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San Francisco's system is flooded with seniors, people who by and large do not spend much money in the system's pro shops or concession stands. Concessions are offered to private concerns who contract for the service, but with decreasing play over the years, this additional amenity for the San Francisco muni golfer has fallen on hard times. Concessionaires are not bidding for facilities like they once did. Some concessionaires who have been involved with the system have not offered much in the way of consistent service either.

Civil service played havoc with the system last year, when a city employee strike idled maintenance workers for 51 days last spring. Work on the six courses ground to a halt with no preventive care of the turf at all. This episode had to have been the worst in the system's history.

With increased pressure from the citizens groups, suddenly money has been found to get the courses back into shape. Last year, Grant requested \$54,000 for materials and supplies for the six courses, which in itself was way underbudgeted. Proctor told how Mayor Moscone had recently pledged full support of the committee's efforts and more than \$280,000 would be allocated for the overall improvement of the system. Proctor insists the money was always there. That should greatly improve the trend in lost rounds: 180,000 fewer over the last eight years.

Biggest roadblock to Proctor's efforts in the past has been Lou Sabella, a recreation and parks commissioner appointed by previous mayor Alioto. Proctor charges Sabella and others in the department were indifferent to the needs of the municipal golfers in the city.

The city had even thought of raising the fees before the renovation was begun, but the 1,200-member Citizens Golf Association balked at such a move, threatening that they would picket the facilities if rates were raised without adequate improvement of the conditions.

Greatest advocate of the movement inside city government is Supervisor Quentin Kopp, who many in the community look at as a politician with a future outside the sphere of the San Francisco area.

There are indications that San Francisco may go after some solid advice on their system from a city in southern California which has shown that its courses can pay their way well. Anaheim several years ago experienced the same headaches.

Tom Liegler, director of the Anaheim entertainment department, recently reported to GOLF BUSINESS the new net profit figures for the city's courses. The H. G. "Dad" Miller Golf Course netted more than \$152,000 in 1976, a 9 percent jump over the previous season. Anaheim Hills Public Country Club, on the other hand, is undergoing a major renovation project that increased operating expenses an additional \$59,000 plus, so that facility is operating at a deficit for the time being.

What will occur in the San Francisco case is anybody's guess. Proctor and his committee might prove, though, that the power should belong to the people.

CONFERENCES

Superintendents back to class at Purdue

Always searching for education, superintendents attending the 41st Midwest Regional Turfgrass Conference at Purdue University got enough new knowledge to send them into their spring seasons with renewed vigor.

More than 600 turfgrass managers were on hand in West Lafayette, Ind., for the 3-day run last month. Seminars were offered for superintendents on both sides of the business, sessions scheduled discussed the turfgrass market in regards to both private country club and daily fee operations. Owner/operators were also involved in the daily fee forums.

Top speakers filled the program coordinated by Purdue turfgrass specialist Dr. William H. Daniel and the Midwest Regional Turfgrass Foundation. Most notable of the first-day sessions was the presentation handled by superintendent Dave Harmon, Golden Horseshoe, Williamsburg, Va.

Harman, who also serves on

the GOLF BUSINESS editorial advisory board, took on the headaches challenging superintendents in their maintenance areas. He pointed to direct examples at his facility of proper procedures in upkeep of maintenance buildings through a slide presentation. Constant communication is kept between the superintendent's office and each member of the course crew through the use of citizens band radio. Safety was also emphasized with proper guards around danger areas such as gasoline pumps.

With OSHA becoming more of an everyday reality for the superintendent, Harmon emphasized the necessity for each crew member to continually wear hard hats and to use goggles when handling or spraying toxic chemicals. "As always, ignorance of the law is no excuse," Harmon added, when dealing with OSHA.

Stan Fredericksen, a retired industry executive, focused on the positive mental attitude a superintendent has to maintain to accomplish anything in the business. "This PMA can be conceived, and it can be achieved," Fredericksen told the turf managers. Fred Ledebauer, from Loft-Kellogg Seed Co., spoke on the impact the grass seed industry has around the world.

Somewhat more technical in nature, the second day's programs were turned over to the agronomists. Don Holt, from Purdue's department, focused on water that can be found in the plant, while water in the soil was covered by another Purdue agronomist, Bill McFee. McFee pointed out the fact that water will have an unsaturated flow in regular soils, but will flow

slowly and not too well through fine silts and clays.

Purdue's Daniel handled the tough topic of sensing and controlling moisture, while meteorologist W. L. Stirm gave an overview of weather and water in the air. Stirm emphasized the advances made in use of tensiometers in measuring turf moistures.

