

The people who pay for the ride like to go first class.

That is why E-Z-GO builds

America's finest electric car.



E-Z-GO CAR DIVISION. TEXTRON INC./AUGUSTA. GEORGIA 30903



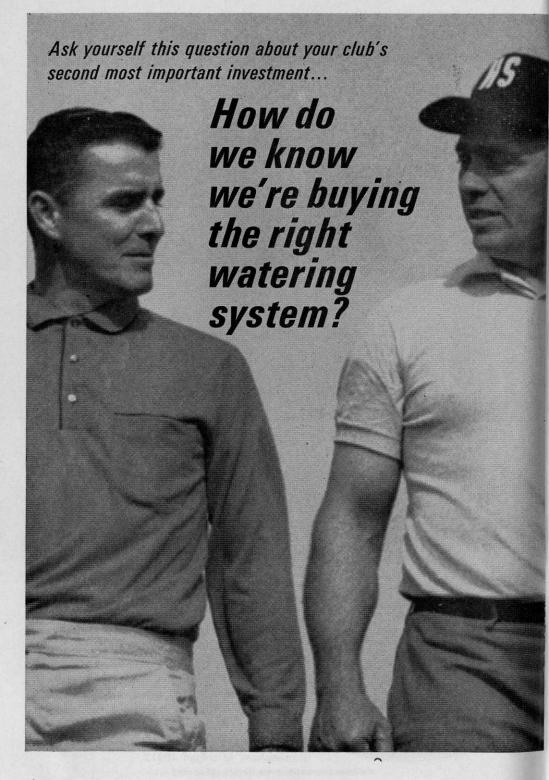
The hourstretchers.

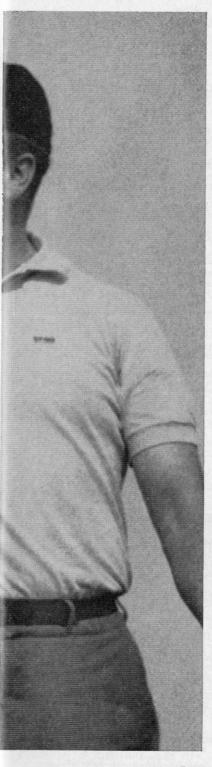
Two Ford LCG tractors stretch those precious extra minutes out of each working hour. Help you finish jobs faster. Reduce overtime, cut labor costs. ■ For example: Ford 10-speed power-shift transmission. Up-shift, down-shift on-the-go for hills, turns, tight maneuvers. Power take-off keeps right on running at constant rated speed; power-driven equipment stays at peak capacity. Quick-attach Ford rotary or flail mower as well as gang reels and other equipment to Ford's 3-point hitch. ■ Routine service intervals now are as much as 3 times longer than they used to be. Rugged Ford design keeps downtime at a minimum. ■ So look at the Ford LCGs. 2 power sizes. Smooth-running fuel-thrifty engines. Widest transmission and power take-off choice in the industry. Tires to match all turf conditions. See your Ford tractor and equipment dealer soon.

■ Ford Tractor Division, 2500 E. Maple Road, Birmingham, Michigan 48012.



For more information circle number 109 on card





Choose Cast Iron Pipe

...and be sure!

Hard to believe? Not when you know cast iron pipe. It is the perfect material for golf course watering systems.

First of all, it goes in quickly and easily and is so tough that breakage is practically nonexistent. Once in, cast iron pipe stays in. Hazards such as water shock caused by sprinklers and equipment loads don't even faze it. Cast iron pipe doesn't absorb water and therefore the pipe can't freeze or deteriorate.

Flexibility? You bet. Want to move the 12th hole? Just dig up the pipe and re-use it. Increased pressure is no problem, either. Cast iron pipe can take several times the pressure your system will require and stand up to it with ease. And, strong cast iron pipe taps easily with strip-proof threads for sprinkler connections.

Best of all, corrosion resistant, long-lived cast iron pipe has been proved in practice. Most of the major tournament courses installed it as original equipment—and are still using it for uninterrupted play and minimum maintenance. And it will be good for many years to come. 100-year-old cast iron pipe is serving more than 60 water utilities today.

Cast iron pipe is the only right material for your watering system. Specify cast iron pipe—and be sure.

CAST IRON PIPE RESEARCH ASSOCIATION
An association of quality producers dedicated to highest pipe standards through a program of continuing research
THE MARK OF PIPE THAT LASTS OVER 100 YEARS

Nothing serves like

CAST IRON PIPE

Get help on your irrigation system plans with the industry's most complete booklet. Has vital design and installation tips and other planning aids.

Mail coupon for free 20-page booklet.

We've got something better than DiFini's fall line...

Difini's spring line!

