Be a W.I.N.ner!

FEED TURF WITH W.I.N. FROM
NITROFORM
UREAFORM

Water insoluble nitrogen (W.I.N.) is the answer to a turf man's prayer... nitrogen that keeps feeding turf without repeated fertilizing.

W.I.N. pampers delicate turf... feeds slowly instead of causing sudden growth that can cause stress.
W.I.N. feeds for months... to reduce labor costs since you apply less often.
W.I.N. does not leach... stays to keep the turf green and healthy.

All turf needs water insoluble nitrogen (W.I.N.) from Nitroform® ureaform to prevent feast or famine fertilization. Whether it's a Blue Chip® quality fertilizer mix with at least 50% Nitroform, or Nitroform 38-0-0, the W.I.N. gives predictable performance. Anything else just won't measure up. Look for Nitroform or Blue Chip as the source of W.I.N. It's your guarantee of quality performance.

Will you like being a W.I.N.ner? Does Bluegrass like Kentucky? Does Bermuda grass like the South? Feed all turf with W.I.N. (water insoluble nitrogen) from Nitroform.

HERCULES INCORPORATED
Turf and Horticultural Products, Synthetics Department, Wilmington, Del. 19899

Circle No. 137 on Reader Service Card
**VALUE OF EQUIPMENT TO YEAR END**  
**1971 NATIONAL GRAND TOTALS**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>1971</th>
<th>1972</th>
<th>1973</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irrigation equipment</td>
<td>43.3%</td>
<td>16.9%</td>
<td>13.4%</td>
</tr>
<tr>
<td>$241.2 million</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mowers</td>
<td>8.3%</td>
<td>8.3%</td>
<td>4.4%</td>
</tr>
<tr>
<td>$89.1 million</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tractors</td>
<td>13.4%</td>
<td>15.7%</td>
<td>5.7%</td>
</tr>
<tr>
<td>$74.8 million</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trucks</td>
<td>3.2%</td>
<td>3.0%</td>
<td>2.6%</td>
</tr>
<tr>
<td>$35 million</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small utility vehicles</td>
<td>4.4%</td>
<td>4.4%</td>
<td>4.3%</td>
</tr>
<tr>
<td>$24.8 million</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerators</td>
<td>3.2%</td>
<td>3.0%</td>
<td>2.6%</td>
</tr>
<tr>
<td>$17.8 million</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ANNUAL SUPERINTENDENTS' SALARIES** (per cent of responses in each course type)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000-$7,500</td>
<td>14.6%</td>
<td>14.6%</td>
<td>14.9%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>14.8%</td>
<td></td>
</tr>
<tr>
<td>$7,501-$10,000</td>
<td>14.0%</td>
<td>14.0%</td>
<td>14.9%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>14.8%</td>
<td></td>
</tr>
<tr>
<td>$10,001-$12,000</td>
<td>25.6%</td>
<td>25.6%</td>
<td>25.6%</td>
<td>25.6%</td>
<td>25.6%</td>
<td>25.6%</td>
<td></td>
</tr>
<tr>
<td>$12,001-$15,000</td>
<td>26.8%</td>
<td>26.8%</td>
<td>26.8%</td>
<td>26.8%</td>
<td>26.8%</td>
<td>26.8%</td>
<td></td>
</tr>
<tr>
<td>$15,001-$17,500</td>
<td>15.2%</td>
<td>15.2%</td>
<td>15.2%</td>
<td>15.2%</td>
<td>15.2%</td>
<td>15.2%</td>
<td></td>
</tr>
<tr>
<td>$17,501-$20,000</td>
<td>3.0%</td>
<td>3.0%</td>
<td>3.0%</td>
<td>3.0%</td>
<td>3.0%</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>$20,000 plus</td>
<td>.6%</td>
<td>.6%</td>
<td>.6%</td>
<td>.6%</td>
<td>.6%</td>
<td>.6%</td>
<td></td>
</tr>
</tbody>
</table>

