

Spend 15 minutes with this new putter and see why 1973 will be the year of the "nassau"TM

BY HOGLUND



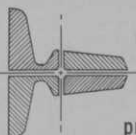
Meets all
USGA Specifications

First Putter Scientifically Engineered for the Special Function of Putting

The "Nassau" was designed by a golfer who also happens to be an engineer. Dissatisfied with contemporary putter designs, all of which he considered to be compromises, he set himself the task of creating a club that would consistently repeat while eliminating the many variables involved in the act of putting.

After two years of research, testing and evaluation in the field of mass and motion, he arrived at the "Nassau's" sculptured design. This is a putter that will appeal to every golfer and especially to the "thinking" golfer. It has everything the perfect putter should have: balance, feel and control to impart confidence and accuracy to the art of putting.

How these qualities are built into every "Nassau" is explained below. Please read on.

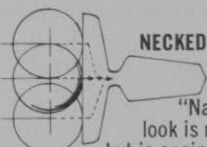
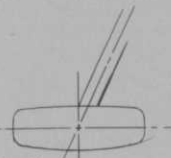


PRECISELY BALANCED HEAD

The Manganese Bronze club head is made by the investment casting process—the same technique used to produce precision jet aircraft parts whose dimensions must be held to thousandths of an inch. All four quadrants of the "Nassau's" head are precisely balanced to extremely close tolerance. The result is a putter with true pendulum action for utmost sensitivity of feel and control plus repeatability of stroke on green after green. Once a golfer feels the sensitivity created by this true balance, he begins to putt with greater confidence and precision. That's why we say that 15 minutes on the practice green with a "Nassau" will change your thinking and improve your putting.

SHAFT MOUNTING

The "Nassau's" True Temper shaft is mounted at an angle directly through the precise center of the mass of the head to maintain absolute balance and insure a true pendulum action regardless of the individual golfer's putting stance.

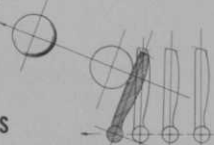


NECKED-DOWN HEAD DESIGN

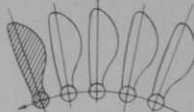
The unique head design which gives "Nassau" its distinctive look is not window dressing, but is engineered to concentrate the club's effective mass directly behind the prominent sighting line. This provides a more consistent impact force so that hitting the ball off-center will have little effect on the accuracy or distance of the putt, no matter where the ball strikes the face of the putter.

ELIMINATION OF DEFLECTION AND ITS EFFECT ON LONG "LAG" PUTTS

By concentrating the weight of the putter along the sighting line and providing longitudinal mass along the line of stroke, the "Nassau" provides constant control by eliminating the deflection which normally occurs as the putter strikes the ball—a condition which has long been associated with blade or mallet style putters. This total transmission of impact energy allows the golfer to lag the same distance with a shorter backstroke and less effort, hence a more sensitive and accurate putt.



DEAD-CENTER SHAFT LOCATION ELIMINATES "FANNING" ACTION



Professionals and serious students of putting know that a "fanning" action—no matter how slight—in moving the club back from the ball is a primary cause of inaccurate putting. One of the most common reasons for "fanning" is the golfer's conscious or unconscious compensation for the off-center weight of the head in relation to the shaft. The "Nassau's" design eliminates the tendency to fan the club because the shaft is precisely located in the dead center of the head's mass. He will now naturally tend to bring the club back in a straight line which will be an imaginary extension of the long sight line which is precisely machined into the head. This stroking along "line of sight" will increase your confidence and accuracy to a tremendous degree.

FITS ALL PUTTING STYLES

Finally, the bottom of the "Nassau's" head has a rocker shape which allows it to lie properly and in precise relationship to the ball, no matter what the golfer's individual stance or putting style happens to be. In addition, the entire head of the "Nassau" has a contoured base to prevent any possibility of drag.

As you can see, this putter is not just another "gadget" or a bid for attention, but a totally engineered instrument specifically designed for the greatest possible accuracy in the art of putting.

