

This is a typical layout (greatly reduced) of the kind of plastic pipe sprinkler system plan we develop for an individual course. It is part of the CRESline Engineering Service that has helped hundreds of golf clubs install efficient, economical sprinkler systems.

## HOW MUCH WOULD IT COST YOUR CLUB TO INSTALL A DEPENDABLE, ECONOMICAL

# CRESLINE<sup>®</sup> PLASTIC PIPE SPRINKLER SYSTEM?

We'll get all the **facts** and **figures** to you **fast!**

First off, write us. We will then ask you for a minimum of information about your course. Next, we will prepare the following: (1) a blueprint of your course, showing the pipe routing and sizes; (2) suggested operating instructions; (3) a complete bill of materials; (4) suggested supplemental sprinkling equipment. You will have definite figures on which to make a sound decision.

Only a 100% plastic pipe system offers maximum advantages in installation and operating economies. Hundreds of courses have enthusiastically endorsed CRESline installations — names on request.

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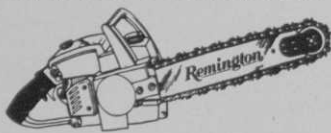


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the manufacturer and the pro. Perhaps he has seen a fellow player with a new set, made by a different golf company, tries them and finds they work much better for him than does his own new ones. He doesn't realize that the other clubs just happen to be of proper specifications for him while those he had selected were not. Here again a custom-made set, when he originally decided to buy new clubs, would have been completely satisfactory!

Another thing that comes up frequently is the question of the design of a wood head suitable to the golfer's playing requirements. Here must be asked the question: "Does he fly the ball, or not? Does he have a problem getting the ball up in the air?" With these answered it becomes possible to determine what model head will enable the golfer to realize his potential.

What is the length of time to expect for delivery of a custom-made set of clubs? At Spalding it is approximately four weeks from the receipt of the order, plus shipping and delivery time.

## **Sarazen Was Right**

*(Continued from page 48)*

way to make an adjustment. Often it means loss of the profit on a sale, but he has found that the customer's satisfaction is worth more in future sales and referrals.

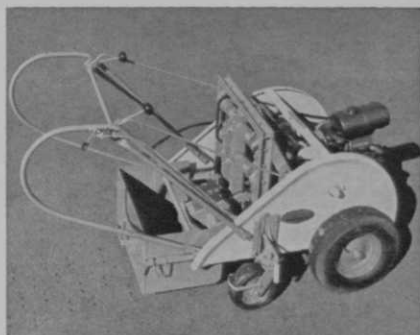
Chances of customers damaging try-out clubs are lessened by letting them get the feel of them on the practice range *only*, and then while LoPresti or one of his assistants stands by. Only low handicappers who are regular customers and seriously in the market for new clubs are allowed to take a demonstration set out on the course. He tries to "trade regular customers up" to a new set every two years.

### **Big Service Business**

LoPresti runs a fully stocked repair shop. His cart repair business has made him the largest dealer in parts for this equipment in the world. Golfers who buy their carts from him receive free service for three years — the only charge

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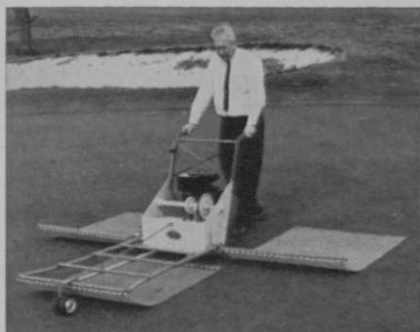


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*"the oldest name in irrigation equipment"*



is for replacement parts. And golfers can count on 24-hour service. Re-gripping or re-weighting clubs is done in 48 hours.

One of the ways in which the pro shop at Haggin Oaks resembles a fine country club is its uncluttered attractiveness. LoPresti insists that merchandise must be displayed attractively. He has modernized the shop a number of times.

The most recent remodeling turned half of one wall into a separate department for women's soft goods. Its planning and early success is a story worth telling. The whole venture has been under the direction of 24-year-old Ken Morton, LoPresti's associate who began as a shop assistant and range helper six years ago.

