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STANDARD MANUFACTURING COMPANY Cedar Falls, Iowa

\$553 per month. However, these figures are not completely accurate in that many positions within the industry as indicated earlier include additional benefits of living quarters or meals or both.

Opportunities for hotel, restaurant, and institutional management graduates are greater today than ever before. What this means is simply that the recruitment of golf and country club management personnel is going to be more difficult today than it has been in the past. Well trained graduates have a wide open field from which to select the most attractive opportunity. Put another way, the various segments of the hotel and restaurant industry are going to have to be much more vigorous in their recruitment than ever before.

Invites Use of Services

Clubs in the United States are invited to utilize the facilities of the Placement Bureau. Michigan State University is recognized as having one of the outstanding centralized Placement Bureaus in the country. The Bureau is located in the Student Services Building and has 21 interviewing rooms for the benefit of recruiters, seven staff offices, a conference room, vocational library, and a multi-purpose room for company literature, supplies, mimeograph, thermofax, and copyflex machines.

The Placement Bureau is the result of the administrative philosophy at Michigan State which believes "that the University not only has an obligation to educate its students, but has a responsibility of helping the students find the right job after their formal training." In 1943, President John A. Hannah realized that after the war college trained people would be in heavy demand and saw the value of creating one central clearing house of placement. Here senior and alumni credentials would be processed and there would be one central place where prospective employers could interview seniors and all departments would be coordinated.

Placement Forms Prepared

At Michigan State, all December, March, and June graduates must complete placement forms at fall registration. Several copies of the form are made by machine and put in each senior's file.



Winning family style, Mr. and Mrs. Harton S. Semple of Sewickley, Pa., congratulate each other on capturing the Ladies Spring Golf tourney and the Eugene W. Lewis Men's Golf championship at Sea Island, Ga. This is second consecutive year that the husband and wife team have walked away with the Sea Island tournaments.

Thus, when senior recruitment starts in mid-October, the senior files are available to recruiters who visit the campus. Job cards are made on each position, outlining the background and qualifications required, for those employers unable to visit the campus or whose needs do not justify a trip. These are available to seniors who may request that their credentials be sent to these prospective employers for consideration.

Publicity for visits is handled by means of two weekly bulletins, one for men and one for women, which outline employer visits two weeks in advance. These are put up on some 600 bulletin boards both on and off campus, covering living units, buildings on campus, and business establishments in East Lansing. Also, the "State News," the campus daily, carries a portion of this bulletin in each issue.

Senior Recruitment

Senior recruitment at Michigan State runs from approximately Oct. 15 to May
(Continued on page 158)



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PREP SOIL CONDITIONER

Let PREP help solve your green maintenance problems. PREP is a hard, granular, sorptive mineral that helps eliminate the greenkeeper's greatest problem—**compaction**—by maintaining a well-aerated soil. PREP conditions soil naturally and helps grass to breathe and fertilizers to act. PREP's high moisture-retention capacity promotes healthy root growth by preventing the loss of vital nutrients. Improve your greens this season by using PREP in your top dressing or in your seed bed mixtures. And remember, PREP works just as effectively on tees, fairways, aprons and lawns. Try PREP.

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Please rush me additional information on PREP,
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Who's Going to be Second?

Several Full-Length Courses Plan To Install Lights for 1964 Season

The lighting system is now installed and, when the snow clears, is scheduled to be turned on at the regulation-length Louisquisset GC in Providence, R.I.

Completion of floodlighting the public course's front nine follows closely the initiation of night play late last summer at Tall Pines, near Philadelphia. Also, at least one other course is almost ready and several others are now starting on their four or five-week installations. In short, there's a developing trend to night golf and any claim for "world's second lighted full-length course" depends on who gets warm evenings first.

Visit Tall Pines

Charles Meloun of General Electric's outdoor lighting department says the feasibility of night golf was converted from theory to fact when Tall Pines took the first big step and found it completely successful. During the course's several weeks of night play last fall, owners of Louisquisset and about 50 other clubs from coast to coast visited Tall Pines. They saw that a ball really can be followed at night on a par-5 and that people are willing to pay \$5 one, two, and even three evenings per week.

Additional course owners were told of Tall Pines' success at the GCSA convention in Philadelphia when co-owner Pete McEvoy, Jr. declared: "We're completely satisfied with night golf. We need only five foursomes a night, 150 evenings per



year, to pay all power costs and amortize our investment."

Louisquisset is a 6080-yard, par-70 public course. Tall Pines is private to local club members, leading to the possibility that the Rhode Island layout may be the "first" to offer the public course player the chance to play more. The need for night golf for this market is greatest, because some 75 percent of the nation's golfers play on the public courses which account for only 50 percent of the total facilities.

Use Mercury System

Louisquisset, like Tall Pines, is lighted with enough 1000-watt mercury floodlights to gain about 10 footcandles on the tees and greens and five footcandles on the fairways. Most main downtown streets are illuminated to about one footcandle. The two courses, plus most others, have selected mercury floodlighting systems.