Sold only through Pro Shops. Available in PRO Model (Black head). Also in White, and 6 colors: Yellow, Blue, Green, Lavender, Pink, Orange. Pro only grip is standard. Leather and other "Specials" on request. Left or Right Hand models. Nationally advertised retail price is \$20.00. Standard discounts apply.



HOGLUND GOLF COMPANY P.O. Box 422, Park Ridge, Ill. 60068

- Send details on suggested NASSAU assortments
- Ship one only NASSAU Pro Model for evaluation before I place stock order. Left Hand Right Hand

Name _____

Club _____

Address _____

City & State _____

Zip _____

Announcing the new Wilson Your members' chances for straight,

New Wilson 1200 woods: Square hits on more shots.

The woods your members are playing now probably have heads with the center of gravity behind the shaft. Which is the way most woods are made. (Fig. 1)

When golfers swing those clubs, torque is produced in the shaft. This often causes the club face to twist open, and then closed, in the down-swing... and to slide through the ball at impact. So it's difficult to hit the ball squarely time after time. (Fig. 2)

But new WILSON 1200 woods have heads with the center of gravity on-line with the shaft. (Fig. 3) The result of removing the usual back-weight and inserting a tungsten alloy Fore-Weight immediately behind the impact area, deep in the Epoloc face. This scientific fore-weighting reduces the tendency of the club face to open, close or even slide through the ball. The result: a better chance for square impact. So the golfer gets better control and greater distance. (Fig. 4)

You can show how this works by placing a Wilson 1200 club and an ordinary club on a table. The face of the Wilson 1200 club hangs straight down—or square. But the face of the ordinary club does not hang square. Because the weight is in the back part of the head.

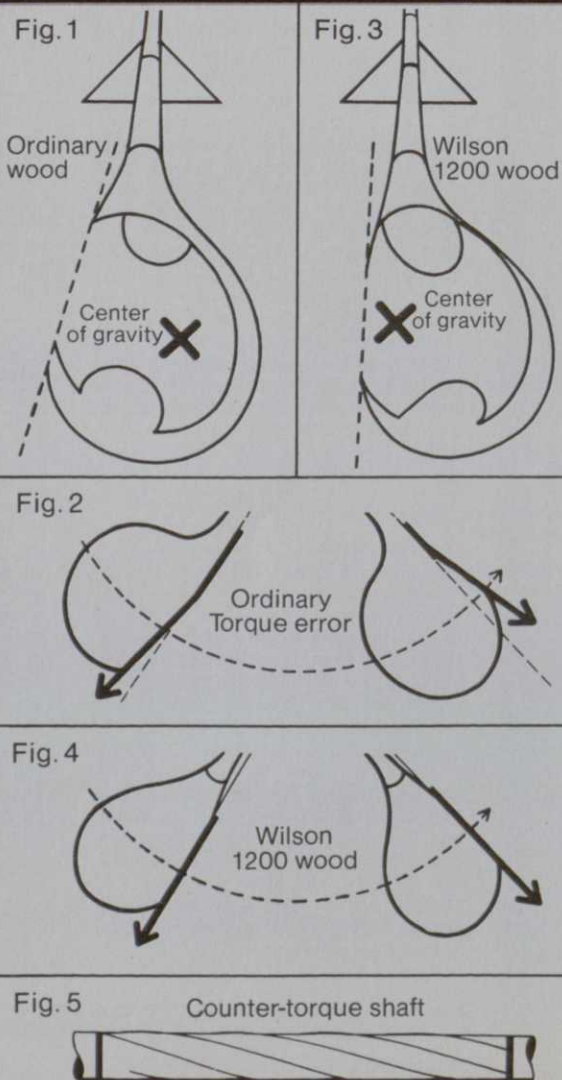
New Wilson 1200 woods also have an exclusive Counter-Torque shaft. The lower section of the Counter-Torque shaft is firmer than the lower section in an ordinary shaft. (Fig. 5)

Together, the fore-weighted head and the Counter-Torque shaft help keep the club face square at that critical moment when it hits the ball.

A Wilson 1200 club face that hits the ball squarely means a straight shot. Which means a long shot. Shot after shot. After shot.

New Wilson 1200 irons: More accuracy on more shots.