Two of the most interesting presentations were made by James Latham, Milwaukee Sewerage Commission, and John Morris, superintendent at Highland Golf & Country Club, Indianapolis. Latham stressed the tough problem superintendents will have in the future with water and irrigation. Extreme water conservation activity is already prevalent in many parts of the country, according to Latham.

"Irrigation design is poor today, in many cases," said Latham. He showed, in a slide presentation, how poor drainage techniques were at many courses. In one case, the superintendent had used an aquatic weed control product in his pond, which also served as a water source for the course. The superintendent, forgetting about the adverse effect the chemical could have on his course, used the treated water on the course. The reaction killed some turf.

Morris showed how infrared photography could assist the superintendent in seeking out problems on the course. Different types of grasses could be photographed and the variances in the finished photograph could help the superintendent better identify these areas for possible replanting. Morris emphasized such photography was no more expensive than regular shooting and was within costs for most superinten-

dents.

Public golf people were well instructed on what is new for their particular operations under the guidance of Bill Lyons, owner/operator at Lyons Den Golf Course, Canal Fulton, Ohio.

National Golf Foundation Regional Director Fred Stewart spoke on developments in the industry, such as how slow play was causing young people to stay away from the game. "Slow play is stifling growth," said Stewart, with his own office based right in the Lafayette area.

Stewart pointed to the fact construction starts had slowed significantly over the past 5 years, due to increased costs. NGF figures showed that of the 95 projects last year, 30 of the 60 public fee operations were tied into land developments. Fee schedules were also an acute problem for the public golf business, said Stewart. Many operations do not even offer separate fee schedules for people that just want to play nine holes on an 18-hole layout. "Some people can only plan nine at a time," Stewart noted.

Another area that brought alarm from the NGF staffer was the growing amount of golf courses that had changed hands over the last year. Stewart indicated more courses were up for sale than ever before.

Education and golf promotion were the two subjects handled by PGA club professional and course owner Don Essig, Hoosier Links, New Palestine, Ind. Essig stressed several ways owner/operators can make their facilities more available for teaching golf to all.

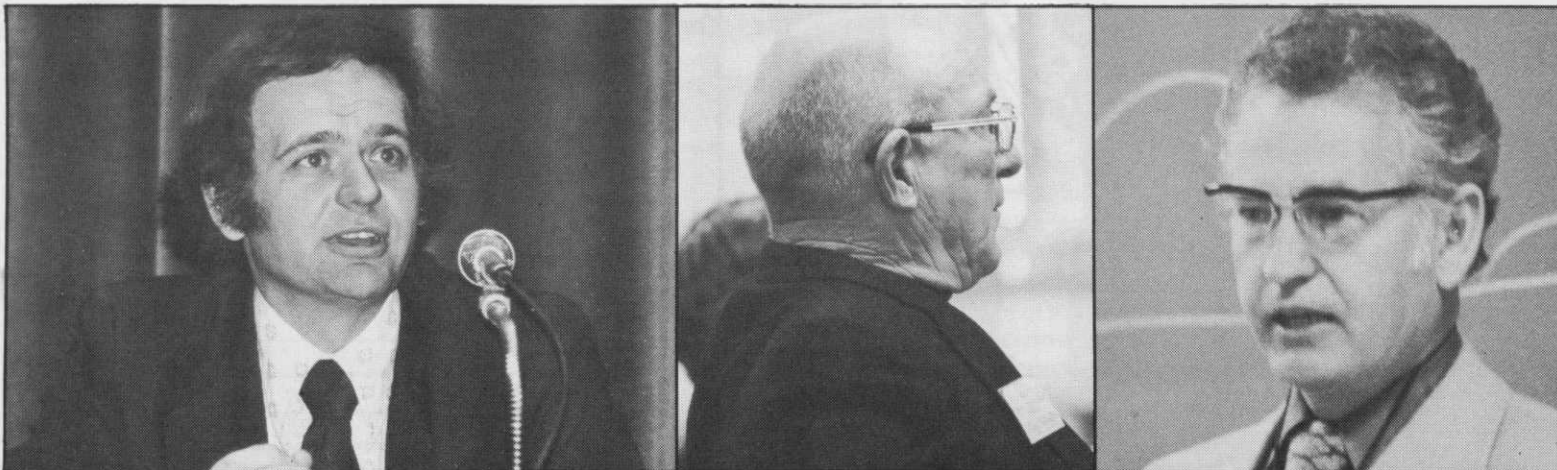
Others on the daily fee program included Jim Rees, owner-operator of the Friendswood Golf Course,

Camby, Ind.; Palmer Maples, education director for the Golf Course Superintendents Association of America and GOLF BUSINESS Managing Editor Nick Romano. Rees discussed some of the more humorous experiences he had had running a daily fee operation, while Maples stressed the importance for continuing education for all in the business.

