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You’re probably replacing some of your golf car batteries right now. So why not test the new EV-106, or EV-88, golf car batteries from Exide and Willard. The EV-106 gives dawn to dusk performance under the most rugged conditions. It delivers 106 minutes of pedal-down time between charges. The EV-88 gives 88 minutes of running energy and features quarter-turn vent cap and a polypropylene case, just like the EV-106.

With polypropylene, you get more room inside the battery for acid and plates. And you spend less time outside the battery, filling it up.

Ask your battery or golf car dealer to check the Exide and Willard line today. End your dawn to dusk frustrations, now.

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You may buy this new $47.95 battery tester for the special price of just $24.00, plus local sales tax, when 24 or more new Exide or Willard batteries — either the EV-106 or EV-88 — are delivered to your golf course.

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When you buy my clubs you are buying the most perfect instruments ever created for playing golf.

The component parts of every iron have been carefully designed and skillfully manufactured for maximum performance. Each iron in turn positively relates to every other iron, and this synergetic relationship forms the total IRONS SYSTEM.

This same concept, design and meticulous manufacturing process is carried through the WOODS SYSTEM.

In turn, the IRONS SYSTEM and the WOODS SYSTEM are designed to interrelate and develop the fullest measure of performance as a MASTER SYSTEM!

As an example of our superior design you can see above the perfection of the gradation of the stepdown pattern of our exclusive high performance Apex Shafts. Our clubs are designed with less than the weight of a dollar bill in swing weight variation from club-to-club within our IRONS and WOODS SYSTEMS.
LABOR RELATIONS from page 30

After medical plan is needed and a union would help the employees receive such a plan.

As with wages, look at the benefits offered by other local clubs. Look at the benefits offered by other industries employing similar employee classifications. There are also general guidelines that can be followed. Of all the major benefits, employees generally consider medical insurance the most important.

Benefits should also be tailored to the peculiar needs of the golf club. A club on the West Coast, for example, might employ a full staff the year around. The employees there may be interested in long-term benefits, such as pension plans or increased vacations. In areas subject to seasonal changes, many employees have a relatively improved short work period and may be more interested in short-term benefits, such as greater medical coverage or higher wages as a substitute for benefits.

In either situation, employee communication is essential.

The manager or superintendent should know his employees’ attitudes. He should know if the employee feels that the benefits are inadequate. If so, then the manager or superintendent should try to improve that benefit or honestly and convincingly explain why it cannot be granted.

Communication cannot be underestimated. Many union organizing drives begin because management has not explained company policies. Two years ago a club manager was mystified when his normally satisfied employees turned to a union. To his dismay he learned that the employees had been told that their medical insurance was no good. Upon investigation the manager learned that his plan was one of the best in the area, but his explanations to the employees came too late to be persuasive.

INADEQUATE SUPERVISION

In my opinion more organizing drives start because of inadequate or unfair supervision than any other single source. Employees must be treated with the respect owed them as human beings. A supervisor who cannot establish mutual respect between himself and his employees will create employee discontent, which can lead not only to a union, but to all-around poor performance. Supervisors should be instructed to communicate with employees, to be sympathetic to employee problems, and to be firm, but fair, in ensuring that the employees perform their assigned tasks.

A major test of a supervisor is his manner of administering discipline: Is it consistent? Is it fair? Discipline should never be applied in anger or without good reason. Employees are sensitive to any unfair treatment; it creates hostility and job insecurity.

One way to ensure fair and consistent discipline is to establish work rules. Then employees know what is expected of them. Work rules should be well-known to everyone and should include policies toward hours, tardiness, absenteeism and the like. The rules must be uniformly enforced. If one employee is continually allowed to report late without reproach, and a month later, is discharged, the employees will not know what to expect or what is expected of them.

If you establish clear cut policies and stick to them, employees will have a much more favorable impression than discipline unevenly applied.

Avoid favoritism. Don’t discipline one employee for lateness and look the other way for another.

An employee who performs the same work as other employees yet receives better pay, better working hours or more even-handed treatment creates bitterness among other employees. This unequal treatment can cause the employees to seek an equalizer in the form of a union to ensure that all wages, hours and working conditions are uniform, or at least fairly and uniformly applied.