Most golfers don't consistently hit the ball on the sweet spot. Some irons attempt to compensate for off-center hits by enlarging the sweet spot



1200 woods and irons. long shots just got much better.

horizontally.

But new Wilson 1200 irons give the golfer more than just a horizontally enlarged sweet spot. They also give a vertically enlarged sweet spot. So golfers have a better chance for more accurate shots. Whether they hit the ball off-center horizontally or vertically. (Fig. 6)

How was this doubly-enlarged sweet spot achieved? By introducing a new concept in irons called Perimeter Weighting. It places more weight farther out along the entire perimeter of the sole and toe. (Fig. 7) So your members are more likely to have solid hitting weight behind an expanded impact area.

Equally important, there is an enlarged sweet spot on every single Wilson 1200 iron. Because we inserted a special tungsten alloy disc in the toe of our irons. And, we precisely varied the amount and location of the tungsten insert, placing this special weighting higher in the more lofted irons. So even though a golf ball climbs on the face of the more lofted irons before flight, Wilson 1200 irons

improve the golfer's chances of having solid hitting weight behind each shot. (Fig. 8)

The result is that each Wilson 1200 iron in the set provides scientific weight placement behind an enlarged sweet spot. So your members will get more accurate shots more often. Even on many of the shots that they hit off-center.

Wilson 1200 woods and irons: Greater distance and accuracy... more often.

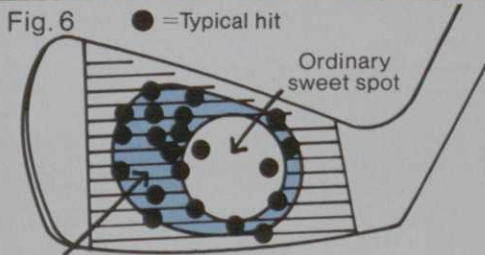
You know golfers who sometimes feel they can't buy a good straight golf shot. Well, now they can. A whole set of good straight shots, in fact. Because Wilson offers both irons and woods built with new weighting concepts for greater accuracy. And that's something that nobody could offer before.

Complete sets of these remarkable new Wilson 1200 woods and irons are available now. Through golf professional shops only, of course.

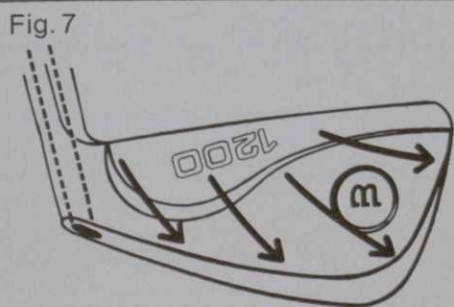
Until a member has played them, he can't really know just how good a golfer he is.

Wilson®

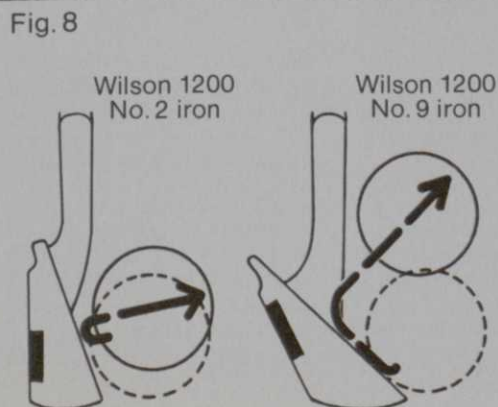
Wilson is a registered trademark, and Wilson 1200, Counter-Torque, Fore-Weighting and Perimeter Weighting are trademarks of the Wilson Sporting Goods Co.



Wilson 1200 iron expanded sweet spot



Wilson 1200 Perimeter Weighting



For more information circle number 146 on card

GOLF CLUBS from page 40
1-3-5-7 combination; however,
4- and 6-wood available also.

MODEL: PROFESSIONAL
CHANGES FOR 1973: None
FEATURES: Irons feature nickel-
chrome finish. Woods are persim-
mon with three-dimensional
PGA insert.

