TOURNAMENTS

PGA club professional tourney begins in Florida October 24

A few of the club pros and apprentices who play in the initial series of tournaments set to start in Florida later this month may feel uncomfortable at some point, believing their game has left them and that it cannot be retrieved. The uneasiness may strike in late afternoon following a drive that has sunk into one of those fairway-length "waste bunkers" at John's Island Country Club; or maybe while looking for a ball sliced into the Tifdwarf bermuda rough at Sawgrass Country Club, where Mark Hayes won the Tournament Players Championship by shooting one-over-par. Alas, it is not the sun, but the Professional Golfers' Association's selection of courses for their first winter tour that should give club pros the test of skill many have requested.

The club professional tournament series will begin October 24 at John's Island's north course in Vero Beach, Fla., and finish March 3 at Woodlake Country Club in San Antonio. Between these two events will be 26 other tournaments in Florida, California, Arizona, and Texas for the estimated 13,000 club pros and registered apprentices across the nation.

PGA officials have decided on a format of seven "series" of tournaments, each series consisting of four 36-hole events. Club pros and apprentices must apply to play in each series and only 160 golfers will be allowed to participate on a first-come, first-served basis. The cost for each series is $1,050, including $50 for the PGA's administrative costs. The remainder will be divvied up for prizes, but no formula has yet been decided on by PGA officials.

The association hierarchy says it has established the series since "a lot of members wanted it," according to Ken Anderson, PGA tournament administrator. "It provides them, especially the guys up north, with a place to play other than Disney World," he said, referring to the five tournaments held each winter at the complex. PGA officials hope the series will gain more stature than the isolated tournaments for club pros sponsored every so often by an individual or corporation.

One way to accomplish this goal is returning almost all of the entry fees to the players and another is choosing top-quality golf courses. The John's Island course is par 71, but has a United States Golf Association rating of 72.4. The course's 83 sand traps and steady wind make it play much longer than its 6,819 yards, says club pro Dave Lidele. The Pete Dye-designed course also features Bahia grass, a wiry Argentinian turf which makes the golf ball difficult to control around the greens.

The series' next 72 holes will be played at the 7,174-yard Sawgrass Country Club in Jacksonville. This 3½-year-old course is par 72 and has water hazards on 15 holes. Hayes scored 289 here at the Tournament Players Championship in March, the highest winning score

PGA CLUB PROFESSIONAL TOURNAMENTS

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of any PGA tour championship this year.

The deadline to apply for each series is about two weeks before it will begin, Anderson said. Club pros who have played in 12 or more PGA championships, excluding the four major championships and the Canadian Open, are not eligible.

STATISTICS

Municipal golf survey available from NGF

Women make up 23 percent of golfers at municipal courses in the urban areas of states on the Pacific Coast; there are hardly any club managers at these facilities across the country who belong to the club managers association; and, a majority of municipal courses in the rural areas of 18 states aren’t earning a profit.

These are some of the findings from a National Golf Foundation survey of the country’s 9- and 18-hole municipal golf courses, “covering all facets,” says NGF Executive Director Don A. Rossi.

There are gads of numbers on greens fees, the amount of rounds played and by whom, golf car and financial operating statistics, pro shops and how club pros earn their living. The survey splits the country’s municipal courses into nine urban and rural sections, so operators can compare their course with others in the immediate area as well as with those from other parts of the nation.

The survey is available from foundation headquarters for $1. The address is 200 Castlewood Dr., North Palm Beach, FL 33408.

NEW GOLF COURSES

Course adds nine designed by Palmer

Nine new holes featuring five doglegs and five water hazards have opened at The Landings on Skidaway Island, Ga.

The approach to the seventh green is typical of the tough new Magnolia course.

Twenty-seven holes have been built and 36 more are planned at the residential-resort community.

The latest nine, the “Magnolia,” is a par 36 and measures 3,216 yards. It was designed by touring pro Arnold Palmer and GOLF BUSINESS Advisory Board member/golf course architect Ed Seay.

The 3,500-acre development, which is connected by a causeway to the mainland, also includes a tennis club, swimming complex and clubhouse.