### Women Dictated Stock

"We wondered how women would react to being waited on by men," Morton recalls. "We were pleasantly surprised. They don't hesitate to discuss their golf clothing needs with us quite frankly."

Morton discussed the women's apparel corner extensively with many of Haggin Oaks' regular women golfers before ac-

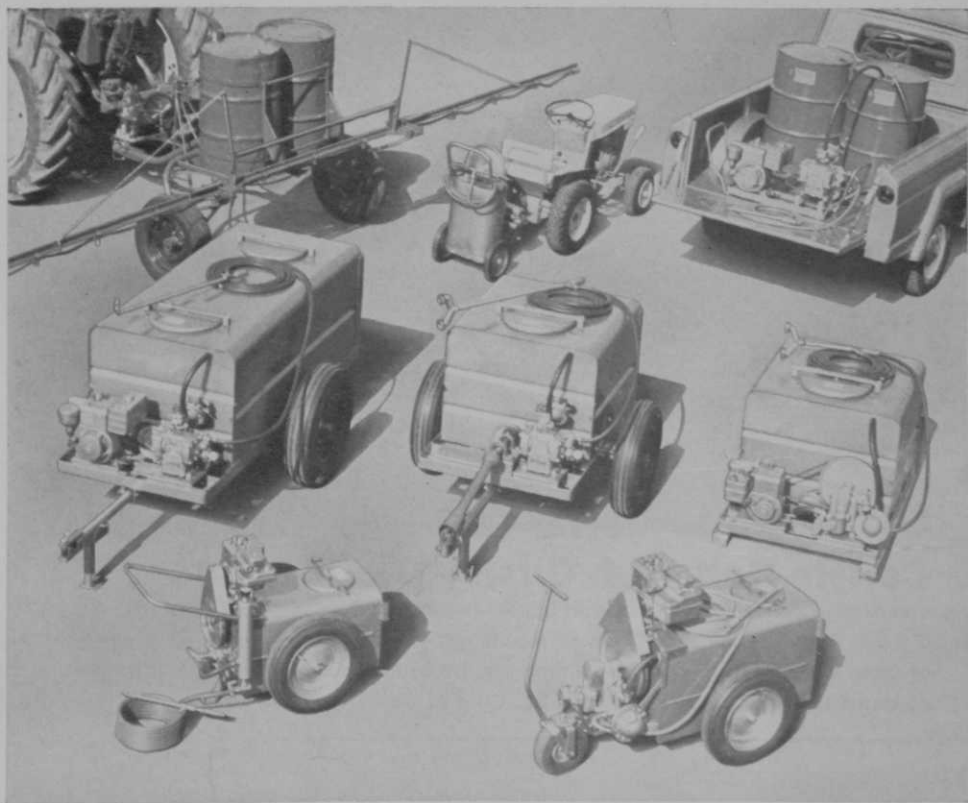
tually stocking it. He listened carefully when they told him what they preferred. He was able to supply their needs and still keep his stock to about three major lines, and all are selling well.

He asked the salesmen representing those lines how best to discuss with women the feminine matters of fit, and learned that it could be done without embarrassment. Women are invited to use the ladies locker room close by to try on wearing apparel.

### Price Tags on Everything

Every article of merchandise in the pro shop is price marked. Large signs call attention to special items. Everything is arranged spaciously, but carefully so there is never enough room to swing a club in the shop.

In spite of strong emphasis on merchandising, LoPresti remains a dedicated teacher. He relishes his time on the practice tee with pupils. That's where the fun is. He does a lot of teaching by listening, learning just what his pupils' troubles are, and trying to phrase his suggestions for correction so they are



## Pick your next sprayer here

What do you look for in a power sprayer?

**Size and output?** Hudson has them in a full range from 10 to 300 gallons. 1½ to 10 gpm. Pressures up to 400 pounds psi.