SHAFT TYPE & FLEX: Herculete
(R,S)

WOOD COLOR: Pecan
PRICE: Irons, \$207; woods, \$126

MODEL: EMBLEM
CHANGES FOR 1973: None
FEATURES: Irons have V-back de-
sign, woods are laminated; me-
dium price range

SHAFT TYPE & FLEX: Pro-Fit
(Med.)

WOOD COLOR: Black/red insert
PRICE: Irons, \$112; woods, \$72

MODEL: CLASSIC
CHANGES FOR 1973: None
FEATURES: Laminated woods,
lower price range

SHAFT TYPE & FLEX: Steel (Med.)

WOOD COLOR: Black/black &
red insert

PRICE: Irons, \$78.75; woods, \$54
**MODEL: LADY PAR EXCEL-
LENCE***

FEATURES: Lightweight, small di-
ameter shaft without sacrificing
clubhead size. Added loft and
length with flatter lies.

SHAFT TYPE & FLEX: Lady Par Ex
(L)

WOOD COLOR: Royal purple
PRICE: Irons, \$207; woods, \$126

MODEL: CONTESSA
CHANGES FOR 1973: None
FEATURES: Laminated woods,
black, blue and gold fill grips

SHAFT TYPE & FLEX: Pro-Fit (L)
WOOD COLOR: Pastel blue/white
insert

PRICE: Irons, \$112.50; woods, \$72
MODEL: LADY CLASSIC

CHANGES FOR 1973: None
FEATURES: Laminated woods,
nickel-chrome finished irons

SHAFT TYPE & FLEX: Steel (L)
WOOD COLOR: Ebony/red &
black insert

PRICE: Irons, \$78.75; woods, \$54

RAM

MODEL: GOLDEN RAM
CHANGES FOR 1973: None
FEATURES: Irons have weight re-
distributed away from center of
gravity. Woods have brass pow-
er weights on the back of the
heads.

SHAFT TYPE & FLEX: Dynalite (A-
one inch shorter; R,S, and S-one
inch longer shaft)

WOOD COLOR: Black/green in-
sert

PRICE: Irons, \$189; woods, \$120
COMMENTS: Seven-wood also of-
fered

MODEL: RAM PROFESSIONAL
CHANGES FOR 1973: None

FEATURES: Forged irons with
weight centered in the hitting
area. Low price club for pro
shops.

SHAFT TYPE & FLEX: Micropower
lightweight steel (R)

WOOD COLOR: Walnut

PRICE: Set of three woods, eight
irons—approximately \$110-\$120

ROYAL

MODEL: ROYAL PLUS*
FEATURES: Investment cast mal-
leable stainless steel irons that
have a fluted carbon steel shaft.
Woods have fluted shaft, special
insert.

SHAFT TYPE & FLEX: Lightweight
(R,S), A and X on special order

WOOD COLOR: Black
PRICE: Irons, \$250; woods, \$135

COMMENTS: Right-hand only
MODEL: ROYAL

CHANGES FOR 1973: Newly de-
signed forged steel head,
squared-off toe irons. Shallow
and standard face driver.

SHAFT TYPE & FLEX: Lightweight
(R,S), A and X on special order

WOOD COLOR: Black/black &
white insert

PRICE: Irons, \$225; woods, \$135
COMMENTS: Left-hand available

MODEL: ROYAL QUEEN
CHANGES FOR 1973: Forged
steel irons with thin, but strong,
lightweight steel shaft

SHAFT TYPE & FLEX: Lightweight
(L)

WOOD COLOR: Dark blue, dark
green or cherry

PRICE: Irons, \$145; woods, \$108

SHAKESPEARE PLYMOUTH

MODEL: MACH II*
FEATURES: Revolutionary shaft de-
signs for clubs. Tor-Fil Sigma: all-
graphite shaft, extremely stiff and
costly, for professional or low
handicap golfer; Tor-Fil Alpha:
combination graphite with silicone
shaft; Tor-Fil: silicone shaft.

SHAFT TYPE & FLEX: Tor-Fil Sigma
(stiff to extra stiff); Tor-Fil Alpha
(R,S), Tor-Fil (R,S)

WOOD COLOR: Black/black in-
sert.