*Insufficient response for valid percentages*
<table>
<thead>
<tr>
<th>Hotel/Resort</th>
<th>Public</th>
<th>Non-regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>0%</td>
<td>37.0%</td>
</tr>
<tr>
<td>30.0%</td>
<td>23.1%</td>
<td>14.8%</td>
</tr>
<tr>
<td>0%</td>
<td>23.1%</td>
<td>29.6%</td>
</tr>
<tr>
<td>60.0%</td>
<td>15.4%</td>
<td>18.5%</td>
</tr>
<tr>
<td>0%</td>
<td>15.4%</td>
<td>0%</td>
</tr>
<tr>
<td>10.0%</td>
<td>15.4%</td>
<td>0%</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Note: Figures over each bar indicates the percentage that the item’s dollar volume contributed to the national grand total.*
### TYPES OF IRRIGATION SYSTEMS PRESENTLY INSTALLED

#### Response by course size

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9-hole</td>
<td>10.3%</td>
<td>11.2%</td>
<td>20.0%</td>
<td>25.8%</td>
<td>19.1%</td>
<td>17.0%</td>
<td>63.9%</td>
<td>69.7%</td>
<td>63.0%</td>
</tr>
<tr>
<td>18-hole or more</td>
<td>27.6%</td>
<td>23.8%</td>
<td>31.0%</td>
<td>19.0%</td>
<td>15.9%</td>
<td>23.0%</td>
<td>53.4%</td>
<td>60.3%</td>
<td>46.0%</td>
</tr>
<tr>
<td>Non-regulation</td>
<td>20.0%</td>
<td>22.2%</td>
<td>11.1%</td>
<td>20.0%</td>
<td>11.1%</td>
<td>11.1%</td>
<td>60.0%</td>
<td>66.7%</td>
<td>66.7%</td>
</tr>
</tbody>
</table>

#### Response by course type

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>25.3%</td>
<td>22.6%</td>
<td>32.0%</td>
<td>17.8%</td>
<td>15.1%</td>
<td>18.0%</td>
<td>57.0%</td>
<td>62.3%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Semi-private</td>
<td>14.9%</td>
<td>13.5%</td>
<td>15.0%</td>
<td>25.4%</td>
<td>20.2%</td>
<td>24.0%</td>
<td>59.6%</td>
<td>66.3%</td>
<td>61.0%</td>
</tr>
<tr>
<td>Hotel/Resort</td>
<td>40.6%</td>
<td>28.6%</td>
<td>50.0%</td>
<td>12.5%</td>
<td>14.3%</td>
<td>17.0%</td>
<td>46.9%</td>
<td>57.1%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Public</td>
<td>21.9%</td>
<td>22.0%</td>
<td>30.0%</td>
<td>25.0%</td>
<td>16.0%</td>
<td>14.0%</td>
<td>53.1%</td>
<td>62.0%</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

*Insufficient response for valid percentages

### OVER-ALL RESPONSE

<table>
<thead>
<tr>
<th>Year</th>
<th>Automatic</th>
<th>Semi-automatic</th>
<th>Manual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>23.0%</td>
<td>16.7%</td>
<td>56.5%</td>
</tr>
<tr>
<td>1972</td>
<td>20.2%</td>
<td>18.4%</td>
<td>63.1%</td>
</tr>
<tr>
<td>1973</td>
<td>28.6%</td>
<td>19.1%</td>
<td>53.0%</td>
</tr>
</tbody>
</table>
**CLASSIFIED**

**JOBS OPEN**

PROMINENT PRIVATE CLUB in Southeast city seeking golf course superintendent. Will consider assistant qualified to advance. Send resume with references, photograph, salary requirements. Reply confidential. Write Box 203, c/o GOLFDOM.


EXPERIENCED MANAGER for permanent job. Please send resume including salary in confidence to: DRUMMONDVILLE GOLF & CURLING CLUB, INC., C. P. 324 Drummondville, Quebec.

**JOBS WANTED**

GOLF COURSE CONSTRUCTION FIELD. Engineering degree and registered professional engineer. Ten years experience in golf course construction. Write Box 202, c/o GOLFDOM.

