Jesse Smith makes it better.

...Jesse Smith. He sells Cushman golf cars. More than that, he knows Cushman golf cars, inside and out. When it comes to your Cushman fleet, Jesse's had the training to set-up and follow-up.

He's trained to troubleshoot car problems on-the-spot when he visits your course. He works for Mr. Golf Car, your Cushman distributor. They want to keep your fleet on the course, making money.

Men like these, who know their product and care about their customers, turn a good golf car into an even better investment.

Mr. Golf Car. Reliable Service.

CUSHMAN OMC-Lincoln, a Division of Outboard Marine Corporation, 4119 Cushman Drive, P.O. Box 82409, Lincoln, NB 68501
Turf nurseries are often discussed, sometimes started and often discarded. It's an unfortunate sequence, for the turf nursery can be an invaluable addition to any course. Total advantages far outweigh the disadvantages.

Nurseries for tees and fairways are not to be minimized, because they do have a definite value. But most courses do not have the acreage, nor the money, to provide nurseries for all purposes. Damaged tees and fairways are not always easy to repair, but it is in this phase of maintenance that the golfer appears to be most tolerant. Greens present a different story. Putting surfaces are critical and even the poorest hacker expects each green to be the next thing to perfection . . . if not perfection itself.

Some sections of the country find buying sod for greens to be almost an impossibility. The sod either lacks quality, or it is prohibitive in price. Quite often it takes many miles of driving just to look at the right variety.

Losing a green, or greens, is never anticipated. This alone permits the nursery to serve as a solid form of preventive insurance. In most instances, the prime deterrent to building a nursery is the cost. But there are ways of cutting corners and getting the job done as economically as possible. The important thing is to recognize its potential value and then set goals for its productive use. A good greens nursery should never be built with the sole purpose of using it as a source of repair.

Where greens have become contaminated and full of problems, nurseries serve as a most effective method of upgrading. Naturally, this can't be an overnight process, and may take a number of years to complete. But, in the long run costs are reduced considerably and there is satisfaction in having control over the turf that replaces your present greens.

In the past, most turf nurseries have failed from lack of purpose and declining care. Properly utilized, there are few reasons why a good turf nursery should not return immeasurable benefits.

Construction of a nursery should be much like the actual building of a golf green. Excavation, tiling and
Use the complete J-M turf irrigation system.

Some of our most beautiful and best cared for environments are golf courses. We can help make the good ones better and keep the great ones great... easily, in fact, automatically, with the complete Johns-Manville turf irrigation system.

Here's an all automatic system that gives you the controlled accuracy, the efficient use of water and the ease of maintenance that add up to the lushest settings a club could ever ask for. It even provides for the little extras like washing the early morning dew off the greens—all automatically.

The Johns-Manville system features the best in components. Like Buckner® and Binar® controls, Buckner sprinklers, Febco® backflow preventors and Johns-Manville pipe. All backed by the J-M worldwide reputation for quality, technical assistance and service.

Fill out the coupon and mail it today to Johns-Manville, Box 5705-AT, Denver, Colorado 80217. We're ready to go to work to provide the system best for you.

spend water like money
J-M irrigation systems save water, time and money

Mail to: Johns-Manville
Box 5705-AT
Denver, Colorado 80217

I'd like to know more about Johns-Manville irrigation systems.

Name

Representing

Address

City State Zip
BACKYARD

adding various soil mixtures are all desirable but not absolutely necessary. However, using these components can serve as a source of valuable information. For instance, you may have doubts about recommendations for mixtures of soil.
stolons can be extremely critical and should be planned for the convenience of the golfer.