TRAINING & EDUCATION

Assistant pros may get financial assistance

Golf shops in Maryland and Virginia have been approved to provide on-the-job training under a GI educational benefits program initiated by Tom Kennedy, assistant head professional Steve Tobash of Army Navy Country Club, Arlington, Va. Kennedy, the first to qualify for training benefits as an assistant golf shop manager, is chairman of veterans benefits for the Middle Atlantic PGA Section’s assistants committee.

Ten assistant pros had qualified for the benefit as of July. They will receive up to $3,000 in monthly benefit payments over a 2-year period.

It is possible that other assistants in other states could receive similar benefits. The first step, Kennedy points out, is to get the approval agency in the state, usually the department of education, to approve the program. Then application for benefits must be made to the Veterans Administration.

Golf professionals seeking information should contact their state department of education or nearest VA office.

COMPANIES

Toro distributorships sold in two cities

The Toro Co., Minneapolis, has sold two more of its branch distribution centers, leaving the firm three company-owned centers in metropolitan Los Angeles, San Francisco, and New York.

The Cleveland area franchise was sold to a former Toro employee, William Schaefer, and Carl Krasny, chairman of a nonrelated Cleveland-based firm. The firm will handle turf and irrigation products and operate from Solon, an eastern suburb. It will be called Schaefer Turf and Irrigation Co.

The Pittsburgh center was sold to Richard B. Spiller of Stone Mountain, Ga., and George C. Gumm of Carmel, Ind. They will handle only consumer products.

RENOVATIONS

CCC makes changes in club and course

Improvements have continued at Congressional Country Club, Bethesda, Md., even after last year’s National PGA Championship. In the clubhouse, a gas-fired imitation lava rock grill has replaced an electric unit in the mixed grill room. Meat cooked on the new apparatus drops juice onto the rocks, which shoot flavorful smoke back to the meat. As a special feature, the grill can be put on a plate so that steaks can be cooked to varying degrees of “doneness” at the same time, simply by putting pieces to be well-done on the lower end of the grill.

Also, casters have been put on the chairs so that diners can turn either way to chat with neighbors — creating a more informal, friendly atmosphere.

As a result, business has increased 20 percent in the 120-seat room, according to manager Kim Saal.

On the course, a new, 20-tee nine designed by George and Tom Fazio has been seeded and should be ready for play next summer — giving CCC two 18-hole courses. The new nine holes on the other side of bordering Persimmon Tree Rd. will be reached through a new tunnel under the road. They will connect with the “middle” nine at the fifth hole and be holes 6 through 14. The new 18 will measure 6,706 yards from the back and 6,248 from the middle tees — compared with 7,075 and 6,560 for the championship course.

LABOR

Minimum wage boost passed by the House

Minimum wage legislation which will further boost labor costs for clubs was moving through
Congress as GOLF BUSINESS went to press.

Lobbyists shifted their fight to the Senate after the House passed several minimum wage amendments which would go into effect next January 1.

Even before the Senate acted, some changes forthcoming were obvious. Certain is that the minimum wage will rise from $2.30 to $2.65 an hour next year. The House-passed bill provides for that much increase on January 1, with further increases to $2.85 in 1979 and $3.05 the following January. The Senate bill provides for another step increase, to $3.40, on January 1, 1981.

The 46-hour overtime exemption for restaurant employees will likely be repealed in two steps. The House bill reduces it to 44 hours next January and eliminates it beginning January 1, 1979. The Senate bill is silent on this issue.

Two issues were headed for fights in the Senate. One is an increase in the $250,000 gross business exemption to $500,000, which would exempt 3.8 million more workers from the minimum wage. This was passed by the House. The other is the so-called tip credit, under which employees receiving tips may now be paid only half the minimum wage. This was retained in the House with Administration support. The Senate bill would phase the tip credit downward in annual 5 percent steps until it reached 20 percent of the minimum wage in 1983.

National Club Association President Milton E. Meyer, Jr., wrote House committee chairman John H. Dent of Pennsylvania that his minimum wage bill would have a disastrous effect on club costs. He said labor costs represent about half of club costs now, and these already have risen 31 percent over the past 5 years.
Four men have received new appointments at Swift Agricultural Chemicals Corp, following the reorganization of the company’s Par Ex Professional Products Division. George C. Lanier is the national manager, Bob E. Rehberg will be national sales manager, Joseph P. Kealy is research and development manager, and Irven B. Stacy III will be national advertising and promotions and marketing manager.