GOLF PROFESSIONAL desires position. Experienced. Age 33, married, wife can assist. Will relocate. Excellent references. Write Box 201, c/o GOLFDOM.

**REAL ESTATE**

6% FINANCING. Golf Course: 9-hole + development acreage. Pro-shop, club house, all equipment. $170,000. All or part. 3225 BEACH LOOP RD., Bandon, Ore. 97411.

**USED GOLF CARS FOR SALE**

USED GOLFCAR CLEARING HOUSE. We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. NEDA Northeast Dealers Association, 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

**MISCELLANEOUS**

FOR SALE—good used Golf Balls for Practice Range (striped red). RAVEN GOLF, 6148 Thonycroft St., Utica, Michigan 48087. Tel.: 313-731-3469.

PROFESSIONAL MANAGEMENT and consulting services for country clubs and resorts. Write IPC CORP., Box 1651, Fort Lauderdale, Florida 33302.

GOLFCAR TIRES First line 18 x 8.50-8, $11.39; 18 x 9.50-8, $11.62. Send for our complete tire line. All sizes available. GOLDEN TRiANGLE SPORTS, INC., 6317 Library Road, Library, Pa. 15129. Phone (412) 835-6898.

**WILLIAMS from page 47**

that merchandising is your bread and butter.

There are literally hundreds of other things you need to think about and plan for: the practice range operation, the special golfing events, your working relationship with the men's and women's golf groups, the junior program, the club manager, the parks and recreation board, the golf course superintendent, the special sales, your PGA Section activities, your books, cash flow, and on and on.

**Planning for 1975.** The best time to get ready for 1975 is during 1974. Think always about what lies in front of you. You don't have to take my word for it. Countless books indicate that failure in business is directly related to being "too involved with today and not involved enough with tomorrow."

Write down all the bad experiences you encounter in your shop in 1974, noting while you do, possible ways to eliminate the same problems from cropping up in 1975. In a few weeks or months, your little book may read something like this:

1) Ladies golf shoes—white and pink saddles not selling—do something;
2) Junior golf classes did not seem to understand putting lessons today;
3) Short-handed in golf shop on July 4—what went wrong?
4) Nine pairs of size 9A shoes in inventory—you've got to be kidding;
6) Mr. Harvey complained about his clubs not being cleaned;

With all these facts in front of you, you can say with determination "that won't happen next year." Look at any successful businessman in any profession and you always will notice an in-depth understanding and application of the basics of his business. That is the heart of business, but everything becomes once again very complex and tedious if you don't.

**Implement your plans.** A wise old philosopher once said, "A plan planned, but not implemented results in the planner being called 'dummy.'"

Another said, "Implementation of the plans which have been tediously prepared removes one from the possibility of being referred to as 'dummy.'"

Plan, implement, re-plan, alter, change, implement again. And be successful. Be the only guy on the block who isn't called a 'dummy.'
GL4-2

FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

GOLF COURSE

MAINTENANCE EQUIPMENT

301 □ Aerifying machines
302 □ Blowers/Sprayers
303 □ Edging machines
304 □ Hole Cutters
305 □ Mowers
306 □ Pumps
307 □ Rakes (trap)
308 □ Rollers
309 □ Sod cutters
310 □ Soil screeners
311 □ Soil shredders
312 □ Spikers
313 □ Sprayers
314 □ Spreaders
315 □ Sweepers
316 □ Sweepers-mulchers (turf)
317 □ Thatch cutting machines
318 □ Thatch cutters and vacuum removal
320 □ Trucks (utility)

CHEMICALS

350 □ Algae killer (ponds)
351 □ Fertilizers
352 □ Fungicides
353 □ Herbicides
354 □ Insecticides
355 □ Wetting agents

FURNISHINGS

375 □ Ball washers
376 □ Benches
377 □ Comfort stations
378 □ Course shelters
379 □ Flag poles
380 □ Refreshment stands
381 □ Score Card Box (metal)
382 □ Signs: yardage and direction
383 □ Tee markers
384 □ Vending machines
385 □ Water coolers