Whether starting a greens nursery with stolons or seed, the same preparations are required. After the area has been cultivated, sterilized and graded, the final seedbed is readied with a rototiller or similar machine. An ideal seedbed is composed of particles that range in size from a pea to a marble. It is important that the soil not be worked into a powdery dust. When this happens, the addition of water often makes the surface much like cement. Before seeding or planting stolons, a starter fertilizer with high phosphorus content is necessary. The presence of adequate phosphorus is essential for the quick development of seedling grasses. Watering equipment should be placed in such a manner as to keep the soil surface continuously moist but to limit traffic on and off the nursery. This decreases the chance of contaminating the new planting with undesirable seed and growth. Just as importantly, it could eliminate the spreading of what might be bentgrass from the nursery to surrounding areas of bluegrass.

Mowing should start whenever new growth reaches three-quarters of an inch and then be adjusted upward or downward gradually, depending on the type of nursery. In the sod nursery, height of cut is lowered until turf can be maintained like a putting green.

Fertilizer should be applied approximately a month after planting, preferably with a normal greens feeding. From then on the nursery is treated as an actual part of the course. Total maintenance includes fertilizers, fungicides, or any similar care that is applied to the greens. If conditions become necessary, verticutting and aerification may also be effective. Contamination, such as Poa annua, should be chemically removed long before the sod is moved to the green.

Stolon nurseries are generally mowed at about one inch. Like the sod nursery, stolons require a second fertilization about one month after planting, and monthly applications through the rest of the growing season. Regular applications of fungicides are also essential. Insecticides or other products may be used as needed. It is also advisable to keep the stolon nursery on a frequent mowing program. Because of the style of growth and the need for many stolons, it is doubtful if verticutting or aerifying will become a major part of maintenance.

In contrast, to stolon nurseries, sod nurseries offer many opportunities to try certain fertilizers, programs or chemicals, and at least a portion of the nursery can be utilized for this. Findings from your private tests may lead to better and more effective greens maintenance. It can also serve as a place to test greens mowers, sprinkling systems and other turf equipment. In southern areas of the United States, the greens nursery offers a perfect place to test overseeding varieties and mixtures. There may be many other ways the green nursery can serve as a source for valuable information and improved greens care.
Crammed for space, but full of service and merchandising innovations, a Florida pro and his staff have converted a house trailer into a pro shop.

It is not true that the pro shop at Beach Bay Golf Club will roll out of Fort Myers some evening when the golfers have all gone home and the sun has finished its day's work in that part of Florida.

Chances are good that you won’t see club pro Bryan Caldwell navigating his mobile home up I 75, because it’s his shop.

When you look inside the converted trailer, you’d think Caldwell would need a shoehorn to get any more merchandise inside, but within such modest accommodations, he’s built up a $35,000 inventory and during last year’s Christmas season sold over 150 dozen balls.

Caldwell’s success is not without assistance. He gets a lot of help from his wife, Carol; and his assistant, John Dennis plus John’s wife Sandra. Carol is the keeper of the clothes along with Sandra. The girls have made the wise purchasing decisions that have established Beach Bay as a leader in apparel sales in the area.

It’s no wonder that the ladies have added income with the soft-goods business. Both are former models and Carol was once a saleswoman in one of southwest Florida’s smartest women’s shops. During the winter tourist season, Carol and Sandra with a couple of pretty and graceful model friends, put on a monthly fashion show of golfwear. At a local motel, the Beach Bay ladies show their wares to residents and tourists, alike. The shows help draw additional customers to the club and in turn into the shop. It’s not an unusual sight to see a lot of people waiting around Caldwell’s front door, hoping someone will come out, so they can get in and look at what’s new.

Other than a small storage room, Beach Bay’s shop is all business and all utilized. Obviously, display space is at a premium. Seventeen bags, containing clubs, dot the aisle along with a dozen sets of irons, eight sets of woods plus assorted wedges and putters.

High on the walls, Caldwell has placed some more bags and suspended from the ceiling are revolving fixtures, that hold a variety of men’s shorts.

Several brands of balls are placed strategically near the cash register. Caldwell stacks boxes from the floor to counter height, so they flank a customer who is standing at the register. Beach Bay runs weekly specials on different balls each week and the staff promotes these sales to the hilt.