Kensal R. Chandler has been elected vice president/general manager for the Golf Car Division of Harley-Davidson Motor Co., a subsidiary of AMF Inc. He had been group vice president of cranes and excavators for the Kohring Co. in Milwaukee.

Roger J. Thomas has moved up from vice president of turf sales to vice president of international sales operations for the Turf Products Division of Jacobsen Manufacturing Co. in Racine, Wis.

Bob Shaw has been named club professional at Woodmont CC in Tamarac, Fla. He won the Florida PGA tournament in August and won four world titles in 1968: the Spanish, Dutch, and Australian Opens and the New Zealand PGA championship.

Albert H. Barsch has been appointed manager of distributor development for Republic Steel Corp.’s Industrial Products Division. He formerly served as central regional manager for the manufacturer of metal lockers and shelving.

Terry Alexander has become regional sales manager for Hustler Turf Products, a division of Excel Industries Inc. He previously worked for Zeun Equipment, the Hustler products distributor in St. Peters burg, Fla.

Clifford J. Griffith has been named vice president of engineering, and John Clark, formerly vice president of engineering, has been tabbed vice president of research and development for the Gravely Division of Clarke-Gravely Corp., maker of tractors and attachments based in Cle mmons, N.C.

Frank Gallagher has been promoted from sales manager to vice president of sales for the PGA Division of Victor Golf.

Frank J. McDonald is the new marketing director for Outboard Marine Corp.’s Cushman and Ryan products. Others who have received promotions are Daniel L. Hedges, service manager to sales manager; M. Scott West III, former district sales manager to advertising/sales promotion manager; Ivan Vagtis, service supervisor to service manager; and Butch Kaarstad, service instructor to service training supervisor.

Martin Monaghan and Rusty Ellis have been hired as sales representatives for the E. J. Manley Co. Each will sell EJM and Aureus men’s golfwear, Quantum ladies’ golfwear, Dexter shoes, Ajac gloves, and other products — Monaghan in North and South Dakota, Minnesota, Iowa, and Nebraska; Ellis, in Texas.

Bob White is the new golf superintendent at Basin Harbor Club in Vergennes, Vert.

Tom Strain is new as superintendent at Vestal Hills CC in central New York State.

Ron Hoskey, formerly at Basin Harbor Club in Vermont, is now the course superintendent at Cedar Lake Club near Utica, N.Y. Gene Taylor is now the manager there.

Carl Scott has retired from his post as superintendant of Canajoharie (N.Y.) CC. He has been succeeded by George Bailey.

John Baker has been reappointed superintendent at Silver Lakes CC, Helendale, Calif.

James Prusa is the new superintendent at Pala Mesa CC, Fallbrook, Calif.

Barry Neales has resigned as superintendent at Irvine Coast CC in Newport Beach, Calif. He has been replaced by Dave Renner.

Dave Sexton has been appointed superintendent at Ojai Valley Inn and CC, Ojai, Calif.

Quentin Crowell, formerly at Brentwood CC in Los Angeles, is now course superintendent at Azusa Greens CC, Azusa, Calif.

John Krueger has become superintendent of Twin Lakes CC in Southern California.

Gene Vangelista has retired as superintendent at Camarillo Springs CC in Camarillo, Calif.

Ruben Del Rio is his successor.

Hill Jones is the new head golf professional at Granada Farms CC in Granite Falls, N.C.

Lawrence C. Cain has become head professional at White Plains CC, Page land, S.C.

Raymond Hatley is now head pro for Carolinas CC, Loris, S.C.

Dave Forbis has become the golf professional at Midland Farms CC, Southern Pines, N.C.

Chip Ramsey is the new golf superintendent at Eaton CC near Greeley, Ore. He had been an assistant at Cimarron and at Patty Jewett GC.

Scott Hood, formerly a trainee at Broadmoors GC, is now golf superintendent at Shadow Hill CC in Cannon City, Ore.

Danny Hall has become superintendent of Indian Rocks GC in Florida, Fred Brown left Pelican GC to become superintendent at Feathersound CC, and Bob Berkley moved from Indian Rocks to go to Pelican.

Dean Mathews is the new manager of Southern Hills CC in Tulsa, Okla., after working in St. Louis and Florida.

Ted Thorn, formerly superintendent at Elks CC in Iowa City, has taken over at a new course in New London, Iowa.

