

Panogen Turf Fungicide

is on the job

We can't promise you lazy days in a hammock—but we can promise you'll stop knockin' yourself out fighting turf diseases with Panogen Turf Fungicide on the job.

Panogen Turf Fungicide is a liquid fungicide you simply mix with water and spray on your greens and fairways to prevent disease—or control outbreaks during early stages—so good turf is maintained all season.

For disease-free greens and fairways the sure-economical way—spray with Panogen Turf Fungicide (it will make your job easier too)!



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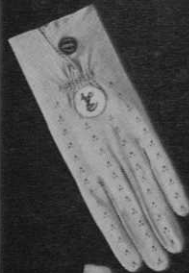
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DIVISION OF MORTON INTERNATIONAL, INC.

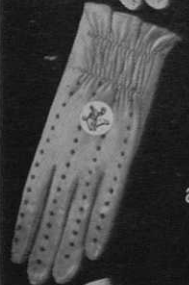
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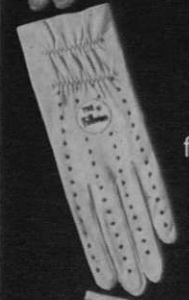
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snug-fitting gauntlets, easy to slip on snap backs, one-size stretch gloves, plus velcro closings, half fingers and winter gloves.



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FIRM MANAGEMENT

Continued from page 100

and equipment was in that neighborhood. When that financial goal is realized, theoretically the corporation will break even.

The golfing half of the venture has been paying its way since its second month, although Haber says they fully expected to take a loss, perhaps for an extended period. If that had occurred, the operating expenditures would have been offset by the income from the homesite sales.

That possibility (actually a probability) was a major reason for both to be included in a single corporation. "When there are separate corporations and the golf course loses money as it is likely to do, especially in the beginning," Haber says, "there are no profits from which the loss can be deducted."

Before Haber and his staff could start fighting the financial battle they had to use a more diplomatic persuasion on the

Continued on page 104

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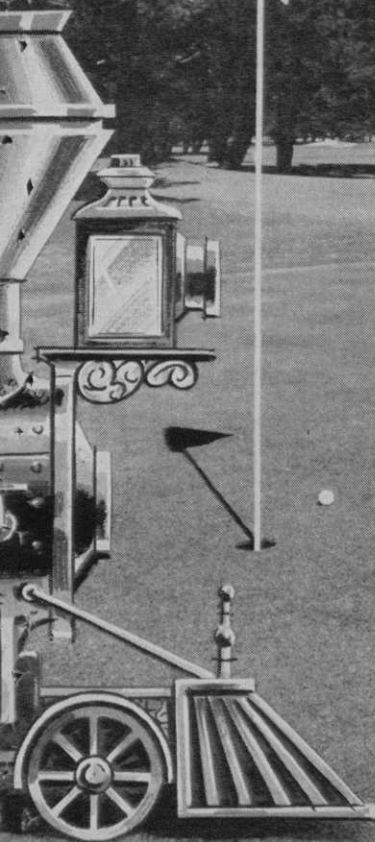
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train, JESSE...it takes too
much storage space!



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Nitroform is available as granular Blue Chip[®] for conventional spreading and Powder Blue^{*} for liquid application. Nitroform costs less for equivalent nitrogen value than the bulky stuff. And it doesn't burn turf when applied as recommended.

Steal some time for your Hercules representative. He'll give you the full story, but won't hold you up long.



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SN64-3

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FIRM MANAGEMENT

Continued from page 102

planning commission for Monterey County. This body administers a plan for the area based on homesites of no less than one acre. Haber's property included only 245 acres, onto which he proposed placing over 200 residential units and an uncrowded golf course besides.

The strategic move in this encounter was Haber's offer to the county of a "scenic easement" on the property. This declares that the property will never be used for anything except a golf course, and if the course should be abandoned, buildings could not take its place.

In exchange Haber was allowed to cluster the homesites into more conventional $\frac{1}{4}$ -acre lots. In principal, at least, each lot owner has an acre of unspoiled "greenbelt" to enjoy if not to own. Every lot in the complex is immediately adjacent to some part of the golf course. Many yards will merge with fairways.

