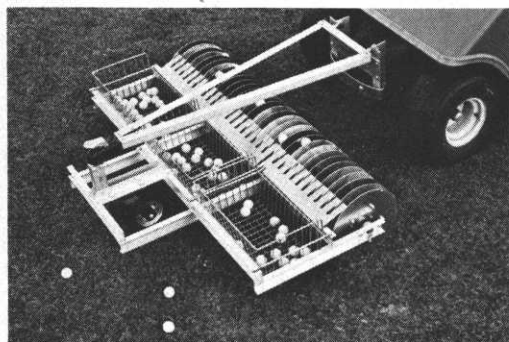
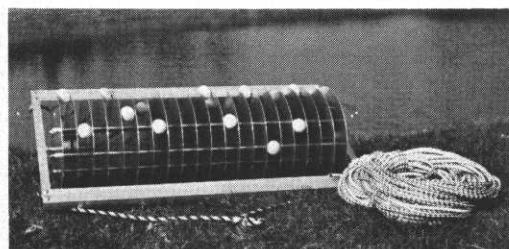


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## NEWS OF THE INDUSTRY continued

### Big Tent Rent Companies Entice More Under Canvas

Clubs and club managers should have more companies to choose from and better pricing in the big tent renting field for special occasions and parties at country clubs.

Canvas Products Association International told GOLFDOM the business was a \$19 million market last year as more concerns have begun using the service.

Bernard Armbruster, president of Armbruster, Manufacturing Co., Springfield, Ill. expects his retail business to increase 25 percent more next year. While fair and carnival tent-renting ebbs, social functions have shown steady growth. Danville Tent and Awning Co., Danville, Ill., says tent weddings gained in popularity.

### Superintendent's Success Depends on Club Mechanic

Labor and its costs has become a problem at golf courses. Clubs have insisted the superintendent better manicure his course with the same amount of labor, according to Dr. A. J. Powell, extension turf specialist at V.P.I.

This has influenced equipment companies to produce labor-saving equipment and certainly has influenced the superintendent to purchase this equipment. Because of the small sales potential, this equipment has been expensive, but because of the labor problem, worth the money.

Because of the large equipment inventory at every club, qualified mechanics play musical chairs more than the superintendents. A mechanic that fits within the price structure of a golf course is a highly important individual and a rare commodity. It may be that we are presently seeing that the capabilities and quality of the mechanic influences to a large degree the success of the superintendent, Dr. Powell reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

When things go wrong, Dr. Powell said, the superintendent

should not always point the finger at somebody else. He suggest the superintendent look at his equipment operation.

Do you have a qualified mechanic? Do you properly maintain your equipment? Can the mechanic or yourself properly identify components parts in the machine? When you call the equipment company or make an official order, do you always record the part numbers correctly? Do you always complete the list of parts you need? How can you be haphazard in your ordering procedure and yet be so critical of the haphazardness of the supply? You should always insist that you have an up-to-date parts list and every order should be made from that parts list by number and quantity rather than trying to identify the appearance of the piece over the phone to a salesman.

Also, be truthful with the salesman, Dr. Powell urges. Cooperate with them. Become friends with all salesmen, but do not become obligated to any. Do not always expect the lowest price. Buy the equipment you have confidence in.

Another problem is time. Do not wait until the last minute to make equipment purchases and part orders. Keep as much of your parts inventory as possible. Develop a system of paper work in which you can keep a list of parts needed and parts expected to be needed shortly.

## Superintendent Membership Doubles in Last 12 Years

The Golf Course Superintendents Association of America passed the 4,000 membership mark in June, doubling the mark in the past 12 years.

The national association was formed in 1926. That was 10 years after the Professional Golfers' Association began and a few months before the Club Managers Association of America was formed in Chicago. There had been active regional groups of greenkeepers in New England, Chicago and other localities before the national organization of the men in charge of course maintenance was started in Cleveland with John Morley of Youngstown Country Club in Ohio as president.

## Junior Golf Showing a Boom

State and district amateur golf associations, the Professional Golfers' Association and the National Golf Foundation's program of golf education in high schools and colleges indicate this year may be the biggest junior golf boom of all time.

Experts say the kids seem to be more responsive to the golf invitation this year than for some years previous. Pros at clubs where boys and girls have not been especially in-

terested in the junior schedule of lessons and tournaments, tell GOLF-DOM that participation is now more than ever before. The pros also say the junior tennis and swimming programs are at new highs.

The observing pros have not any explanations for the livelier interest of the kids, but they say the kids are beginning to shake new life into the routine of clubs. The kids seem to be discovering the clubs to which their parents belong.

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Joins Manhattan and Pennfine on the "highly preferred" list of turf-type ryegrasses. A durable dark green beauty, Derby persists under close mowing, has better-than-average heat, disease and drought resistance and a fine record in the South when used for winter overseeding. A fast germinating grass, it's normally ready for mowing in three to four weeks.

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