C. Victor Allmon is now head golf professional at Whispering Pines GC in Hardeeville, S.C.

Jim Holts, Jr., has been appointed head pro at Grandview GC, Pflaufftown, N.C.

Jack Lewis has signed on as golf professional at Forsyth CC, Winston-Salem, N.C.

Clifford W. N. Burk Hart has become general manager of Odessa (Tex.) CC. He had worked at Abilene CC.

Arnulf Rixecker is the new manager of Irondequoit CC, Pittsford, N.Y.

Harry H. Dreith, western regional service manager for Cushman-Ryan, died in Lincoln, Neb., apparently from a heart attack. He had held various positions in the firm’s experimental department before accepting the manager’s position in 1975.
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Remodeling: blueprint for better play (Part 1)

by Ronald W. Fream

The ninth green at Santa Ana (Calif.) Country Club is shown above during reconstruction. Speed is of the essence to complete remodeling with as little disturbance to golfers as possible. Completed green is shown at right.
At some point in the history of almost every golf course, the necessity of remodeling becomes apparent. The motivation may be economic, aesthetic, or — as is now so imminent — the weather.

Remodeling can be classified as modernization, renovation, the correction of existing problems, improvement of playing conditions, or any variety of these. Improvements most certainly should include aesthetic ones such as improvement in the visual appearance of greens, bunkers, and tees. Ornamental tree planting, the addition of flower beds, the replacement of a drab river sand in the bunkers with bright crystal silica sand, and similar “eyewash” activities are also a part of an overall remodeling program.

Most common and most inevitable are those remodeling works which are the result of golf course old age or recent, but incorrect, construction. Deterioration of seedbeds and associated deterioration of turfgrass growing conditions and turfgrass appearance are the usual symptoms. Greens which burn out under minor environmental stress, those which become a quagmire after the briefest shower, or those which resemble paved parking lots after even modest play are common candidates for renovation.

There are numerous golf courses that were constructed 10, 20, or 50 years ago which did not have the benefit of modern golf course construction knowledge or methods. There are also golf courses that may have been built within the past 10 years or less which were constructed improperly or inadequately due either to insufficient funding, lack of appropriate knowledge, or carelessness.

The problems of improper construction — and concurrently, in some cases, inadequate golf architectural design — are those seen almost universally: small, heavily worn tees; greens unable to withstand climatic stress and too small to accommodate increasing rates of play; fairways having more exposed soil than turf; water-filled bunkers after even the

Golf course architect Ronald Fream is a partner in the international golf architectural firm of Thomson, Wolveridge, Fream & Associates. Headquartered in Los Gatos, Calif., Fream is director of services for North American and Caribbean projects and co-manager of Asian, Southeast Asian, European, and North African projects. He holds a degree in ornamental horticulture and was formerly associated with Robert Muir Graves and Robert Trent Jones. Drawing from this broad experience in golf course architecture, turfgrass management, and landscaping, Fream writes and speaks frequently on these subjects.

Objectives of remodeling should be drama, aesthetics, challenge, and improvement in turfgrass maintenance conditions. The natural look is in vogue now.
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Take a look at leadership.
Remodeling of a single golf hole should receive just as careful consideration and thought as the redesign of an entire golf course. This is especially true since what is done on one hole may have an impact on the overall rhythm of play throughout the 18 holes. Shown is proposed plan for first hole at Almaden CC in California.

briefest shower; and drainage problems in general on tees, fairways, and at the greensites. A “compaction problem” is the common name for most of the visible symptoms.

Irrigation systems also show the effects of recent modernization and improvement of products when compared to the old hose bib, hose-and-sprinkler, or manual quick-coupler systems. If any form of golf course remodeling or renovation is contemplated, regardless of the scope of the project, a simultaneous consideration of irrigation system improvements must be undertaken. To rebuild one green, a fairway, or a single tee and not consider the long-term impact of such works on the irrigation system can lead to “cart before the horse” situations and needless future extra expense.

Remodeling and renovation must be considered as two sides of the same coin. Renovation alone, to improve the seedbed conditions or only the turf-grass surface of an area, is frequently seen. However, as so many existing golf courses are basically images of others, remodeling with the emphasis on design aesthetics and seedbed improvement is the preferred method. To improve both the aesthetics and the seedbed, when each can be mutually and simultaneously obtainable, is a most productive achievement.