The recent development of the mercury floodlight has contributed greatly to the trend to night golf. Some 40 years ago, G. E. supplied filament lighting for several standard courses. However, the resulting light levels were hardly enough to qualify the clubs as truly illuminated and the experiments were quickly discontinued.

National Golf Day • May 30

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The original and only complete line of *cam-driven rotary pop-up sprinklers* come from Buckner. Combining high performance with big economies in turf care and equipment maintenance, Buckner's heavy-duty 1300 series provides coverage of 100 to 215 feet diameter. Powerful cam-drive has only two moving parts, no gears to wear. Other features: durable all-brass construction; simplified one-piece housing; accessible internal parts for ease of servicing. Install these sprinklers with famous Buckner automatic controllers and valves, and you have the world's most efficient and convenient sprinkler system—backed by the most comprehensive nationwide network of field specialists. Model 1330 for 3-row systems; 1370 for 2-row systems; 1390 for 1-row systems. Write for free catalog and name of nearest dealer.

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Contract Not Modified by Acceptance of Compromise Wages

By WILLIAM JABINE

A contract for the design and construction of a golf course followed by a 10-year term as supt. seems like a most attractive proposition, but as some of our TV luminaries who have signed long-term contracts have found, the attractiveness doesn't always last. The Supreme Court of South Dakota had the task of interpreting the provisions of such a contract recently when the designer-builder-supt. brought an action against a country club that had engaged him and then dispensed with his services when things did not work out as well as both parties to the contract had hoped.

In the excerpts from the Court's opinion which follow, the discharged designer and builder is referred to as the party of the second part and the club as the party of the first part.

The Court stated the pertinent provisions of the contract: "The contract provides that the second party receive the lump sum of \$5,000. upon completion of the first nine holes of said course, payable at \$500 per month during continuance of the work, and the sum of \$7,200 per year commencing at the completion of said nine hole golf course, payable at the rate of \$600 per month for a period of 10 years".

Damage Clause

A liquidating damage clause provided: "It is understood and agreed that the second party is furnishing his knowledge, skill, experience and training in designing, superintending and laying out the whole of the golf course. In further consideration of this 10-year contract of employment as above provided, and in the event the first party desires to terminate

this contract without good cause, prior to the expiration thereof, the first party shall pay the second party as liquidation damages the sum of \$8,000 less the sum of \$800 for each year of the second party's employment if this contract be terminated at any other time during the ten year period aforementioned. It is provided, however, that in the event of any breach of this agreement by the second party, or any flagrant misconduct or wilful disobedience on his part or upon his failure to superintend and direct the maintenance of the course and grounds in accordance with the standards of skill and care required by the Minnesota GCSA, the first party shall have the option to forthwith terminate this contract. In this event the first party shall not be required to pay any sum or sums as liquidated damages.

In event the first party, for any reason shall divert the property to a use other than as a golf course or shall decide and determine that it will not operate or maintain a golf course upon said land during the life of this contract, the first party may upon 90 days notice to the second party terminate this contract without a payment of any sum or sums as liquidated damages."

Guarantee with Contract

The contract was accompanied by a "Guarantee" signed by a man named Peterson, who according to the evidence, was the owner of practically all of the stock in the country club corporation. This instrument guaranteed performance by the club, but gave Peterson a measure of control over purchases of machinery and materials.

As is so often the case, it took more time, and much more money, than had been anticipated to complete the first nine holes of the course. From the time the contract was executed in October, 1958 until July, 1960, the club managed to pay the monthly wages promised. Then it began to drop behind and in the winter months of 1960 and 1961, paid only \$200 or \$300 per month. The designer-supt. orally agreed to accept those amounts temporarily with the understanding that the full amount due would be paid at a later date.

(Continued on page 152)



"One application of National Chemsearch TURF CIDE on our greens and tees completely solved our insect problem!" — Tom Dawson, Jr., Superintendent Country Club of Birmingham, Birmingham, Alabama.

Tom Dawson Jr. goes on to say, "I use National Chemsearch TURF MASTER fertilizer on my greens a few days before each tournament and the extra color it produces is amazing!"

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chelates, fertilizers, fungicides, and deep penetrating agents... all in compatible liquid form... can be mixed and quickly applied in one simple application to save time and labor cost. Tom suggests you call your National Chemsearch Representative for a safe, effective, economical solution for your lawn or turf problems.



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Photo — Courtesy Doral CC

*Assemble All the Facts
Before Making Investment*

Solid Groundwork Averts Disaster in Course Planning

By HARRY C. ECKHOFF

Eastern Director, National Golf Foundation

The increasing interest in golf is encouraging more and more individuals and groups to build courses to meet the growing demand for facilities.

Land values, cost of construction and maintenance and the time interval from ground-breaking to course completion (Usually 12 months or more) are factors that affect the success of any golf project. A properly designed layout with acceptable construction specifications must be matched with an accepted plan for financing and operation. Before taking any definite action, however, an investor should investigate the feasibility of the entire project for the area concerned.

My work during recent years has been with thousands of golf course planning groups. The following ideas have been culled from this experience and have proved helpful in the development of many successful golf ventures.

Is It Economically Sound?

