf car, which can convert from a golf car to a four-seater or carry-all. Available in electric or gasoline power, the car's overall height is $47\frac{1}{2}$ inches, length $108\frac{3}{4}$ inches and width 48 inches. Cushman has also announced that its Gran Cushman line of golf cars has been redesigned, restyled and reengineered. Model GC-300 with three wheels, gas or electric and model GC-400. four wheels, gas or electric, have built-in wrap-around bumpers, guard rails, enclosed wheel wells, rear wheel flaps, bucket seats and adjustable vertical bag racks. Accessories include: canopy top, Plexiglass windshield, horizontal bag racks, chrome hubcaps, tow hitch and bar.

E-Z-Go Car Division offers the threewheel, (model X-440) and the fourwheel, (model X-444), electric golf cars. The cars are 90 inches long, 47 inches wide, 45 inches high and have a loading capacity of 800 pounds. The body is made of steel panels and the seats are foam rubber over wrapped coil springs. They come in red, blue, green or white. Accessories include automitive steering, top frame and cover, lights horn, chrome hub caps, tow hitch and bar and a radio.

Motor Appliance Corp. makes two battery chargers especially designed for the golf car maintenance. Both the model 155T and 144T have a storage feature that enables the charger to automatically cycle itself on and off, depending on the varying conditions of the battery during the storage period. The charger uses an encapsulated transformer, silicon diode rectifiers, solid state components.

Viking Corp. of South Bend will show the Viking I and Viking II electric golf cars. The reinforced fiberglass Viking I is 98 inches long and 48 inches wide; the Viking II is made of 14gauge steel, is 88 inches long and 46 inches wide. Both models feature four-speed controls, choice of tiller or steering wheel, automatic braking, individual seats covered in Naugahyde and vertical bag carrier.



Westinghouse Electric Corp. introduces a four-wheel, electric golf car constructed of steel. The car can carry two passengers and two golf bags, has foam-cushioned bucket seats and comes in beige. Shipping weight with batteries and top: 1,060 pounds. The surry top is optional. The car is powered by a $4\frac{1}{2}$ hp engine with speeds up to eight mph.

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Emerson

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the dining room manager, a sort of glorified maitre d'.

What matters is that he must prepare a club budget, work with a golf course superintendent and golf pro, who report to independent committees, assist them with their bookkeeping and work with a dozen other club committees. Still the old image hangs on.

The capable club manager can, and does, prepare himself for greater responsibilities. He attends special classes, workshops and seminars in everything from financial management and property maintenance to executive development.

Unfortunately, this extracurricular activity often goes unrecognized, if indeed club members even know of it. And club managers, being service-oriented and often self-effacing, are not always inclined to call attention to their own accomplishments.

Times and managers change,

however, and it is encouraging to see developments such as a recent session in group dynamics conducted by the Pittsburgh chapter of Club Managers Assn. of America.

The 35 members discussed "What makes a club manager?" at a day-long seminar held at Chartiers CC under the direction of Dr. A.J. DelVecchio, director of the Family Research Institute, College of St. Thomas, St. Paul, Minn. The answers the managers set down (probably the first time such an appraisal has been recorded) is a catalogue of personal values and preferences for the professional club manager, and while not to be considered an absolute. the remarks of the Pittsburgh group may have sounded the note for further study.

The conscientious and active club manager may find personal profit in comparing his own goals and needs with the group's and thus discover areas for improvement in his own operation. Here's



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how members of the Pittsburgh chapter ranked managerial operating qualities:

1. Leadership—Assuming a position of leadership, managing other people

2. Benevolence-Generosity, sharing with others, helping others

3-4. (Tie) Support – Receiving understanding and encouragement from others

3-4. Conformity—Doing what is socially correct, following regulations closely

5. Recognition — Attracting favorable notice, being looked up to and admired

6. Independence — Freedom to make one's own decisions, being able to perform in one's individual way.

It is interesting to compare this list of values for the ideal manager with the chapter's ranking of values for themselves. Here's the order in which they ranked their personal values: support and benevolence; leadership; independence and conformity; recognition. When asked to rank the three most desirable personal attributes the group preferred these in the following order:

1. Perceptiveness—The ability to analyze the motives and feelings of oneself and others, to understand how others feel about problems, to put oneself in another's place

2. Achievement—To do a difficult job well, to accomplish tasks requiring skill and effort, to do one's best

3. Endurance—To work hard at a task, to keep at a job until it is finished, to stick with a problem to its end.

Although only beginning, the members of the Pittsburgh chapter may well have laid the foundation for what will be exact studies of the club manager's needs and attributes. Next month in Dallas there will be an attempt to profile the club manager by use of a computer. It will be interesting to see how these touchstones compare with the material the computer turns up.