**Dependability?** Hudson sprayers are built to last. Like Ten-O-Matic®, the new Hudson 10 gpm pump. No gears, no pistons, no packing, no cups, no greasing or oiling. Tanks with stainless steel or Endurall® liners. Ability to handle any sprayable material.

**Accessories?** Hudson has a full line to meet all your spraying needs: Booms for fast coverage of fairways. Special "Greens Gun" with Broad-Spray® nozzle for greens. Single, double or triple nozzle guns. Short guns, long guns.

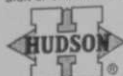
You name the job—Hudson has the right spraying equipment to help you control weeds and insects faster and more economically. See your Hudson dealer. Or send coupon for more information.



1. PTO trailer sprayer with 20-ft. boom.
2. 12½ gal. Suburban® Trail-N-Spray®.
3. Porta® power spray pump, 3, 5, or 10 gpm.
4. 300 gal. Peerless®, 10 gpm, up to 400 psi.
5. 150 gal. Peerless with power take-off. 10 gpm, up to 400 psi.
6. 150 gal. Peerless on skids, 5 or 10 gpm, up to 400 psi.
7. 30 gal. Matador®, 3 gpm, up to 250 psi.
8. 50 gal. Peerless with front-end caster.

NOTE: Most sprayers shown come in choice of sizes, output, pressure.

SIGN OF THE BEST BUY



H. D. Hudson Manufacturing Company  
589 E. Illinois St., Chicago, Illinois 60611

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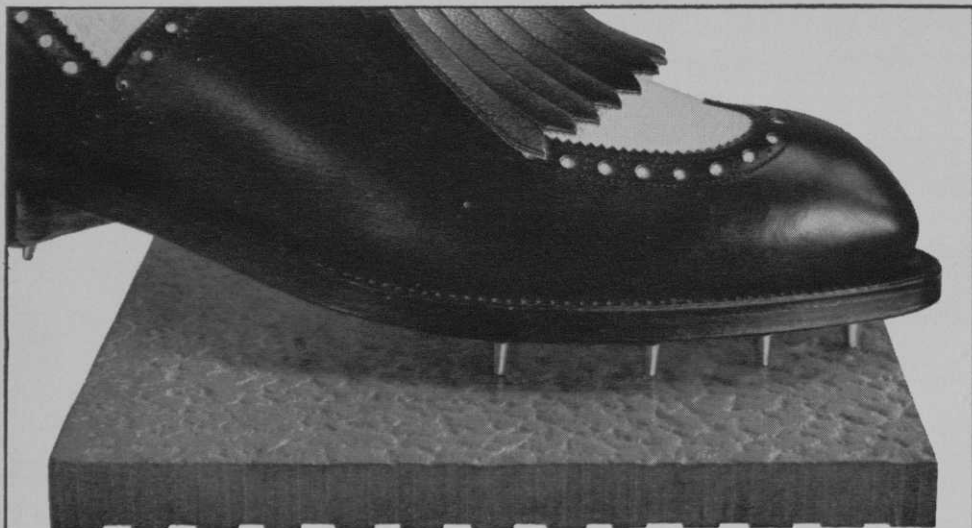
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readily grasped by the student.

#### Several Outstanding Grads

Tom considers it part of his responsibility to teach his assistants how to teach. His reputation for doing so insures him far more applicants for assistants jobs than he can accept. He tries to take the cream of the crop and points with pride to those who have gone on to full time jobs. Among them are Bill Ogden, North Shore, Chicago; Buddy Porter, Palm Springs — Indian Wells; George Gargovich, Sacramento — Northridge CC).

Teaching how to buy is done by having salesmen call at the end of the day, often after dark. LoPresti gathers all his assistants and they have a free-for-all session with the salesman. It works to his advantage too, of course, because all suggestions for profitable merchandise get a hearing.

The Haggain Oaks pro believes in developing a close personal relationship with his assistants. Several times a year he has social outings for them, a steak barbecue at his home or perhaps dinner at a res-

taurant for the entire staff, wives and girl friends. When he goes to tournament a or other out-o-town golfing events he tries to take one of his assistants, rotating the favor among them equally. This helps them become acquainted with a wider segment of the golfing fraternity, and it makes for a pleasant relationship.

