

## IDEAS

### Signs of golf

If compliments could be converted to dollars the city of Walnut Creek, Calif., would be rich already from the directional signs it put up when its municipal course opened for play in April, 1969.

The silhouette of a golfer, a directional arrow and the words "Walnut Creek golf" are in white on a greenish blue background. The entire sign is made with reflectorized paint by the silk screen process in the city's own sign shop at a cost of \$5.40 each, according to city manager Ralph Snyder. About three dozen have been installed at all access roads leading to the city.

Snyder explained that the signs comply with state highway department restrictions by being directional in nature, without advertising the course by name or calling attention to other facilities offered.

Design of the signs was the work of an architectural student named Darrell Quasnick, employed temporarily by the city as a draftsman. Several designs were submitted by Quasnick, and a golf advisory committee selected this one.

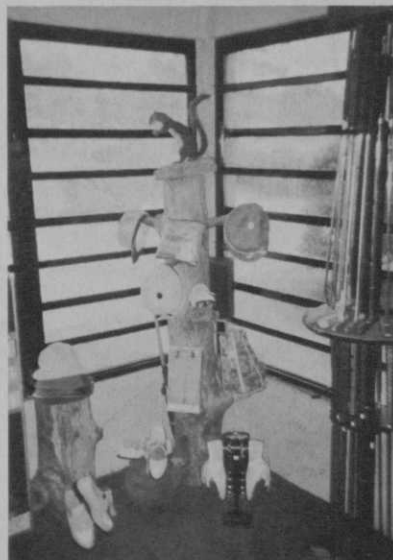
"Response has been excellent," Snyder says. Best of all, the signs are not copyrighted, and Snyder said anybody who wants to copy the design is welcome to do so.



### Just like new

This spring when Bud Welch, the head professional at Pine Valley CC, Wilmington, N.C., greeted his members in the golf shop, they saw something new.

During the winter, Bud and his assistants, Harold Dozier and Tom Plankers, decided that a "new look," centering around an antique theme would be nice, so they proceeded to do just that.



They used wagon wheels as a slacks rack. A buggy wheel on top is made to revolve. It's powered by a small electric motor which can be installed to turn this wheel to display items featured that week in the shop. Wagon wheels also display clubs. From an old black cooking pot members can now get their tees. Wooden stumps and trees help to display small items.

These are only a few ideas that a golf professional and his staff can come up with during the cold days. This change was very inexpensive (less than \$100), but it has stimulated interest and conversation among Pine Valley's members.

**GOLFDOM will pay \$25 for each idea, accepted for publication, that will help make superintendents', managers' or professionals' jobs easier. If your idea saves time or money, write it down on your club stationery and send it to Idea Editor, GOLFDOM, 235 East 45th St., New York, N.Y. 10017.**

## COMING EVENTS

**Club Managers Assn. of America Workshop in Outdoor Recreation Administration**, University of Houston, Houston, Tex., July 19-22.

**CMAA Workshop in Advanced Management Techniques**, University of Houston, Houston, Tex., July 23-26.

**CMAA Workshop in Executive Development**, Executive Park Motel, Atlanta, Ga., July 27-30.

**CMAA Workshop in Marketing Management**, Executive Park Motel, Atlanta, Ga., July 28-31.

**CMAA Workshop in Outdoor Recreation Administration**, Cornell University, Ithaca, N.Y., August 10-13.

**Golf Course Superintendents Field Day**, University of Rhode Island, Kingston, R.I., August 26.

**Law and Utility Turf Field Day**, University of Rhode Island, Kingston, R.I., August 27.

**Michigan State University Turfgrass Field Day**, Traverse City CC, Traverse City, Mich., September 9.

**Third Annual Professional Golfers' Assn. West Coast Merchandise Show**, Oakland-Alameda County Coliseum, Oakland, Calif., September 27-29.

**Annual Hardware Show**, Coliseum, New York City, October 12-15.

**Central Plains Turfgrass Foundation Conference**, Ramada Inn and Kansas State University, Manhattan, Kan., October 21-23.

**44th Annual Club Managers Assn. of America Conference**, Grosvenor House Hotel, London, Eng., January 17-24, 1971. (Registration starts two days before the conference.)