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Solving THE CAR STORAGE PRODLEM

Hidden Hills CC planned for maximum number of cars to be used ultimately—and the result is no tie-ups

by John D. "Pat" Patterson

It was in the summer of 1965 that Dr. Wayland T. Coppedge, a successful Jacksonville, Fla., doctor and businessman, decided that the golfing facilities in Northern Florida left much to be desired, since for the most part, the golf courses were flat and usually extremely crowded. Dr. Coppedge owned sufficient acreage for the installation of a championship course, a short 20 minutes away from Jacksonville, so he decided to take matters into his own hands.

There were five ground rules that Dr. Coopedge laid down for the building of Hidden Hills Country Club in Jacksonville. They were: 1. It had to be one of the best designed courses in the Southeast. 2. It had to be accessible not only to its in-town membership, but also, its out-of-town members. 3. It was to be a club for golfers only; there would be no swimming pools, tennis courts, and, last but not least, there would be no women allowed on the course. 4. The clubhouse had



to be strictly functional, while beautiful, and revolve around some central area. 5. That the course be pre-planned in every respect not only from tee to green, or the location of the equipment shed and clubhouse, but down to the number of glasses in the bar. The planning also included the number of golf cars and provision for their ultimate usage. It would be an understatement to say this preparation has paid off.

Even though Jacksonville is a metropolitan city, the advisors knew that there would be a definite lack of caddies, and any caddies available would be taken by the old established clubs in the area. Also, there are no pull carts allowed at Hidden Hills. In view of these facts, it was necessary to have golf cars immediately available in sufficient quantities, not only for the beginning membership, but also their final membership. Storage and charging facilities have been made for 90 cars, though only 40 cars are there now.



Cars are stored (far left) at end of day in 38' by 80' storage area that houses 50 cars. Concrete patio (left) surrounds command post on three sides. Exit for pro shop is at the right. The well-planned, easy-toget-around layout is evidenced by tracing the route beginning (below left) in pro shop where there is a lead-in to the bag storage area, and from bag storage area (below) which has an entrance to the golf car housing section.



During the planning stages, it became evident that not only should the advisors plan on the maximum number of cars that would ultimately be used, but that they be maintained with the minimum of overhead. There is no large distance between car shed and pro shop. The pro controls the cars at the outset, and then by visual contact at the 10th and at the 18th. Even on the busiest days, when there are 60 or 70 rounds played with the 40 cars, there is special concern to give the members quality service. Automobiles are even met in the parking lot to pick up the bags of guests of the members.

Both first and second floors are built in the form of a cross. The command post, located on the first floor, is at the east end, and is approximately 38 feet by 22 feet. It is surrounded on three sides by a concrete patio. Directly to the rear, and accessible from the pro shop, is the bag storage area, that will store up to 150 bags. Farther to the rear, and extending to the south, is the main car storage area, which measures 38 feet by 80 feet, and has ample storage area for 50 cars. The cars are parked facing the bag storage area, so they are ready to go when called. The car is then loaded, and pulled out on the patio, where it awaits the player. The member plays his round and returns the car to the south door, where it is unloaded, washed, and returned to charge. The north wing of the building contains the same amount of car storage area for future use.

