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*\*Bruce Crampton, Dunlop Golf Advisory Staff member.*

SPORTS DIVISION 500 Fifth Avenue, New York, N.Y. 10036



C. Ross Leech, Elmcrest manager (l) and Pro Charlie Burkart look over golf shoe stock.

## You Can't Sell Color Unless You Wear It

*It would be worth a trip  
to Cedar Rapids for Demaret  
to see Charlie Burkart's wardrobe*

By **JOE DOAN**

**S**ome people call him the "home club Demaret."

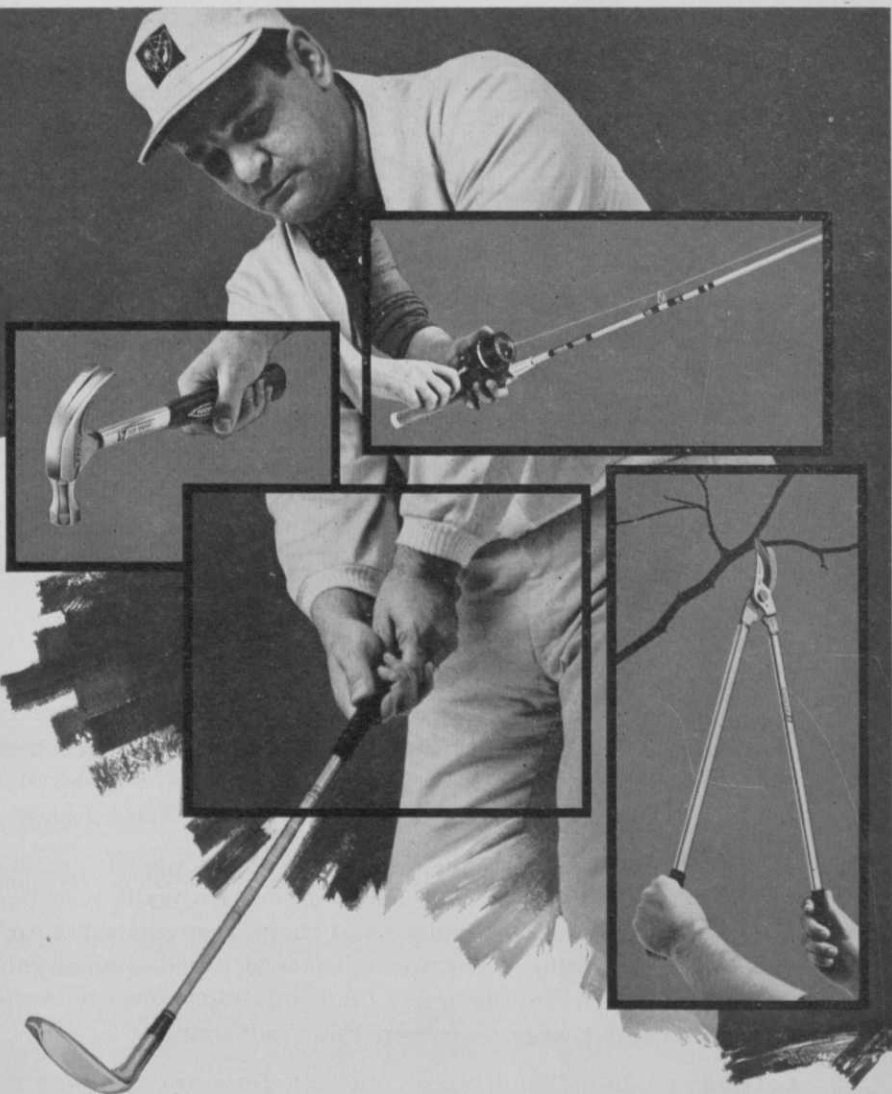
Others say Demaret would have his eyes opened if he saw this man's wardrobe.

For the women's first brunch of the 1964 season, he was resplendent in pastel — pink shoes, pink socks, pink slacks, pink coat and pink tie. One of the ladies upon beholding him said: "But he's wearing a shocking white shirt!"

