

THE WATER HAMMER DAMMER

At heart it's our brand new Thermo-Hydraulic remote control valve for sprinkler systems. The TH valve has a heat-motor that opens and closes gradually, thus reducing sprinkler wear and pipe breakage caused by the water hammer common with solenoid valves.

Here are some other colorful features of this species. It flushes itself and there are no orifices to clog: so it can use lake or sewage effluent water without trouble.

It's electrically actuated from a Rain Bird electronic controller, from which it can be drained automatically — or manually, at the valve, without pressure.

It has a flow control, and is made of brass, bronze and stainless steel.

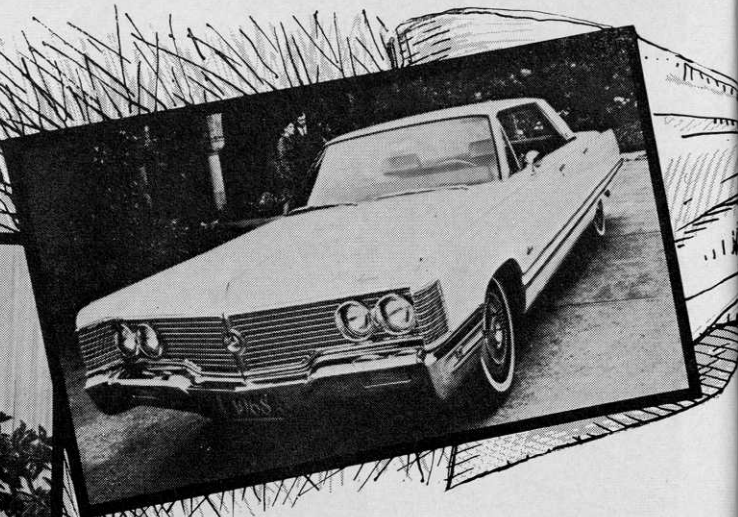
To see the new TH valve, call your Rain Bird distributor.

Or write us: Rain Bird, Glendora, California 91740 (in the West); or Rainy Sprinkler Sales, Division L.R. Nelson Manufacturing Company

Inc., 7719 N. Pioneer Lane, Peoria, Illinois (in the East and Midwest).



For more information circle number 116 on card



Christmas

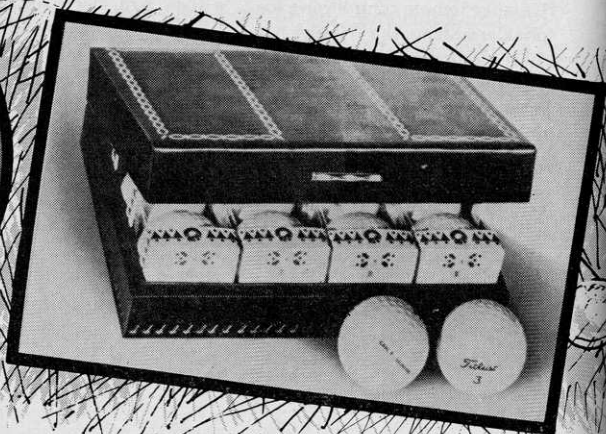
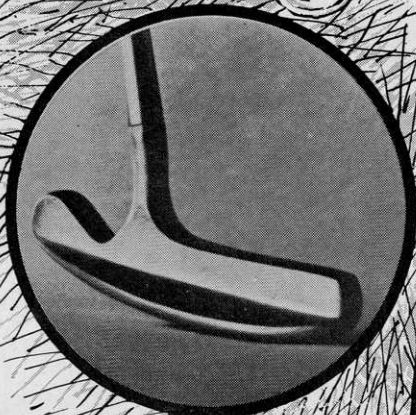
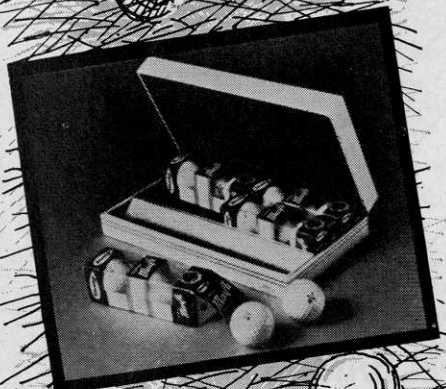
designed to boost

Golf professionals will be pleased to learn that GOLF Magazine's Lucky Number Christmas Sweepstakes will emphasize a strong pro shop tie-in.

"Lucky numbers" will be imprinted on the contest page of each of the 250,000 subscriber copies of GOLF's December issue. The subscriber will then go to his local pro shop and see if the number in his copy of the magazine matches any of the winning numbers that will be posted in the pro shop.

At the end of the contest, pros whose shops turn up a winner will have their names included in a drawing. The winning pro will win a one-week vacation for two: transportation, hotel accommodations for one week, and \$200 cash.