LACK OF JOB SECURITY

Job security to the employee simply means that the employee can reasonably expect his job to continue. An employee who feels that he might be immediately discharged if he gets on the wrong side of the supervisor often feels he needs union protection. Then he can be discharged for good cause only. He also feels that the good cause can be tested by a grievance procedure up to and including a decision of a third-party neutral arbitrator who will decide the case, not on the employer’s principle, but on general principles of labor law.

Lack of job security is not created by known seasonal layoffs, because employees can plan for that and usually have some assurance of a job the next season. It results from the unexpected discharge or fear of unfair treatment by a supervisor.

In Part One, I have explored why employees turn to unions and how the golf club can satisfy employee needs. In Part Two, I will discuss the legal requirements, problems and tactics of both club and union during a union organization at a club.

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Titleist goes farther for your golfers and faster for you.

Titleist, either in a 6-dozen display unit or by the dozen, turns over profit faster than just about anything in your shop. And you, as a businessman, know that turnover is the key to profitability.

Many golf professionals have reordered more Titleists before they’ve actually received the bill for their original order. That’s turnover.

So you can count on fast turnover and a lot of satisfied players simply by placing this colorful display where your customers can see it. Then stand back and watch the counter attack.

Titleist: the money ball

For more information circle number 257 on card
To the golf professional who is also a businessman:

If it's advertised in GOLF MAGAZINE it's a good reason for you to carry it.

Advertisers spent two and a half million dollars in GOLF MAGAZINE last year. They’re advertising this year with even more pages.

They have good reasons for doing this—the same reasons that make it good business for you to carry and promote the products advertised in GOLF MAGAZINE.

GOLF MAGAZINE reaches every month into 475,000 golfing homes where the average income is $24,791... where 6 out of 10 are members of clubs... where golf purchases are more than twice the national average.

This means the advertisers in GOLF MAGAZINE are creating a powerful demand for their products among your members... which means you’ll do well to carry and feature this merchandise in your pro shop.

To build your business, build on the advertisers in GOLF MAGAZINE. It’s good business.
Over 45 years of practical experience in the specialized field of manufacturing golf course equipment. Foresight, engineering and a constant striving to continue to improve their products. That's why Standard has earned the reputation as producing products that are the standard of the industry.

From cups, Litter Caddies®, rakes, steel tee benches, ball washers and the Greenskeeper, Standard can add 50 other products to the list of products available from one source. Whatever you need on a golf course (except the motorized mowers, carts, trucks, etc.) you have just one source . . . Standard.

This year, Standard has plastic coated many of their products to give still longer, maintenance-free life to their products. This plastic coating is applied with an electrostatic gun and baked in high temperature ovens to bond the plastic to the metal. It's available on tee markers, console legs and stands, tee benches and Litter Caddies®.

Write for FREE literature and find out why Standard is the standard of the industry.

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The whole club benefited when an inventive superintendent experimented with wetting agents and increased playability and over-all revenue at his golf course.

Heavy clay areas on the course cause severe compaction problems. These areas receive extra doses of wetting agents in the spring and late fall.

A very trying time occurs for a golf course superintendent when he must close down the course because of a heavy rainfall, flooding or standing water. Everyone suffers—the clubhouse loses bar and dining income, golf cars cannot be taken out on the course, and because no one can play golf, the professional's golf shop is generally deserted—the members stay home.

One superintendent experimenting with wetting agents has been able to compile facts and figures over a four year period to show that the program has stretched the golfing season and increased revenue for the club.

Prior to the use of wetting agents, he writes GOLFDOM, his golf course was closed an average of 10 days during the golfing season. These closures were the result of either heavy rainfall, where the water could not percolate down into the soil fast enough for the resuming of play the next day, or the periodic flooding of a river which flows through the middle of the course. When the river waters receded, he continued on page 40.

Wetting agents will rapidly move off this March flood water.
If our machines can't save money on your grounds, we don't deserve your business.

And we do want your business.