DiFini's throwing a color-fling this spring! Starring coordinates and cross-coordinates for men and women in a rainbow of hues—with eye-stopping styling that's decidedly DiFini's—wash 'n wear convenience, too! You'll have greater fashion versatility and smaller inventories with these big golf fashion scorers. So tee up with DiFini and add profits to your sales!



ORIGINALS AND KNITWEAR

Sold exclusively through pro shops 367 So. Boulevard, New York, N.Y. 10454

For more information circle number 205 on card

ARNOLD E. ABRAMSON PUBLISHER

ROBERT J. ABRAMSON JOE GRAFFIS, SR.
ASSOCIATE PUBLISHER
ASSOCIATE PUBLISHER

ROSS GOODNER EDITORIAL DIRECTOR

HERB GRAFFIS DESMOND TOLHURST EXECUTIVE EDITOR

DAVID E. LA BOUNTY MANAGING EDITOR

PATTY KEATING VINCENT PASTENA ASSISTANT EDITOR FASHION EDITOR

EDITORIAL CONSULTANTS

HARRY OBITZ AND DICK FARLEY
MERCHANDISING

DR. MARVIN FERGUSON
AGRONOMY

ROBERT TRENT JONES GOLF ARCHITECTURE

FRANC ROGGERI MARIUS N. TRINQUE EXECUTIVE ART DIRECTOR ART DIRECTOR

PETER J. ABRAMSON GENERAL BUSINESS MANAGER

DOROTHY M. SHEEHAN ASSISTANT TO THE PUBLISHER

RON GUZIK
CIRCULATION MANAGER,
ADMINISTRATION AND PROMOTION

DAVID SIMMONS PRODUCTION DIRECTOR

SOL NUSSBAUM MARLENE BERMAN PRODUCTION MANAGER ADVERTISING SERVICE MANAGER

JOHN SET RONALD R. STAFFIERI PRODUCTION ASSISTANT ASSOC. ART DIRECTOR

WESTERN OFFICE ARTHUR H. MORSE II VICE PRESIDENT FOR WESTERN OPERATIONS DARRELL OLDHAM 680 Beach St. San Francisco, Cal. 94109 (415) 885-0570

> STEVEN HELD ADVERTISING SALES MANAGER

EASTERN ADVERTISING OFFICE ARTHUR MAY ROBERT D. ANDERSON CHARLES MEYER 235 East Forty-Fitth st., New York, N.Y. 10017 (212) 683-3000

MID-WEST ADVERTISING OFFICE ROBERT R. GLFNN, MANAGER JOE GRAFFIS, JR. TOURISSE GREENFIELD 400 West Madison Street, Chicago, III, 60606 (312) 346-0906

NORTHEASTERN ADVERTISING OFFICE EDWARD R. HUGHES, MANAGER P. O. Box 1133 Hanover, New Hampshire 03735 (603) 643-3600

DETROIT ADVERTISING OFFICE J. EDWARD VAN HORN, JR. 1617 Fisher Building Detroit, Mich. 48202 (313) 874-2494

ADVERTISING REPRESENTATIVES
FLORIDA & CARIBBEAN
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Suite 108, 924 Lincoln Road
Miami Beach, Fla. 33139

GEORGIA METROPOLITAN PUBLISHERS REPRESENTATIVES. INC. 3110 Maple Drive N.E., Suite 410, Atlanta, Ga. 30305



INCORPORATING GOLF BUSINES

VOL. 41, NO. 10

FALL, 1967

TABLE OF CONTENTS

| SPE | CIAL ARTICLES | | | |
|-----|--|-----------|---|--------------------------|
| 24 | BUDGETING AND PLANNING FOR THE PRO SHOP | | | By Bob Benning |
| 30 | BUDGETING AND PLANNING FOR THE CLUBHOUSE | | | By John P. Jaeger |
| 32 | BUDGETING AND PLANNING FOR THE GOLF COURSE | | | By Paul E. Weiss |
| GE | NERAL ARTICLES | | | |
| 22 | GOLFDOM SIZES UP | | | By Herb Graffis |
| 38 | PUTTING GOLF CARS TO BED FOR THE WINTER | | | By Oscar Wisbey |
| 44 | WINTER GOLF THE EASY WAY | | | |
| 46 | ARE YOUR GROUNDS TOO GREEN | | | By Thomas Carey |
| 52 | CHRISTMAS CONTEST DESIGNE | D TO BOOS | T PRO SHOP S | ALES |
| 54 | IF THEY DON'T SEE IT THEY WON'T BUY IT | | By Vincent Pastena | |
| 58 | FIRE INSURANCE: PART II | | | .By John F. Gleason, Jr. |
| | PARTMENTS | | | |
| 10 | SWINGING AROUND GOLF | | | By Herb Graffis |
| 14 | GRAU'S ANSWERS TO TURF QUESTIONS | | By Fred V. Grau | |
| 19 | ACCENT ON MANAGEMENT | | *************************************** | By Ken Emerson |
| 90 | COMING EVENTS | 118 | CLASSIFIED | |
| 96 | BOOK REVIEW | | ADVERTISING | G INDEX |
| 98 | NEW PRODUCTS | 121 | BUYERS' SER | VICE |
| 102 | NEWS OF THE INDUSTRY | 122 | OFFICIALS' P | AGE |