You want to be sure that there is sufficient income to at least pay the construction and operation costs of your course. In planning a daily fee operation, check the population within a 10-mile and a 20-mile radius; the population growth over the past two decades (nation-wide it was about 36 per cent); the number of daily fee courses now serving your area; and recent course failures.

Determine the economic characteristics of the area — the principle types of em-

ployment. What is the per capita income? Is income increasing along with regional and national trends? What are the unemployment characteristics?

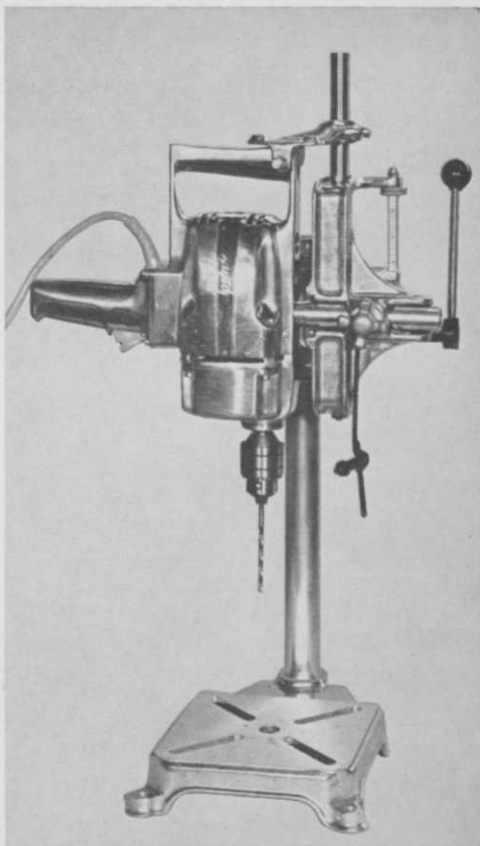
Planners of private country clubs need to know the number of country clubs now in the area, sizes and classes of memberships and existing initiation fees and annual membership dues. In addition, they should know if there waiting lists at existing clubs or if similar projects have failed recently.

Selection of the Site

The next step is site selection. The size and shape of the proposed plot should be 50 to 80 acres for a 9-hole regulation length layout, and 110 to 160 acres for 18 holes. Don't be afraid of irregularly shaped plots — they often present unique opportunities for interesting designs. Gently rolling land and a few trees add to the desirability of the site. Consider purchasing adjacent land, also, as a possible investment for future home sites.

Accessibility is important. So is soil content, for the success of your course will depend greatly on the quality of the turf. Soil samples of the sites you are considering will be analyzed at small cost by state or county agricultural departments. State agricultural experiment stations are a valuable source of help on possible problems of turf development and maintenance.

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THE FATE-ROOT-HEATH COMPANY

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Land acquisition (200 acres)		\$ 96,000
Topographic map of area	\$ 1,350	
Construction of 18-hole course	158,000	
Supt. of construction (to be retained)	6,000	
Field engineering	1,000	
12-acre pond on course	2,500	
Watering system	50,000	
Four rain shelters on course	1,000	
Well, piping system and four drinking fountains	2,000	
Total for golf facility		221,850
Golf course architect fees		20,000
Golf course maintenance equipment		20,000
Maintenance equipment shed		4,000
Access road		5,500
Parking area		7,000
Miscellaneous contingencies		10,000
Total budget for project exclusive of clubhouse but including land costs		\$384,350

proper drainage conditions are essential considerations. In estimating construction costs on any site, take into account the amount of clearing necessary — dense woodlands and excessive stone can cause your building costs to soar.

Finally, does the site have natural golf features? Rolling terrain, creek valleys, woodlands, ravines and ponds simplify the creation of an interesting course.

Wait! Don't Buy Yet!

If you find a site that you think is perfect, don't rush the deal! Consult a capable golf course architect and get his advice. He'll lend his experience to your ideas. You'll get an idea of construction costs before you are legally bound to a particular site.

Probably there is no more important step in the complex course developing operation than your selection of a course architect. In many ways, the responsibility for the success of the course is on his shoulders. Assure yourself of your architect's ability. Visit courses that he has built and satisfy yourself that he can deliver. Then enter into a written agreement to avoid misunderstandings in course specifications, costs, terms, and other details. Naturally, costs will vary depending on the amount of clearing, size of the

greens and tees and the type of construction.

Plan Your Expenses

With all facts in hand, you are ready to prepare your construction budget. While costs vary greatly from course to course, four basic factors largely determine the overall cost: (1) cost of the land, (2) natural assets and liabilities of the site, (3) labor and equipment costs in the area, and (4) type of design. The size and quality of greens and tees, type of construction and irrigation system play an important part in the total cost. Not including land costs, a 9-hole regulation course may range from \$40,000 to \$150,000 and an 18-hole layout, \$75,000 to \$350,000. The accompanying sample budget shows the various items that should be included in your construction budget.

Sample budget

In preparing a construction budget, certain items are often overlooked. The budget (above) recently prepared for a mid-Atlantic 18-hole golf project, can be used as a guide and may help to preclude omissions:

During the past five years financing for golf courses has loosened quite a bit.

(Continued on page 154)