Two apartment sites also were carved out, and a location for an inn to house

Continued on page 106



This one loves to
play
and
play
and
play!

Seldom needs maintenance, this Link-mobile golf car. Simplified design, rugged strength see to that. Make this one easy and fun to drive besides. 8 hp engine levels 35° grades, with speeds to 10 mph. Goes five 18-hole rounds on a 3-gallon tankful of gasoline, with fuel to spare. Heavy-duty

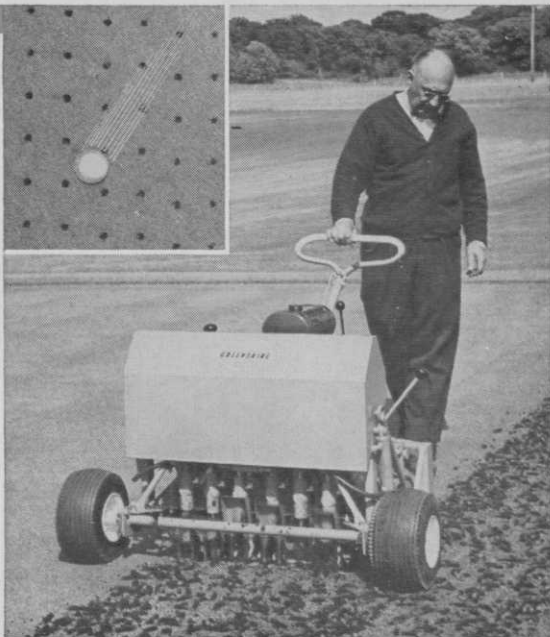
muffler eliminates backtalk. Sleek body is fiber glass to avoid rust. Choice of sparkling colors molded in to last. Whole body tilts up for easy engine servicing—just right for your fleet. Write for details.

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**Big new
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GREENSAIRE
aerates 150 sq. ft.
of green
per minute!**

- **Most cores (36) per sq. ft.**
- **Evenly spaced aerating holes on 2" centers**
- **Every hole over 3" deep**



Aerating immediately relieves compaction so ball "bites" on green, rolls true.

The self-propelled Ryan Greensaire will help you build your greens to tournament quality—and keep them that way—the first year you use it. Greensaire aerating is thorough: 36,000 evenly spaced cores per 1,000 sq. ft.—all over 3" deep! Play can resume as soon as wind-



rowed cores (optional attachment) are raked away or cores are crumbled into top dressing (see photo at left). The Greensaire covers up to 150 sq. ft. per minute so the average green is ready for tournament play again in less than 2 hours. Transport speed is over 3½ mph from green to green. And the Greensaire has earned a world-wide reputation for superfine aerating—plus trouble-free maintenance!

See how Ryan units team up to do more jobs: Pulverize windrowed cores, remove thatch and control grain with a fast-working Ryan Ren-O-Thin or Mataway. Snap-out reel allows fast change from thin blades and narrow spacing for fine turf grasses to heavier blades and wider spacing for coarser grasses. See your Ryan Distributor or write:



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FIRM MANAGEMENT

Continued from page 104

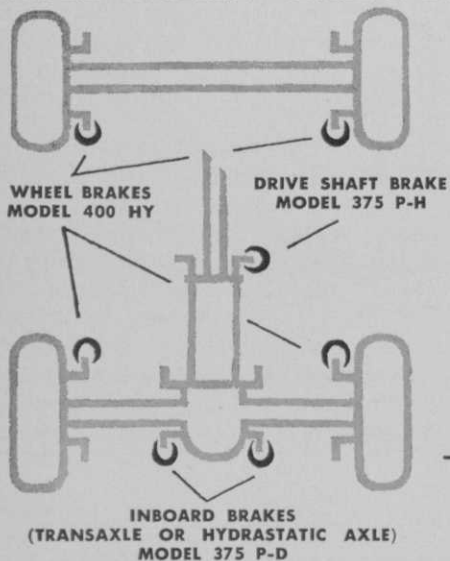
100 guests. As at Pauma Valley in Southern California, the inn eventually will be reserved for Carmel Valley's non-resident members and guests, or friends of all classes of members. This is a new concept that makes membership more attractive and restricts play to members and guests. The apartments will be condominiums, each unit to be purchased instead of rented. About 25 of the individual home sites already have homes on them. Haber expects to begin construction of the first 21-unit apartment this year. The second will follow immediately, simultaneously with construction of the inn.