CONSTRUCTION AND SUPPLIES

400 □ Humus and peat
401 □ Irrigation systems and equipment

GOLF COURSE ARCHITECTS

420 □ GOLF COURSE ARCHITECTS
421 □ GOLF COURSE CONSTRUCTION

PRO SHOP

APPAREL AND ACCESSORIES

425 □ Blazer crests
426 □ Caps and hats
427 □ Golf apparel (men's)
428 □ Golf apparel (women's)
429 □ Golf shoes
430 □ Socks
431 □ Sport jackets and blazers
432 □ Tennis apparel
433 □ Trophys
434 □ Business Forms
435 □ Stationery/Bags/Giftwrap
436 □ Favors/Prizes

GOLD EQUIPMENT

AND ACCESSORIES

450 □ Bags
451 □ Bag tags
452 □ Balls (regular)
453 □ Clubhead covers
454 □ Clubs
455 □ Golf gloves
456 □ Golf practice devices
457 □ Grips
458 □ Pull carts
459 □ Graphite shafts

FIXTURES AND EQUIPMENT

501 □ Bag storage racks
502 □ Ball washer detergents
503 □ Club cleaners and polishers

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:
   A. □ Private
   B. □ Semi-private
   C. □ Municipal (city, state F. □ School
      or county owned)
   D. □ Resort
   H. □ Par 3
   E. □ Public
   J. □ Military
   G. □ Company owned
   L. □ Driving Range

II. Size of course:
   1. □ 9 holes
   2. □ 18 holes
   3. □ 27 holes
   4. □ 36 + holes

III. Acreage of Golf Course
   A. □ 100-200
   B. □ 501+ over
   C. □ 201-350
   D. □ 351-500
   E. □ 501 + over

IV. Has your course opened in the last six months? Yes □ 1
    No □ 2

V. Is your course due to open in the next six months? Yes □ A
    No □ B

Send information on products checked to:

Name _______________________
Title _______________________
Club _______________________
Address _______________________
City _______________________
State ______ Zip ______
A.C. _______________________
Tel. _______________________

2/74 GOLFDOM MAGAZINE 77
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Lester MATIC

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Keep your cars running farther and lasting longer with a Lester-Matic charger...The Proven Profit Maker.

Check these outstanding features:

• **Proven Dependability:** Over 150,000 Lester-Matics in use all over the country in all types of climates.

• **Proven Profit Maker:** Automatically compensates for voltage variations and tapers charge for longer battery life and low water use.

• **Proven Simplicity:** Easy to use. No taps or controls to set. Inexperienced help can operate the Lester-Matic without fear of over-or-under charging.

The **Lester-Matic** gives you more rounds per car.

Send for free brochure today!

- LESTER ELECTRICAL, 625 West A St. Lincoln, Neb. 68522 • 402-477-8988
- LESTER EQUIPMENT, 2840 Coronado St. Anaheim, Calif. 92806 • 714-830-2260

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New York, N.Y. 10017
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High-fashion elegance isn’t the main reason Harley-Davidson golf cars are the most popular in the world. But it doesn’t hurt.

There are other reasons. Engineering excellence. Special features. And quiet.

Engineering? Our four-wheel cars have independent front wheel suspension, mounted on trailing arms. Plus coil spring shocks. For the rear wheels—coil springs, hydraulic dampers and a torsional stabilizer. And both our four-wheel and three-wheel models deliver sharp, effortless steering. And all Harley-Davidson golf cars are protected by rugged, chrome-plated bumpers, front and rear. Plus side moldings to guard against nicks and scrapes.

And now . . . quiet on the tee! And the fairway. And beside the green. Our gasoline golf cars are quieter than a voice in normal conversation.

And our electrics run much farther. Because they go longer between charges. (Thanks to less power requirement at low speeds.)

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AMF Harley-Davidson
Milwaukee, Wisconsin 53201

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