Like most pro wives, the girls are
gifted with sales imagination and zest and they tell every visiting customer that Florida is a great testing ground for balls that eventually will be the summer big sellers at northern clubs.

Christmas sales are indeed a big part of the little place, which the visitors have dubbed the “Sunshine Shop.” The shop provides service from sale to final delivery. All freight or postal charges are cared for by Beach Bay.

Establishing himself as a good trader, Caldwell has added something extra to the purchasing possibilities of a lot of winter transients that inhabit the area during the cold winter of the north. With the lesson and practice area only a few yards away, Caldwell and Dennis can try clubs on prospects until they are sure the fit is good and the clubs feel right.

Transient traffic has made the trade for Beach Bay. By working closely with local motels, Caldwell has gotten a lot of additional rounds played at the course by tourists, who are used to playing first class facilities back north.

Within a corporate development, Beach Bay is a par 65 layout, stretching from 3,457 to 4,136 yards. It’s competitive design was provided by architect Ernest Smith. If Beach Bay has a trademark, it’s the smartly trapped greens. But more than that, though, might be the pro shop.

Both Caldwell and Dennis had primarily served their apprenticeship in the south. The duo were assistants at Georgia’s Athens Country Club under Lonnie Cleveland. Bryan then came to Fort Myers to work under his cousin, Ed Caldwell, at Cape Coral. After that job, Caldwell moved to Fort Myers Country Club, where he was taught a majority of his education about merchandising and community relations by Al Patterson.

Since Fort Myers is largely a retirement haven, Caldwell has worked hard to include lessons for senior golfers as an added service of Beach Bay. Men who have retired from business, but never had the time to learn how to play, get good instructions.

Tight on space, but long on customer service, Beach Bay and Bryan Caldwell have combined for one of the more unique operations in the south.
Club Repair  from page 19

REFITTING LOOSE INSERTS

In most cases, the old insert is loose and removal will be easy. However, in some cases, the insert may still be glued or screwed into the head and the removal becomes more involved. Proceed as follows if this is the case. First, remove all face screws; drill heads off if they will not come out. Second, remove the soleplate. Third, fasten the wood head securely in a vise using vise pads with the face of the club pointing up. Since the soleplate has been removed the insert is visible from the bottom of the head. Working from this point, use a one half inch wood chisel with a bevel up and place it on the separation line between the insert and wood. Tap the chisel gently with a hammer until the insert pops out. This a delicate operation and should be done very carefully so as not to chip or split the wood from around the insert.

Before replacing the insert, carefully remove any dirt or old adhesive from the insert cavity with a sharp chisel or knife. Also, scrape off any dirt or old adhesive from the insert and use a piece of 60 to 80 grit sandpaper to rough up the back and edges of the insert to assure good adhesion.

Next mix up a proper amount of epoxy and thoroughly coat both the insert and the cavity and reinstall the insert screws if any were used. If the insert does not have screws, use two or three pieces of masking tape to hold the insert tightly in place while the epoxy hardens. Let the epoxy cure overnight at a minimum temperature of 65°, preferably 75° or higher. After the epoxy has cured remove the masking tape being careful not to lift or peel the finish. Wrap a piece of 180 or 220 sandpaper around a flat file and gently blend the face and insert edges together, or until any lip around the insert edge is removed. Using a sharp razor-knife, remove any epoxy from the top and bottom portion of the insert.

Reinstall the soleplate as previously discussed.

For a final touch-up, lightly rub the entire head with grade 00 or 000 steel wool and then dip or spray a coat of clear finish over the entire head. Let the finish cure overnight and then wipe paint into the face grooves if desired.

CHANGING SWINGWEIGHTS

WOOD CLUBS

First, remove the soleplate as previously outlined. Depending on whether swingweight will be increased or decreased will dictate if either adding or removing weight will be required.