The inherent "fussiness" about golf dictated from the beginning that playing memberships should be limited to 300 to avoid crowding and heavy traffic. Some of the lot and apartment owners will not be golfing members, but most of them will, and the percentage of members outside of property owners will be extremely low.

Continued on page 108



GOLF CART CALIPER-TYPE DISK BRAKE



In the adjacent drawing, potential applications and model numbers are positioned on a schematic golf cart. The three types listed are manufactured as a complete unit — caliper, disk, hub and mounting by the H.H. Products Co., Inc. of Milwaukee, Wisconsin. These are the same brakes now in use on the Harley-Davidson golf carts. Available too, is a complete line of disk brakes and accessories. The inclusive line provides adaptations for ANY application requirement. For OEM or Distributor information write directly to the factory.



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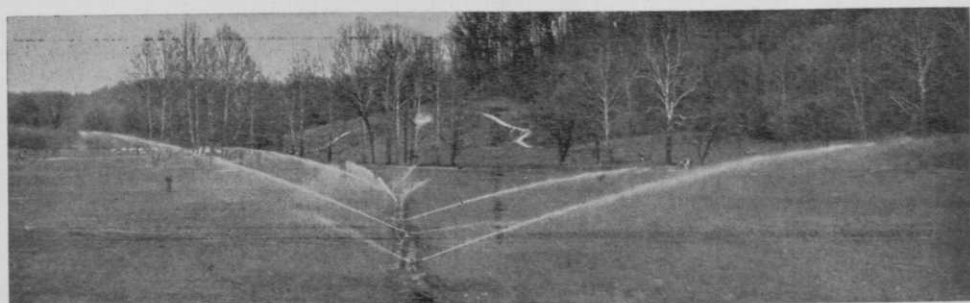
IN LESS THAN 5 WEEKS, an entire 18-hole course at the famed French Lick-Sheraton



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Gene Stephens' Automatic Lawn Sprinkler Co., Indianapolis, installed this 3.2-mile system.

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FIRM MANAGEMENT

Continued from page 106

Regular playing memberships were priced at \$3,000 to start, in spite of some opinions registered with Haber to the effect that, "nobody will pay that much for a non-proprietary membership." As usual, Haber, not the observer, was right. Monthly dues are \$42.

Haber cites the example of one of the resort courses in Southern California that started selling non-proprietary memberships at \$700, and is selling them today for \$7,000—when they are available. He points out that nothing makes the charter members quite as happy as increasing the fee. Those who join at \$3,000 can take their satisfaction whenever further increases occur.

Full memberships will go hand in hand with ownership of the lots or the apartments. When the lodge is completed its guests will have playing privileges by reservation and upon payment of green fees. Haber is determined that guest play not interfere with member play.

These playing guests will receive the

Continued on page 110



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FIRM MANAGEMENT

Continued from page 108

same careful indoctrination in regard to course rules as guests have since play began. Besides a reminder from the professional or starter about raking sand traps, replacing divots, repairing ball marks and allowing faster players through, each guest receives a cardboard tag attached to his golf bag with these same rules in brief.

Understanding by members is not taken for granted, but is encouraged a little more subtly. To confirm membership approval, the new member receives a copy of Charles Price's "The World of Golf." He is urged to read it as a means of increasing his appreciation, understanding and respect for the game of golf.

"We thought people would come to us," Haber says, "and they have." The attraction has been golf the way discriminating golfers think it should be played.

The best possible golfing environment has been created and is being preserved uncompromisingly at Carmel Valley, so there is a strong desire to play the course and become a member. Because the management is efficient, it has been possible to operate the club on a sound economic basis with only 300 members, leaving it uncrowded with some time available for members of other clubs to play as guests. It is more than a case for the nonproprietary club. It's a case for efficient management, for carefully selected personnel, and most of all, for the undeniable lure of golf. •

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