In the past, electrical outlets and facilities have been a sorely neglected item with many architects. Early in the planning stages at Hidden Hills, the architect was contacted and advised as to the amperage draw of each charger. To follow through with the planning, as soon as the electrical plans were submitted to the electrical contractor, they were checked by the supplier of golf cars. In the presently used south wing, electricity



Anxious golfers need not go hiking to get started. Last minute needs can be picked up at pro shop here on the far right. Then, only a stone's throw away, is the golf car storage room (under fenced balcony).

is provided by the use of 22 duplex receptacles. Each line going to the receptacles is rated for a 30-amp maximum load, to accommodate two automatic chargers, and circuit breakers are used. The north-end area is also wired, but not as heavily as the car room now in use. By advance planning, Hidden Hills Country Club has prepared to meet any and all eventualities in the golfing world. The membership and their fleet of cars can grow without disturbing existing items or adding others. Pre-planning did it—and, incidently, Hidden Hills Country Club opened on schedule. \Box



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PGA show products

Continued from page 91

Golfwear

Buccaneer Mfg. Company's West Wind line for spring and summer contains various styles of jackets for men and women. Two styles included in the line are the Scramble golf jacket for men and the Eagle for ladies. Made of two-ply nylon, the Scramble has a Mandarin zippered collar which conceals a hood. Colors available are: white/white trim; red/navy trim; beige/natural trim and jewel blue/ navy trim. The ladies' Eagle jacket has a by-swing back with mesh insert, Peter Pan collar, large size pocket, and coordinated knit collar and cuffs. Colors: white, mint, lemon, pink, beige and jewel blue.

John C. Caulkins, Ltd., has embroidered three-dimensional blazer crests for clubs or associations. Available handmade or machine-made in any number and color combination, including silver and/or gold bullion, the company has/no minimum ordering requirements.

Croston of Boston offers customcrested blazers. The blazers are available in nine shades of 55 per cent Dacron polyester and 45 per cent wool, four shades of 100 per cent two-ply pure worsted flannel, and 100 per cent two-ply worsted with a doeskin finish. Styles are made in either a three-button natural shoulder (Pro Model) or a two-button semi-drape model with side vents (Club Model). Double-breasted models are available in all materials at a 15 per cent extra charge.

Flip-It, Inc., has a line of ladies' golf hats in many styles and colors. Flip-It coordinates some hat styles with Haymaker outfits. Prices range from \$30 to \$39 a dozen.

Gold Crest, Ltd., offers a complete line of three-dimensional crests in silver and gold bullion interwoven with fabrics in any color combination. Crests come with clutch back fasteners or trim for sewing.

Golf & **Sport Headwear Company** offers men's golfing hats. Styles include a Dacron and cotton crusher with an adjustable size sweat band; a nylon and mesh hat; a poplin and mesh bucket hat with 1 7/8-inch brim for protection from the sun.

Haymaker's spring line for 1969 will include a blue/yellow/white tattersall (50 per cent Fortrel, 50 per cent cotton) poplin short skirt (\$14) and zip jacket (\$14) with matching cap from Flip-It. Outfit is coordinated with a blue Helanca nylon shell (\$6.50 retail).

Izod, Inc., has for men a 70 per cent Dacron polyester, 30 per cent mohair mock turtleneck with double contrasting striped collar and ribbed cuffs and bottom. It is available in ecru/gray/ orange, ecru/gray/light blue, ecru/ gray/lime and ecru/gray/yellow. A matching six-button, two color, vertical stripe cotton sweater, and a 100 per cent Dacron polyester doubleknit slack with western pocket in orange, oyster, regatta blue, mint, yellow, light blue, oat, salmon, melon or green complete the outfit.

Jaymar-Ruby's spring and summer 1969 slack line accents color, distinctive patterns and sophisticated styling. Highlighting the line are checks, stripes and plaids in mustard gold, terra cotta, charcoal brown and bamboo. Typical of the line is the Sansabelt model in plain weave of 55 per Dacron and 45 per cent wool. It features an elastic waistband and is available in a range of blues—navy, midnight, medium and dark—as well as blue gray and denium. Retail price: about \$25.

Johnston & Murphy will show its line of golf shoes. Two models, The Hartford and The Lakeside, will be featured. The Hartford comes in white rotolo calf, has a four eyelet plain toe bal with drop-top line. Shaves are attached and shoe socks included. Price: \$48.50. The Lakeside comes in cactus olive mock alligator Corfam with Corfam suede four eyelet wingtip blucher. Shawls are attached. Price: \$47.50.

The Kimberton Company makes a Pro Only ladies' and men's shirt line with custom designed club emblems embroidered into the shirt fabric. Shirts are available in a variety of colors and styles, which include full turtleneck, mock turtle and jewel necks. Retail prices range from \$5 to \$13.