It pays to do it right
Remodeling, no matter where or when it is done, is expensive. The costs to rebuild some portion of a golf course would be higher than to construct new facilities of similar size and construction method. The problems of working on an existing golf course and maintaining reasonable play while construction works are going on obviously add costs to the work. It would be desirable to remove play from the portion of the course undergoing remodeling, but this is not always politically or financially feasible — and temporary greens and tees must be provided as the alternative.

When temporary greens are required, it is far more successful to spend a little more time and money to provide “real” temporary greens. Only mowing a smooth spot on a fairway the day before you close the green to be remodeled is inadequate. However, if an actual small green is developed by bringing in sod from the putting green turf nursery and placing it upon a sand layer, or by slowly creating a temporary from a selected portion of fairway with successive applications of top dressing and overseeding, a much more desirable temporary surface is obtained. Even placing a few containerized trees behind the temporary to provide depth perception or creating a small greenside bunker will go a long way to minimize or eliminate golfer complaints about the remodeling program.

Before any remodeling works are undertaken, it is in the long-term interest of the owner of the golf course to first consider having a qualified professional golf course architect prepare a long-term master remodeling plan. A master plan or golf course improvement plan would provide a coherent and unified map that will eventually lead to a finished product that “fits.” All too often, remodeling works are undertaken with a very specific goal in mind: one hole, one tee, one bunker perhaps, without adequate overview to insure that at some future time, all of the various alterations or improvements anywhere within the course will be compatible.

Perhaps the best examples of sporadic remodeling originate with the green committees of private clubs. The new committee chairman wishes to memorialize his term in office, almost regardless of what that year’s remodeling projects will do to the future appearance, playability, or maintenance of the course. Certainly nearly every person who can hold a golf club also fantasizes his equal or superior ability at being a golf course architect. The results of such efforts at golf clubs all over America are common and at times pathetic. Furthermore, considerable dissension can arise within a membership or between membership and superintendent when ill-conceived projects of golf course “improvement” are initiated by these instant experts.

A comprehensive master plan, developed by a professional golf course architect in close collaboration with the green committee, course owner, golf manager, golf superintendent, golf pro, and/or other pertinent interested individuals can result in a foundation upon which any modernization of the golf course can be undertaken with reasonable assurance that when the works are completed — be that one year, 5 years, or longer — the finished product will fit the specific needs and requirements of the individual course and client.

A golf course remodeling master
“Remodeling can revitalize and renew a tired, wornout golf course as no other method can.”

The visual beauty of a golf course can be greatly improved through the remodeling design process. The resultant improved shapes, surfaces, and sizes of greens and the contouring of mounding and bunkers around the greensites can create some very beautiful playing settings where small, flat, round greens once existed. Teeing areas need not resemble postage stamps. With proper design increased teeing surface, additional tee shot variety, and improved appearance can result. Fairways need not be tabletop-flat and boring. While improving or correcting drainage problems, mounding and bunkering can be added to emphasize strategic golf shot placement and enhance the visual beauty of a golf hole. Such visual improvements can be placed so as not to significantly hinder play.

Any manner of the above visual or aesthetic improvements must also be coordinated with improvements in the strategic challenge and playing feasibility of the course. As the tools of the game have improved, the typical older courses have been eclipsed by the graphite shaft and extra distance balls. Par should never come cheap. The golf course must offer a fair and reasonable challenge to all golfers. During remodeling, this challenge must be maintained or enhanced. On many of our typical racetrack-type courses, no strategic challenge at all now exists.

Certainly one of the foremost objectives of any remodeling program is to improve the turfgrass growing conditions. Improved seedbeds, drainage improvements, and the modernization of the irrigation system can all be done with careful consideration of the golf course superintendent’s requirements. With the ever-increasing costs of golf course maintenance, improvements in playing conditions while minimizing maintenance cost increases — or actually reducing or stabilizing such costs — is a very real objective of remodeling.

Remodeling can revitalize and renew a tired, wornout golf course as no other method can. Remodeling may be as certain as taxes, but when it is undertaken with professional and thorough planning, creative design, and implementation using modern agronomically correct techniques, the finished works can provide many years of satisfied, beautiful and enjoyable golf play.