### Chicago District Report

*(Continued from page 84)*

draw a salary of around \$200 a month.

#### Club Managers' Salaries

Club managers' salaries at 50 clubs in the District average \$11,375 annually . . . Managers at 12 NorthSide clubs draw an average of \$13,200, but this tapers off to around \$10,700 at West Side and Out of Area clubs . . . More than half of the managers are provided lodging, practically all are given their meals, and meals are provided for families of nearly 40 per cent of the managers . . . Three out of five managers receive bonuses in addition to their salaries . . . Two weeks is

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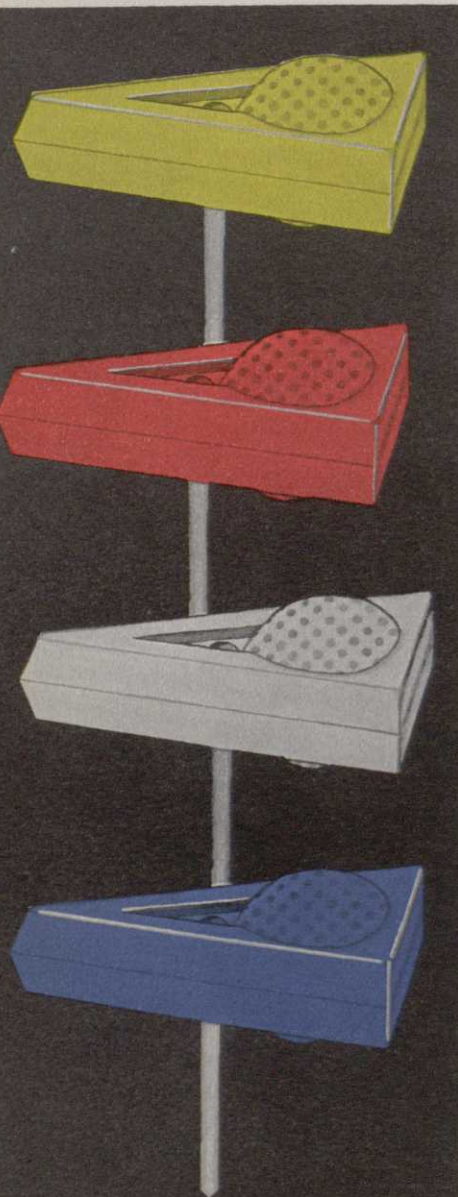
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PRACTICE GREEN KUPS

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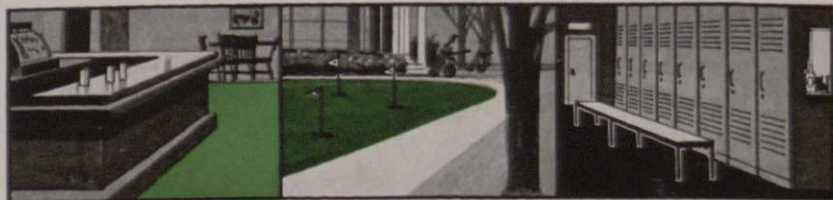


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You'll never have to worry about spike damage when you install "TARTAN" Brand decorative carpeting . . . in the dining room—or the locker room, bar area, hallways . . . OR EVEN OUTSIDE! Made from tough, nylon fibers embedded permanently in a resilient, rubber-like backing, "TARTAN" TURF outwears other clubhouse floor coverings by three times and more. It literally shrugs off spills and stains, cleans easily with conventional methods. And . . . due to its resilient backing, no extra padding is required.

"TARTAN" TURF is available in three brilliant colors: grass green, black or red . . . or in decorative combinations.



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the most common vacation allotment.