His male members at the Elmcrest G & CC in Cedar Rapids, Ia., kind of hold back in the early spring to see just what kind of plumage he is going to bust out in — then after they have had a chance to study this multi-fashion plate, they rush in to buy, trying to emulate him.

It's good for business. Charlie Burkart will tell you that.

"You can't sell color unless you wear it," is the way he puts it.



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Australian Kangaroo

So you don't get the wrong impression, Charlie Burkart sells more than just golfwear to his players. Here he shows a driver to Mrs. Forest Smith.

Burkart has been the pro at Elmcrest for 30 years. Back in the days when the shops were offering nothing more exciting than drab brown sweaters with trousers to match, Charlie was venturing pale blues, light greens and what then were known as exotic reds. That made him not only a pioneer in color, but in sportswear, because several years before World War II started he was conducting a one-man campaign to make golfers just as conscious of their appearances as of their games.

Burkart was at least 15 years ahead of the times. In recent years other pros have closed in on him because a pro shop is no longer a pro shop if it isn't loaded practically to the indirect lights with golfwear. But as one manufacturer's representative says: "Charlie Burkart can still teach them a few things about merchandising. There isn't a pro in my territory who outsells Charlie and that takes in some at clubs that are larger and richer than his."

### Beautiful World of Fashions

The Elmcrest shopmaster isn't just a walking style show — he's the kind of a fellow who stages them. Early last March, for instance, before many pros were even thinking about opening their shops for the spring and summer seasons, Burkart invited the ladies in for coffee, finger sandwiches and mints and then proceeded to open their eyes to the beautiful world of fashions for 1964. There are 100 golf-playing women at Elmcrest and attendance was somewhere around the 90 per cent mark. In quite a few cases, husbands insisted on accompanying their wives.

Some pros might say that you can't successfully hold a style show before April 1 at the earliest. Burkart, who isn't aware of this rule or ignores it if he is, has an altogether different outlook. "By the first of March," he says, "the women are tired of winter and winter clothing. They're dying to see summer fashions. If you don't show them, the fellow downtown will. Business is always good at these early showings, probably because I'm one of



the first to bring out the new lines. I wouldn't take a chance on holding that first show later than the last week in March."

### Show Every Day

So far as the men players are concerned, they see a style show every day. "Charlie dazzles them with his change of pace," says his assistant, George Frajman. "Some of our players insist that he has a different outfit for every day of the season. That's a little exaggerated, of course. But you'd be surprised at the number of fellows who come to me and say something like, 'Where did Charlie get that pair of slacks — and can you get a pair like that for me?' They say you have to display in this business, and we do. Only our displays walk."

Color doesn't begin and end with the Elmcrest professional's attire. It spills over onto the walls and ceiling of his shop, which he and Frajman decorate

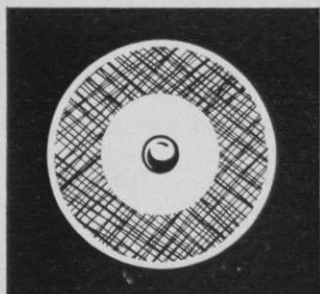
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GOLFCRAFT'S ALL NEW

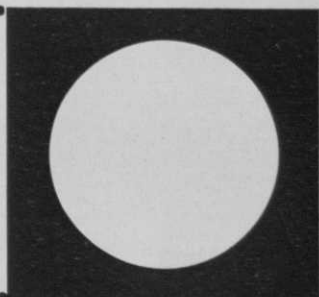
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# LATE, LATE GOLF



Mrs. Zane Knauss putts as Gary Frye, Manor Valley's Course manager, tends the flags.

**Open only a few weeks, Manor Valley, near Pittsburgh, already has people inquiring about league play in the wee hours . . . Golfers will play around the clock if you have lights for them**

**W**estern Pennsylvania had its first full-length illuminated golf course with the official opening of night play at the Manor Valley CC just outside Pittsburgh on Thursday, June 4. Nine of the 18-hole, par 72 course were lighted by Wide-Lite Corp. of Houston, Tex., a division of Esquire, Inc. The lighted course is only a short distance from the exclusive Westmoreland CC, which has no lights.