Romano covered the latest battles the industry has been involved with in real estate taxes and other government regulation, such as OSHA, EPA, and the Consumer Product Safety Commission. Lyons handed out several tips on making more money at daily fee operations, including setting up stroke limits on holes for beginning golfers. "This way, you can keep play moving and also establish an incentive for them to become better golfers," Lyons pointed out.

Greens were an area focused on during the conference's last day. Bob Boltz, superintendent at Brynwood Country Club, Milwaukee, and Jack Keidel, Country Club of Terre Haute (Ind.), both surveyed the ways they construc-

There were seminars reaching into just about every area of the turfgrass industry at the Midwest Regional Turfgrass Conference last month at Purdue. Below, from left, USGA Green Section staff agronomist Carl Schwartzkopf participates on a panel dealing with the problems of thatch. In a daily fee operator seminar Ted Cox, from a course in Chillicothe, Ohio, listens in, while Purdue's Dr. William Daniel takes on the topic of controlling moisture.



ted greens in separate slide presentations. William Woodruff, LaPorte County Landscaping Service, Michigan City, Ind., documented Purr-Wick green construction his firm completed at a new municipal facility in that northern Hoosier city.

University of Illinois professor John Street covered the latest efforts in weed control, while Monsanto's Ed Jordan discussed the pertinent properties of his firm's popular herbicide, Roundup, in the seminar's most commercial minutes.

MILESTONES

Pro LoPresti marks 50 years in business

Tommy LoPresti did not hide his feelings. "The business has been good to me," said the 68-year-old club professional at Sacramento's Haggin Oaks Golf Course, who celebrated 50 years in the business in February.

At Haggin Oaks for 45 of those years, LoPresti has been a living legend in the northern California PGA section for more seasons than he cares to remember. He has trained many assistants that have gone on to head pro jobs — more than 25 in all. LoPresti has made playing golf more enjoyable for hundreds of golfers who frequent the Sacramento municipal system.

Besides overseeing the 36-hole Haggin Oaks layout, LoPresti and his associate pro Ken Morton keep tabs on the other two Sacramento facilities, Bing Maloney Golf Course, an 18-hole layout, and William Land Park, a nine-hole facility. As if that was not enough, he is co-owner of two daily fee operations in the area with business partner Frank Dolle, who once was a LoPresti assistant. These two nine-hole public courses are Lindale Golf Center and Perkins Golf Center.

An expert merchandiser in his 4,500-square-foot pro shop, LoPresti also buys for the nearby private Del Paso Country Club and 30 other pro shop accounts in the Sacramento area on a wholesale basis. Admittedly, in his Haggin Oaks operation, LoPresti sells hun-

dreds of thousands of dollars of merchandise annually.

Success for LoPresti is directly related to his attitude on teaching and gaining the loyalty of his customers. As he says, "There is an important relationship between the way you teach the game and the sales you make."

That philosophy, coupled with the continuing attitude that the customer's game is more important than the professional's, helped launch many of today's most successful club professionals on their careers. These former assistants include: Bill Ogden, North Shore Country Club, Chicago, and Bermuda Dunes Country Club, Palm Springs, Calif.; Buddy Porter, Westchester Golf Club, Los Angeles; Joe Torneo, Ruby View Golf Course, Elko, Nev.; Harold Crockett, River Bend Country Club, Sacramento; Dave Mead, Del Rio Golf & Country Club, Modesto, Calif.; Bob Cox, Green Tree Country Club, Fairfield, Calif.; Bob Ledoux, Rolling Hills Golf Course, in Sacramento area; Bill Brooks, Sierra View Country Club, Roseville, Calif.; Ed Lewis, Peach Tree Country Club, Marysville, Calif.; and Frank Ottaviano, Foothill Golf Course, Sacramento.

Many men have opinions on what it is like to train under LoPresti,

Fifty years in the trade have passed since Tommy LoPresti dedicated his life to the profession. Below, LoPresti talks over his bag inventory with assistant Laura Lepape in the Haggin Oaks pro shop in Sacramento, Calif. At bottom, LoPresti confers with his associate pro Ken Morton. Morton is one of more than 25 professionals who have worked with LoPresti at Haggin Oaks. LoPresti also oversees two other Sacramento municipal courses.