## Taxes Covered

In a section on Taxes, the CDGA reiterates that a 20 per cent dues tax has to be assessed on lockers that are used for more than six days . . . Minimum house accounts are dues and, as such, are subject to the 20 per cent excise tax regardless of whether the minimum is used or not . . . The tax on life memberships generally is the same as on dues . . . Assessments and initiation fees put in funds set aside for capital improvements, or to repay loans for such purposes, are not subject to the excise tax . . . However, capital improvement funds have to be spent within three years of collection or they are taxable . . . Thus far meals and lodging furnished employees are not subject to the federal income tax *if these are provided for the convenience of the club* . . . The value of meals is subject to the social security tax . . . It can be arbitrarily computed as amounting to 25 cents per meal.

## Plan Against Pitfalls

(Continued from page 78)

unable to hire a competent architect. How was this mistake made? The architect "miscalculated" on the number of acre-feet of water he expected to capture from the winter rains in the lake which he constructed for the dual purpose of serving as a reservoir and a hazard. He not only miscalculated the winter rain capture, but the per acre foot water evaporation, and the loss through seepage.

Why doesn't the club dig a well to rectify these mistakes? "The cost is too high," and, "the course is not worth the expense," officials say. Of course both of these excuses are unfounded. The expense is justified and if this club is to stay in business, it will have to make the investment sooner or later.

While the first course has lush fairways, it is paying too much for watering its course. The pipes used in the sprinkling system are too small, thus putting an overload on the pumps. The overload is cost-



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Par Aide Practice Greens Markers now available in two attractive styles. Ball easily retrieved by removing marker from cup. Marker tops are constructed of durable red plastic with white plastic numeral on three sides.

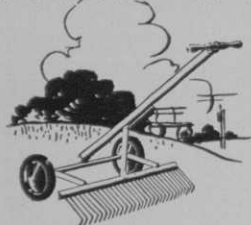


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# DAVIS SPECIALS!



## DEL MONTE GREENS RAKE

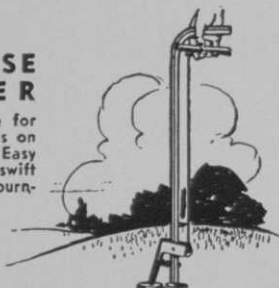
For removing runners and dead grass from greens. Rake has fine, stiff wire tines. Available with or without dolly.

**\$35.00**

## BALL BRUISE REPAIRER

An ingenious device for repairing ball bruises on fine putting greens. Easy to use, it does a swift repair job during tournaments.

**\$11.00**



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**OVER 70 INFORMATIVE & DIRECTIONAL SIGNS**  
NEW — FREE BROCHURE. ASK FOR IT.

**TAT GOLF SIGNS**

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ing the club roughly \$1400 per year in extra electrical costs. This permanent cost is unnecessary, considering that four-inch pipe costs almost as much as a six-inch pipe.

## Sins Are Hidden Here

Not too far from my home (less than 10 miles), lies a tract of land which appears to be nothing more than a field, neglected, gone to weed. These weeds hide the sins of a golf course architect, and the dreams of an investor. Hidden, here, never ever used, is a fully automatic sprinkling system which drained someone's pockets to the tune of \$90,000. Easements were not checked before construction work began.

Also not too far away are two other courses which started out to be the "best in the state". Neither of these courses can be truthfully rated as average.

One course built a lake in which it hoped to impound water from the winter rains. The porosity of the soil was not considered. The water caught in this catch basin seeps out and drains into a nearby bay long before the water can be used for summer watering. A plastic lining in this lake would prevent seep-out. This club now buys its water from the city at an exorbitant cost. Because of this excessive expense, the course is permitted to "dry out" during the summer.

## Missed Being Good

The other course missed being a good one because of its design. The greens are large enough, but they are not "set off" by contouring of the collars and shoulders. bunkers, were placed right at the borders of the greens. The tees are large and well graded, but every one of them is elevated out of proportion to the relatively flat course. The fairways, especially the doglegs are hogbacked, and hogbacked to the side of the dogleg. This defeats the purpose of a dogleg hole. The golfer cannot risk a big "bite" of the fairway because the ball will always bounce into the rough, and in some cases, trees.

Recently I visited a place where money apparently was no object in the construction of the course. Everything radiates