Manor Valley is owned by the enterprising Frye family of Westmoreland County. Wayne, George and Carl Frye operate three corporations. The lighted course is situated on 128 acres that once was the family farm. The mother of the three boys is a major stockholder in the enterprises and Wayne's son, Gary, is the manager of Manor Valley.

## Second Year of Operation

The public course was designed three years ago and daytime play began in May of 1963. A clubhouse, featuring a bar, lounge, pro shop, snack bar, and private and public dining rooms accommodating 200 persons, was opened at the same time. The parking lot holds 100 cars.

Two years ago — even before the daytime course was ready for play — the Frye brothers started getting notions about night golf. They traveled around the country looking at everything under lights and then began looking for the right illuminating equipment and the right people to plot the project and make the installation.

"We were looking for the best fixtures and the best engineering service," Wayne Frye said recently. "The Wide-Lite people came out here in the fall of 1963 and walked the course in the rain. We liked what they had to offer and Wide-Lite got the job."





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One of the first groups to try out Manor Valley's new lighting system was composed of Gary Frye, Nancy Frye and Paul Joseph.

Under lights are holes 10 through 18. The back nine was first to be put in play last year. The front nine was opened this spring. The course is 6,327 yards long, with the back nine comprising 3,069 yards. Par is 36 on each nine.

The Manor Valley CC is lighted from 57 steel standards that range in height from 35 to 40 feet. Each standard is placed in such a way so as not to present a hazard to regular play. The flight of a ball driven from the tee can be followed until the ball drops down the fairway. Total illumination has been placed at 100,000 watts. Eight miles of underground wiring carry the current.

Initial cost was \$60,000 to \$65,000, a relatively small investment compared to the cost of a new nine. Long range costs of the lighting system will be moderate. The lamps in the floodlighting fixtures are rated to burn 16,000 hours, an equivalent of 10 years of regular play.

### 25 Miles from Golden Triangle

The new lighted course is situated just 25 miles from Pittsburgh's famed Golden Triangle. It is expected that players from the heavily industrial Monongahela Valley also will patronize the course. The move from that direction already is under way.

"We had a fellow call here the other night who wanted to know if we could handle his 'golf league,'" Gary Frye re-

cently said. "The group wants to tee off starting at 12:30 a.m. once a week. Of course we can handle them," Gary continued, "and we figure to get a lot of steel workers who are in the mills until 11:00 p.m."

Gary is not whistling alone under the lights. The Pittsburgh district has a number of lighted Par 3 courses, but there never has been a course in the area under lights that can boast holes as long as 540 yards. Manor Valley expects to operate seven days a week during the spring, summer and fall.

"We'll open as early in the year as we can," Gary says, "and we'll stay open until the snow comes. And knowing that these nine holes under the lights will be successful, we're already thinking about the rest of the course."

### Festivities at Opening

Official opening of the lighted course was celebrated with a dinner attended by city, township and state officials. Before the official opening, Manor Valley drew a surprise visitor from Indonesia. Muljono Surjopramono, supervisor of culture and director of art education in East Java, was brought to the course by his U.S. hosts during a 3-month tour of this country's museums, art galleries and other cultural institutions.

The "boom" in night golf for both Par 3 and regulation courses got under way only four years ago when Wide-Lite began showing golf course management that its fixtures are ideal for lighting fairways and greens. The combination of mercury vapor lamps and a wide, uniform pattern of light overcame the economic limitations inherent in incandescent floodlights.

Wide-Lite estimates that lighting extends the use of a course by as much as 40 per cent without increasing maintenance costs. In addition to income from green fees, revenue from such moneymakers as car rentals, pro shop merchandise and food also goes up. As a result, the cost of lighting existing courses can be recovered in three to five years.

By contrast, it takes 10 to 14 years to recover the cost of a new, unlighted course, according to some authorities.