PRICE: Irons: Sigma, \$720; Alpha,
\$216; Tor Fil, \$162. Woods, Sig-
ma, \$400; Alpha, \$136; Tor Fil,
\$136 (approximate).

COMMENTS: Sigma shaft weight
2.7 ounces; Alpha shaft weight ap-
proximately 3.4 ounces and Tor-Fil
shaft 4.0 ounces

MODEL: XLD PROFESSIONAL
CHANGES FOR 1973: None

FEATURES: Forged iron heads

SHAFT TYPE & FLEX: Pro-Fit Unit-
ized (R,S)

WOOD COLOR: Black/black in-
sert

PRICE: Irons, \$144; Woods, \$88

MODEL: XLDEBS* (ladies)
FEATURES: Blue cast tinted shaft
to match woods and grips
SHAFT TYPE & FLEX: Tor Fil (L)
WOOD COLOR: Blue/white insert
PRICE: Irons, \$162; woods, \$96

KENNETH SMITH

MODEL: KENNETH SMITH
CHANGES FOR 1973: None
FEATURES: Custom made clubs for
men, left-hand and ladies featur-
ing stainless steel iron heads
SHAFT TYPE AND FLEX: Light-
weight, dynamic or aluminum
(all flexes)
WOOD COLOR: All colors
PRICE: Irons, \$297; woods, \$196

SPALDING

MODEL: TOP FLITE*
FEATURES: Woods and irons fea-
ture dynertial weighing system
giving three-dimensional ef-
fect. Weight in heel, toe and sole
of club for lower center of
gravity. Irons have stainless steel
heads, chrome exterior and hol-
low back.

SHAFT TYPE & FLEX: Dynamic and
lightweight (R,S)

WOOD COLOR: Black/full face
maroon insert

PRICE: Irons, \$200; woods, \$140
COMMENTS: This is a new mod-
el, previous Top-Flite men's line has
been discontinued

MODEL: ELITE
CHANGES FOR 1973: None

FEATURES: Stainless steel irons
with square toe, straight top line

SHAFT TYPE & FLEX: Lightweight
(Med., S)

WOOD COLOR: Mahogany
PRICE: Irons, \$250; woods, \$155

MODEL: EXECUTIVE
CHANGES FOR 1973: None

FEATURES: Weight redistribution
in woods and irons

SHAFT TYPE & FLEX: Lightweight
(Med., S)

WOOD COLOR: Charcoal grey/
black insert

PRICE: Irons, \$194; woods, \$135
COMMENTS: Only Spalding mod-
el offered in left-hand

**MODEL: MV2 (men's); SANDRA
HAYNIE MV2 (ladies')**

CHANGES FOR 1973: None
FEATURES: Matched set of clubs in
medium price range for pro shops

SHAFT TYPE & FLEX: Lightweight
(Med. for men's, L for ladies')

WOOD COLOR: Black/red insert
(men's); applewood green/avo-
cado insert (ladies')

PRICE: Irons, \$120; woods, \$90
MODEL: LADIES TOP-FLITE

CHANGES FOR 1973: None
FEATURES: Weight redistributed
between toe and hosel, rounded
top line

SHAFT TYPE & FLEX: Lightweight
(L)

WOOD COLOR: Burgundy/black
insert
PRICE: Irons, \$185; woods, \$125

WILSON

MODEL: 1200*
FEATURES: Chrome-plated irons
with a tungsten steel weight in-
serted at the toe of the club.
Woods and irons feature fore-
and perimeter-weighting to re-
duce the tendency of the club face to
open, close or slide through the
ball.

SHAFT TYPE & FLEX: Counter-
Torque (R,S)

WOOD COLOR: Ebony/ebony &
natural insert

PRICE: Irons, \$279; woods, \$155
COMMENTS: Right-hand only

MODEL: X-31
CHANGES FOR 1973: None

FEATURES: Stainless steel irons
with a contour and radius sole and
beveled leading edge

SHAFT TYPE & FLEX: Ultralite (R,
S), A and X on special order.