Kunik Kasuals, Inc., makes a complete line of casual clothes for both men and women. There are men's jackets, blazers, sweaters, shirts, knit shirts and slacks. For women, the company offers slacks, bermudas, skirts, kilt-styled pants skirts, cardigan sweaters, turtleneck knit shirts and coordinates. There are his and her dickies, velours and golf jackets also in the line.

Annie Laurie Originals has a ladies' golf line in Triacetate, Arnel, sharkskin or cotton piques. Dress styles include A-line and shift. Striped or solid colored cotton coats are available. Coordinating with the outfits are hats and belts.

Lemmer-Meyer offers alpaca sweaters in one piece body construction, dyed to match or contrast mother-of-pearl buttons, nearly 100 colors, bulkless shoulder seaming and looped on cuffs and waistband.

Star-Grip Glove Company's glove features a patented back which takes up the stretch in the leather as it occurs to assure a tight fit. It comes in men's and ladies' sizes and in 17 color combinations for men, 12 for women. Retail price: \$5.95 a glove.

Stylist Shoe Company offers 15 shoe designs in its line. All shoes feature two-piece spikeholder plate, weatherproof oil-treated leather soles and heels, full leather calfskin linings, chrome-hardened steel spikes, selected upper leathers in basic tones and vivid colors and foam cushion insoles.

Texace Corp. makes a wide variety of hat styles for both men and women. The company will print club names on partly embroidered blanks and will also take orders on special request emblems.

Varela Slacks has available five models in the line. The Vegas has an attached belt and continental pockets; the Californian features an extension waistband, quarter top pockets and side buckles; the Classic, continental pockets, extension waistband and side buckles. The fullbelted Lounger features quarter pockets, and the Thunderbird, an attached belt, single pleat and quarter top pocket.

PGA Exhibitors Listing

(At press time; the listing is subject to changes and additions.)

Acushnet Process Sales Company Allsop Automatic, Inc. **All Star Industries** All Star Pro Golf, Inc. **Anglo Burton Corporation** Atlantic Golf Equipment Co. **Atlantic Products Corporation** Aubuchon-Carnahan Sales, Inc. D.S. Bradley, Inc. **Brockton Footwear** Buccaneer Mfg. Company, Inc. Burton Mfg. Company Calree Company, Inc. John C. Caulkins, Ltd. Chico's Tomahawk, Inc. Club Car, Inc. **Columbia Car Corporation** George Cook, Ltd. Continued on page 104



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With an eye toward the convention, the Professional Golfers' Assn. has recently installed new carpeting throughout its National Golf Club in Palm Beach Gardens, Fla.

The Anso nylon, spike-proof carpeting was developed to reduce the effects of soiling, and is claimed to be superior to conventional nylon in this respect. The particular style used by the PGA, called Futureau, has a natural stripe pattern and Kara Loc weave. More than 2,400-square-yards were used. It will be offered commercially. Retail price is about \$19.95 a square yard.

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IRS deals blow To club's exempt status

A recent Internal Revenue Service ruling will affect many club's tax exempt status. The IRS ruled that one club which sold bottled goods to its members for home or other off-premises use was not entitled to retain its tax exempt status. The rule applied despite the acceptability of such liquor sales in that state.

The IRS feels that though a club is formed for social, recreational and sporting purposes, with the contacts and social intermingling a part of the club's activities, and sales of food and beverages a part of the furtherance of these purposes, liquor which is to be consumed elsewhere isn't part of that definition.

Profits from such liquor sales are not subject to tax from the exempt club, whereas they would be if bought at the local package store. IRS will not admit that member convenience and service is an overriding consideration.

Toro changes Distributor set-up

Toro Mfg. Corporation's growing range of products have necessitated a change in its distribution system. Now, wherever market considerations warrant it. distributors for residential or institutional type products will be named. In the past, all franchised distributors have handled the full line of Toro products.

In conjunction with this, Toro has appointed four new distributors.

The E.H. Griffith Company for the southwestern Pennsylvania and northern West Virginia areas. Capitol Tractor Company for Connecticut, except Fairfield county.

Inland Toro Distributors, Inc. for all eastern Washington, western Idaho and Montana areas. Grasslands Equipment Company for Vermont and northern New York state.

For more information circle number 271 on card