Cover Design: David Maddalene

GOLFDOM, Incorporating GOLF BUSINESS, Fall, 1967. Published monthly January through October by Universal Publishing and Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street. New York, N.Y. 10017 Volume 41, No. 10, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Porothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer, Copyright © 1967. Universal Publishing and Distributing Corporation, Published simultaneously in Canada, Copyright under International, Universal and Pan-American Copyright Conventions, All rights reserved, including right of reproduction, in whole or in part, in any form, Printed in the U.S.A. For advertising rates, apply to Advertising Manager, Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazine Publishers Association, and National Golf Foundation. Subscription rates: Domestic \$3.00, foreign, \$4.00 per year.

104 PEOPLE IN THE NEWS

GUSHMAN TURF-TRUCKSTER

the one all-purpose grounds maintenance vehicle



USE IT AS A TRACTOR to pull gang mowers or other non self-propelled equipment. Big 9.50x8 traction-tread tires give plenty of traction without damaging turf. Six speeds for-

ward through dual-range transmission and variable speed governor give proper speed and power for uneven terrain. Used on thousands of courses from coast to coast.

Write direct for free brochure.

CUSHMAN

901 N. 21st St. Lincoln, Nebraska



USE IT AS A SMALL TRUCK for carrying personnel and equipment everywhere. Has governed top speed of 19 mph and 1,000

pound payload, for quick, inexpensive transportation within the park, golf course or cemetery, on the roads or cross country.



USE IT AS A SPRAY RIG with boom for spraying greens, without boom for large areas, or with hand sprayer for trees and shrubs. Entire spray rig lifts off easily when not in use.

Sprayer attachment operates through optional power take-off. Power take-off can also be used for operating compressors, generators, etc. The most versatile vehicle in your toolshed!

MOTORS

A Division of Outboard Marine Corp.

For more information circle number 217 on card

Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



The PGA annual meeting this year certainly won't be the place or the time for some tournament players to pop out with news about seceding from the parent body and establishing a "Mexican league" because of hurting feelings over the "veto power" of the PGA . . . With the first 25 of the PGA tournament monev winners this year going over \$50,000 the amateur golfers who provide the money aren't going to have much sympathy for the journeymen pro complainers . . . A tournament circuit the PGA built to around \$4,000,000 plus millions more in fringe benefits doesn't seem to be a bad job of the PGA taking great care of playing pro interests.

Tournament business picture for 1968 already has so many dangerous spots developing that the tournament committee ought to be sensibly relieved to have the PGA officers share the responsibilities and the blame . . . Date conflicts already are getting the PGA tournament operations in boiling water . . . Western Open date, customarily the same week as the All Star football game between pro champions and collegiate stars and promoted by Chicago Tribune charities, is threatened with a switch to late September a conflict with pro football and a gallery of autumn leaves, by the PGA giving usual Western Open date to a tournament paying slightly higher prize money. Western Open tournament net revenue finances Evans caddie scholarships, the biggest organized public service by golf and immensely influential . . . Any playing pro group willing to second rate the Western GA event for caddie scholarships needs business education itself.

Sports writers assembled by the All Star game generally take in the Western Open . . . Pro golf needs plenty of development work done among these men according to a recent poll of sports editors which had pro golf tournaments rather weak as a subject of reader interest . . . Another of the problems of the tournament fellows is the demand of the International Golf Sponsors Association that the PGA players' committee guarantee top players as long as the sponsors have to guarantee big money . . . Another warning that the tournament fellows better be smart about and not be in the backhouse of a house divided is the decision of a television network to reduce its golf coverage to part of the last round of a tournament instead of part of the last two rounds as is customary now.

Home pros, the strength of the PGA who really built the tournament circuit, have sensed the ground swell of resentment of club members who have contributed tremendous amounts of mental and physical effort *free* in putting on tournaments out of which they get nothing in cash and seldom, in their opinion, adequate expression of thanks from the tourney participants.

When Jack Nicklaus said that, with a \$200,000 tournament in Milwaukee conflicting with the British Open date, he'd play the British Open he got cheers from many, except, of course, the Milwaukee Open sponsors who were caught in an embarrassing spot, if \$200,000 can be embarrased . . And to contribute further to murdering public interest in pro

continued on page 12