The most common material used by club manufacturers for weighting wood heads is lead. Lead is available at most hardware stores or plumbing supply houses. To add lead to a wood club, use the following procedure: First, determine approximately how much lead will be needed and drill a hole in the sole of the wood head as required. A three-eighths inch diameter twist drill used to make a one-quarter inch deep hole will hold enough lead to increase a wood club by approximately two swingweights.

Melt the lead using any means convenient to you. A propane torch works well, or, use the electric ladle which Kenneth Smith sells for this purpose. With the wood head firmly fastened in the vise, pour the lead into the hole. Let it cool for a minute and then, temporarily, put the soleplate and the screws back in position. The screws do not have to be tight, just a few turns will do; however, be sure all the screws are used. Now, place the club on the swingweight scale to determine whether or not you will have to add more lead or drill some out.

Once the desired swingweight is obtained the soleplate and screws can be installed permanently.

After the soleplate is removed, weight can be taken out of the head by drilling out some of the lead in the sole. If a one-quarter inch deep hole is drilled with a three-eighths inch diameter twist drill, enough weight will be removed to reduce the swingweight by approximately two.

Reinstall the soleplate and touch-up surrounding area if necessary.

IRON CLUBS

There are very few irons on the market which are designed so that the swingweights can be changed as readily as on wood clubs. Listed next are four methods by which the swingweight of an iron club can be changed without altering other specifications such as length, heavier or lighter grips and so on:
Method 1: Drill a small hole(s) in the head to reduce swingweight.

Method 2: Remove shaft and drill out metal from bottom of hosel to reduce swingweight.

Method 3: Add lead tape to the back of the head to increase swingweight.

Method 4: Put weight (usually steel or lead) in the tip of the golf shaft to increase swingweight.

Methods 1 and 3 alter the cosmetic appearance of the iron heads (usually for the worse). Methods 2 and 4 will slightly alter the center of gravity of the iron head, either toward the heel or the toe.

The best method to increase swingweight is to use lead tape as it can be added low to the back of the clubhead and symmetrically from heel to toe so as not to alter the center of gravity for the worse and thus the general playing characteristics of the iron. As previously mentioned however, one must be willing to accept the altered cosmetic appearance.

INSTALLING RUBBER SLIP-ON GRIPS

To remove the old grip, first, insert the shaft in a rubber vise clamp, tighten it snugly in a bench vise, and using a strong, sharp knife cut the old grip off.

Be sure and remove any tape which is remaining on the shaft as this could affect the finished grip size. Leather grips can be slit in the same manner or unwrapped. Remove the underlisting and scrape the shaft clean. Older clubs with leather grips sometimes have a wooden bell plug in the butt end of the shaft. Do not remove this plug, but either sand, file or grind the bell portion down to the size of the shaft diameter.

Next, you must determine which size grip to use. To do this determine the shaft butt diameter by using either a vernier caliper, micrometer or the special plastic butt gauge which is available at no charge from Eaton.

The grip collar trim is the next item to check on. Sometimes you can save the original grip collar and use it again with the new grip. There are a number of different types of grip collars available and some repair shops even use black tape. Also, many of the newer grip styles are "Self Trimming" and do not require the use of a special collar trim.

If you desire a grip to be oversize you can do this by either wrapping on additional three-quarter inch masking tape or selecting the proper grip mandrel size. In most cases, it will be necessary to use tape. Next wrap one layer of double sided Miracle tape around the shaft and two pieces lengthwise if desired.

Be sure to place a piece of tape over the end of the shaft so that no gasoline, naphtha, or whatever solvent you are using will enter.