WOOD COLOR: Black/silver in-
sert

PRICE: Irons, \$242; woods, \$155
COMMENTS: Available in left-
hand

MODEL: WILSON STAFF
CHANGES FOR 1973: Irons have
adjustable tungsten steel weight
insert, dynapower fluid feel

SHAFT TYPE & FLEX: Ultralite (R,
S), A and X on special order

WOOD COLOR: Ebony/Wilson
Staff design in insert

PRICE: Irons, \$222; woods, \$134
COMMENTS: Also available in
left-hand

MODEL: BOROS PROFESSIONAL
CHANGES FOR 1973: None

FEATURES: Chrome-plated irons
featuring weight redistribution.
Woods feature Strata-Bloc heads.

SHAFT TYPE & FLEX: Steel (R)
WOOD COLOR: Light walnut/bur-
gundy insert

PRICE: Irons, \$80 (set of eight);
woods, \$60

MODEL: LADIES STAFF
CHANGES FOR 1973: None

FEATURES: Patty Berg signature
clubs with rounded sole, fluid feel
hosel. Driver features special loft
and lie.

SHAFT TYPE & FLEX: Ultralite (L)
WOOD COLOR: Deep blue/nat-
ural insert

PRICE: Irons, \$225; woods, \$135
MODEL: BERG PROFESSIONAL

CHANGES FOR 1973: None
FEATURES: Straight line scoring
for increased accuracy and back
spin. Woods have one-piece sole
plate.

SHAFT TYPE & FLEX: Lightweight
(L)

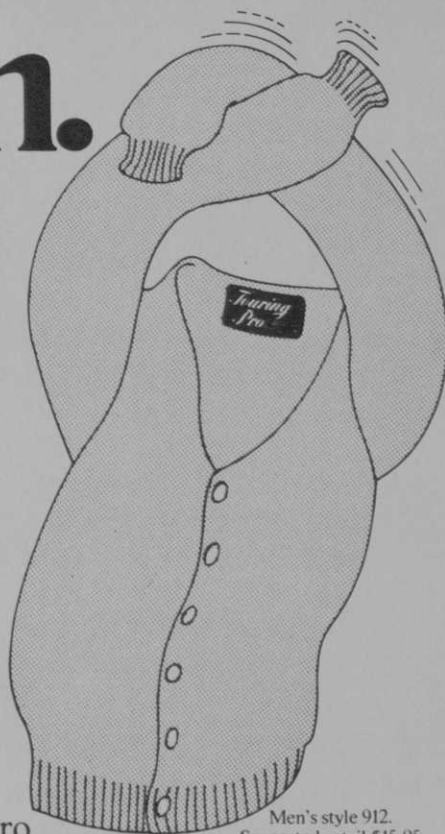
WOOD COLOR: Brown tone/nat-
ural insert

PRICE: Irons, \$114 (set of eight);
woods, \$80

* Indicates new model

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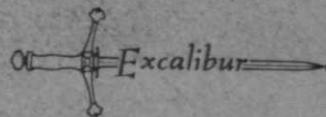
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SAFETY & HEALTH ACT: ARE YOU LIVING UP TO THE LAW?

LAST OF A THREE-PART SERIES

Last month's article detailed the effects of Occupational Safety & Health Act standards on golf course maintenance and operations and emphasized safety precautions that now must be followed around equipment and machines and in storage facilities. This month's article will explore the impact the act will have on the pro shop and the clubhouse, emphasizing regulations that relate to the health portion of the act.

We will also examine one of the recurring problems created by the law's terminology, that of additions and changes to existing standards.

At this point we remind the reader that OSHA is not concerned with either the safety or the health of the club member, but only that of the club's employees.

SANITATION

About 10 pages of regulations deal with sanitation. Most of them are now under review. Although clubs must abide by existing standards, both the department of Health, Education and Welfare and the Occupational Safety and Health Administration have until April 28, 1973, to add to or change them.