That's why we build such a complete line and variety of machines for grounds maintenance.

The exact one... or combination of machines you need. All with one manufacturing, service and parts source.
Machines for mowing. Digging. Leveling. Moving trees and earth. Everything you need to cut your grounds down to size.

All powered by the most dependable engines we could find. Ours. Because in your business, dependability is money.

We keep getting better at our business to get more of your business.

And keep it.
Wetting agents help hold Poa annua fairways during July stress period.

EXTEND from page 37

explaned, the water was left standing for days cutting off some holes.

Then the superintendent went to a program using wetting agents to combat the sogginess of his course. The superintendent started by spraying greens, tees and fairways on a weekly schedule beginning the fourth week in May through the second week in September.

One of this superintendent’s major problems is the composition of the soil itself. One nine is silt loam with good drainage, another nine is heavy clay with compaction. He also maintains 96 per cent Poa annua fairways. This possesses problems of its own, but he has found that wetting agents have helped hold Poa through stress periods by making the water wetter. He also feels that wetting agents greatly reduce the amount of compaction and thatch at his course. In the past, he reports, keeping turf at or near field capacity has been the only way of holding Poa through stress. Now a lower volume of water is required, keeping saturated ground to a minimum. Even with reduced watering, areas such as greens are now able to maintain their resiliency for holding golf shots.

The superintendent’s program calls for use of 125 gallons of wetting agents throughout the year to be used on greens, tees and fairways. This investment in wetting agents amounts to $1,200. However, he says, this is easily offset because of the increased revenues the club receives from golf cars, green fees and the clubhouse. Over the four-year period he has found that the number of days the course has been closed due to wet grounds has been reduced by 50 per cent. Because the course isopen an additional 50 per cent on rainy days, this also permits golf cars out more than in other years prior to the use of wetting agents. His private course averages 22,000 rounds of golf over an eight-month playing season. An extra five or six days a year adds thousands of dollars to club coffers, especially on weekends. Car revenue prior to the use of wetting agents for one random year was $37,000. In 1971 using the wetting agents, the club grossed $44,000 from golf car concessions. Allowing for heavier play and more golfing days, it is still a substantial increase.

Perhaps the most beneficial result of the use of wetting agents was in improving golfers’ attitudes. Because the course was open these additional days, they could play more, and the use of wetting agents also aided the agronomic composition of the turf, thereby giving the members better playing conditions, according to the course superintendent.

To apply wetting agents on fairways the superintendent uses a boom jet nozzle sprayer mounted on a tractor. He sprays his 36-acre fairways weekly using two ounces of wetting agent per 1,000-square feet. A spring and late fall application calls for eight ounces of wetting agents per 1,000-square feet. The fall spraying is done about the second week in October. The superintendent feels this fall spraying has helped get chemicals used for combating snow mold into the thatch zone, thus giving better control of snow mold. Severely compacted areas get approximately eight ounces of wetting agent per 1,000-square feet. These compacted areas are sprayed every two weeks until good moisture movement is evident. The rate for application of wetting agents to greens and tees is the same as for fairways, but a vehicle mounted sprayer with boom is used. The clay areas get an additional application of eight ounces per 1,000-square feet every two weeks.

The 54 club-owned cars have caused fewer compaction problems with a treatment of two ounces per 1,000-square feet every 10 days on the heavily-traveled areas.

Height of cut for the golf course because of wetting agents is: Greens, five-fifty-seconds inch; tees and collars, one-half inch, and fairways, three-fourths inch.

In summary, the advantages this superintendent has found with wetting agents are:

- Reduced compaction;
- Reduced problems with thatch;
- Better grass and drainage in car wear areas;
- Better membership relations due to less course-closed days because of wet grounds;
- Syringing has been eliminated from once or twice to nothing;
- The course is capable of supporting more golf cars;
- Increased club revenue;
- Better grass over-all.

The superintendent is quick to point out that wetting agents for use in breaking up standing water on fairways, tees and greens may not work for every course, because each course is different. He recommends experimenting with a small plot of land to find the right application rates for your needs before going into a full-scale program with wetting agents.