Now plug the hole in the top of the grip with a wooden tee or other suitable object and fill the grip approximately one-third full with solvent. Next, pour the solvent out over the entire taped area of the shaft. Immediately pull out the tee or object plugging the end of the grip and slide the grip on the shaft until the shaft butt is tightly up against the end of the grip. Wipe off any excess solvent and trim off the starter bell at the bottom of the grip with a sharp knife. Before installing the collar, if needed, remove the golf club from the vise and place it in the playing position to see if the grip is correctly aligned with the club face. If not, simply rotate the grip using your thumb and index finger until it is in alignment. You only have a short time to do this before the solvent evaporates and the grip is permanently in place.

Lastly, wipe clean and let stand overnight before using.

Dinner Theatre
A Unique Event
For Your Membership

The Tudor Troupers bring the sparkle and excitement of the theatre right to you. Our troupe of professional actors offers a varied repertoire of hit Broadway comedies.

Be a hero in the eyes of your members. Contact us now for booking and pricing information.

Name
Club's Name
Address
Phone
Seating Capacity

Phone (317) 251-4459
Mrs. Maxine B. Tudor,
General Manager
7904 Barium Drive,
Indianapolis, Indiana 46240

Eastern GOLF COMPANY Inc.
2537 Boston Road (Route 11)
Bloom, N.Y. 10467

For More Details Circle (117) on Reply Card

For More Details Circle (170) on Reply Card

4/75 GOLFDOM MAGAZINE 39
NEW PRODUCTS

COMPUTER ENGINEERED to insure balance, the Bamboomer woods from Pacifica offer a head that is tough, but resilient. With weighting that is simple to adjust, the Bamboomer will get the most propulsion out of the head and into the ball. Guaranteed for life against cracking, the woods are available in three distinct drivers and woods 3 thru 8. Pacifica offers both men’s and women’s models.

DESIGNED TO meet the space requirements of golf courses, the Panlframe II mini building, is the latest structural innovation from the Butler Manufacturing Company. The buildings are available in lengths of 20’ and 25’ and widths of 10’, 15’ and 20’. Easy to erect, the structure is composed of as few components and parts as possible. The Panlframe is ideal for tool or machinery shelters.

FEATUREING A compact unit that will seat two people comfortably, MacLEVY Products has introduced its latest sauna system. Measuring 4’x4’x6’x6”, the unit operates on regular household current. The sauna features the HELO heater, manufactured in Finland, it’s the world’s largest seller. Besides its compact unit, MacLEVY offers a variety of styles and models in saunas for the lockerroom.

PERFORMANCE ORIENTED is the watchword for Harley-Davidson’s new DE-40 golf car. The result of unique engineering and design innovations, the car offers improved efficiency at a competitive price. Powered by a two-horsepower electric motor, the DE-40 utilizes an all-weather, fiberglass body. The car, which weighs 900 pounds, can handle a 750-pound payload, speeds up to 11 mph and takes a 50 percent grade in stride. Additional conveniences include built-in beverage holders, two large wells for miscellaneous take-alongs and a handy scorecard holder.

ACTIVE, CASUAL sportswear is highlighted in the Viking Pacific Rugby Jersey. Made of 100 percent cotton, the shirt is perfect for either the course or the court. Available in a variety of color stripes, the shirt features an interfaced white fashion collar. The Rugby is available in both adult and children’s sizes and is machine washable.

AN EFFECTIVE detector of dangerous gas leaks, Formula LK-24X is a safety innovation from Pilkerton International. Guaranteed to pinpoint the smallest leak instantly, the product will not burn, explode or ignite gas. Nontoxic, LK-24X will not harm clothing or hands.

CLEANING AND deodorizing drains, grease traps and other sewage systems, DuZYME is a new dry powered enzyme/bacteria cleaner from DuBois Chemicals. When activated by water, the powder converts organic waste materials into a liquid, water-mixable state.

HOMOGENEOUS, one piece continuous airtight structure is the basis for Zedron’s new Dura-Tech pneumatic tire line for golf cars and utility vehicles. Dura-Tech tires represent a significant breakthrough in both design and elastomer technology, accommodating a wide range of loads and inflation pressures for optimum performance under varying use.