Part of the reason for this stipulation in the act is that OSHA, faced with providing a large body of regulations within a short period of time, was forced to adopt a great many existing regulations that had been established by such diverse

The pro shop and the clubhouse must comply with Occupational Safety and Health Act standards to avoid penalties, even though these standards will be continuously revised or changed

by JACK JANETATOS
and KEN EMERSON

bodies, as the U.S. Public Health Service and the National Fire Protection Assn. Many of these regulations were obsolete in terms of today's technology and the additional two years (at the time of the act's passage) gave OSHA the opportunity to review and correct this body of "instant" regulations. It does, however, burden considerably the individual club, which must keep track of these changes and additions to comply with the law. (One of the functions of the National Club Assn. is to inform the industry through articles such as this one and its members through its monthly newsletter.)

One graphic illustration, out of some 55 changes and additions that were offered as proposed regulations by OSHA on July 15, 1972, states that "clean ice will be permitted in drinking water." The present American National Standards Institute standard had justifi-

cation for prohibiting ice in drinking water when the original standard was established, because *much ice was cut from rivers and lakes*. Today, ice is machine made, and sanitation in its manufacture is practicable. (Words are OSHA's, emphasis is editor's.)

Other sanitation standards important to clubs are:

1. False floors, platforms, mats or other dry standing places or appropriate waterproof footwear is required where wet processes (silverware or pot washing) take place;
2. Where vermin are detected, extermination is required;
3. Drinking water is required within 200 feet of working places (office areas);
4. Toilet facilities are required within 200 feet of a place where employees regularly work;
5. Toilet paper holders are required in all facilities and covered receptacles must be provided for women's toilets;
6. Other regulations deal with the construction specifics of the employee toilet facilities and provide that all receptacles must have open front seats;
7. Nonpotable water is permitted for cleaning and bathing, provided it has been properly treated;
8. One wash basin is required for each toilet facility;
9. At least one couch or bed must be provided in every place where 10 or more women are employed;

continued on page 50



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For more information circle number 160 on card

OSHA from page 49

10. All employee food service shall meet the requirements of the U.S. Public Health Service;
11. All floors and work areas must be maintained in a clean and dry condition.

FIRE

Because of the extensive work done by the National Fire Protection Assn., fire safety regulations are more comprehensive and detailed than those in many other areas. Of particular concern to the clubs will be those standards affecting the use of portable extinguishers.

1. Portable extinguishers must be maintained in fully charged and operable condition and kept in their designated places at all times when they are not being used (These must be marked in red.);
2. Extinguishers are classified by type and intended use and must be so marked in such a way as to make their selection unmistakable;
3. Extinguishers must be maintained in good condition and kept in areas of free and ready access. They must be inspected at least once a year and must be refilled whenever they fall more than 10 per cent below capacity;
4. Extinguishers must be provided for the protection of both the building structure, if combustible, and the occupancy hazards;
5. In general, extinguishers must be located within 50 to 75 feet of any potential fire hazard;
6. The number of fire extinguishers per potential hazard is carefully spelled out by the regulations in terms of class and rating;
7. All extinguishers must be tagged to show the maintenance or recharge date and the initials or signature of the person who performs this service.

A considerable body of regulations deals with the safety requirements of fire exits. In general these require that:

1. Every building have enough exits to permit prompt escape of the occupants in case of fire;
2. Such exits must be kept free and clear of *all* obstructions. The approaches to these exits may never be blocked;
3. Every exit and the route to it must be clearly marked and artifi-

continued on page 52

WINTER PROFITS? HOW?



SKIING!

As you know, the interest in skiing parallels that of golf—SKYROCKETING! If your golf club has the two basic ingredients for skiing—a modest hill and snow (natural or artificial), you can begin to take advantage of this fast growing sport in what would normally be your off-season.

Look at some of the **ADVANTAGES:**

1. Income through sale of tickets.
2. Income through rental of equipment.
3. More efficient use of facilities—locker room, pro shop, restaurant, bar.
4. Year-around employment to help keep qualified employees.
5. Year-around recreation for members.
6. Your club even has a distinct advantage over ski areas—accessibility to members!

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It's a heavy-duty, sophisticated surface lift, yet requires **NO** structures that could damage turf. Available in gas or electric models, it can be extended to any length up to 1000 ft. There are permanent handles, which makes it easy for even beginners to ride.

Ski Facilities, Inc., can advise you on every aspect of preparing your club for skiing, from slope selection to instruction, including artificial snow-making. Write or call today for more details.



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