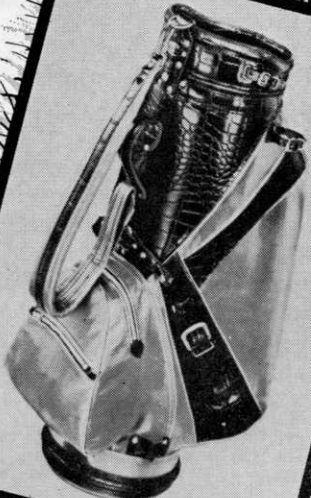
A most encouraging feature of the contest is the strong support given it by the industry. Here is the list of prizes and their donors, in alphabetical order:





contest pro-shop sales

Abbott Laboratories—Faultless golf balls; Acushnet—Bull's Eye putters and Titleist golf balls; Anglo Burton—Crookshank woods and irons; Brandell—golfer's aids and accessories; Brockton Footwear—Footjoy golf shoes; Burton—golf bag of DuPont Corfam; Chrysler—Imperial automobile; Bert Dargie—custom woods; DiFini—men's and ladies' golf apparel; Dunlop—kangaroo golf bag and Maxfli golf balls; Fawick—Golf Pride golf club grips; Harper & Row—GOLF Magazine's Pro Pointers and Stroke Savers, Your Long Game and Your Short Game; Jarman—Bag Boy Master golf carts; King Products—putt returns; The Lighthouse Cove—ten-day vacation for two; Par Buster—indoor and outdoor driving nets; Kenneth Smith—custom woods and irons; Spalding—Executive woods and irons with aluminum shafts; TWA—two roundtrip flights to Las Vegas; UniRoyal—woods and irons. •



If they don't see it, they won't buy it

**Eye-catching presentation of your merchandise can
cause your customers to stop, look . . . and buy!**

By VINCENT PASTENA

Pros who fail to set up good merchandise displays in their shops are ignoring vital sales boosters. Visual selling can be one of the most powerful forces at the retailer's command.

A pro may offer the finest and most fashionable golf apparel available, but this will mean nothing to sales unless the pro shop traffic is made to stop and look at the merchandise.

All too often pro shops are guilty of piling merchandise on shelves with no attempt at attention-getting display or even an arrangement that gives customers a clear view of the selection. These pros should take a hint from the retailing giants in the business.

One chain of department stores gets 50 per cent of its sales volume through special displays. And in a group of assorted independent stores, one out of four sales are made because of the manner in which merchandise is presented in displays, according to a survey sponsored by the National Retail Merchants Assn.

The prime purposes of merchandise display are to turn store traffic into shoppers and shoppers into buyers. However, in order to achieve the ultimate goal, a good display does more than just attract

the potential customer's eye—it stops him to pause and study the displayed merchandise more closely.

Good interior display consists of the proper blend of four basic ingredients: 1) fixtures, 2) color, 3) signs and 4) lighting. A knowledge of each area is required for successful displays.

Fixtures

Properly designed fixtures should show merchandise in the most advantageous manner, and take into account the goods you sell. For example, a proper arrangement of shirts has to be one which considers sizes. If you sell twice as many medium as small, for instance, your fixture should accommodate this trend.

The following points should be considered in selecting and using fixtures for effective presentation of merchandise:

- 1) The type of merchandise you plan to display on the fixture.
- 2) The amount of area that must be allotted on each fixture level (deck, counter top, shelf or rack) for each category of merchandise to be displayed.
- 3) Adaptability of the fixture to seasonal stocking changes.
- 4) Amount of merchandise exposure provided per dollar of fixture expense.

Editor's Note: This is the first in a series of articles on the art of display. Future articles covering such subjects as lighting, fixture and color will be authored by experts in these areas.



Here is an excellent example of an eye-catching display. The fixture revolves and is not static. With proper use of color and lighting, your customer's attention is immediately drawn to it.

Color

Color and the mood it helps to create must be a primary consideration in any effective interior display. Certain areas in the shop may be repainted to tie them in more effectively with the goods displayed. Various color panels or decorative backgrounds also may be used on your display fixtures.

Here are some tips suggested by manufacturers of display materials:

- 1) In general, avoid strong contrasts and loud colors. These get attention but also can overpower the merchandise.

- 2) Background colors should harmon-

ize with the merchandise displayed. Use families of colors, i.e., beige, cream and ivory with brown.

- 3) If displaying an entire outfit with accessories, be certain all items are color coordinated into a harmonious whole.

- 4) Use color to achieve spacial illusions. Light shades add depth to a small space. Dark shades give more intimacy to large areas.

Signs

Signs "talk" for a display. They answer customers' questions concerning price and features and also are quick guides to the location of various goods:

continued on page 78

Maintain the course, run a tournament

YOU BET. How do you get hold of a greenskeeper who's somewhere out on the course when he's suddenly needed at the clubhouse? How do you find the ranger when he's on the 8th hole and he's needed at the 1st for starting? Easy. Call them instantly with Motorola personal radio.

With Motorola personal radio, everything runs more smoothly because it puts your staff in touch with each other and with the clubhouse, no matter where they are on the course. You can make decisions faster because you can be reached right away. You can better control your greens crew. When you have back-ups at the tees, you'll know it right away. And should someone need first aid on the course, your



with personal radio communications?

aided man can radio back for an ambulance without leaving the golfer. And in tournament play, scores can be radioed back to the scoreboard right away. And separated team members can find out how other team members are doing.

The uses of personal radio on today's courses are growing every day. Find out how you can benefit, how your maintenance problems can be solved faster, how your whole course can run more efficiently.

Write for facts today to: Mr. Homer Marrs, Vice President and General Manager, Motorola Communications and Electronics Inc., 4501 Augusta Boulevard, Chicago, Illinois 60651. A Subsidiary of Motorola Inc.



MOTOROLA
PERSONAL RADIO

For more information circle number 222 on card



**Part II—Here are various steps
you can take to reduce the high
cost of adequate fire coverage
at your country club.**

Fire Insurance

JOHN F. GLEASON JR.

Country Club Insurance Consultant

Last month, reasons which contribute to the high fire insurance premiums required to protect country club's real and personal property were explained. The factors which go into establishing fire rates were also gone into in detail.

This month, various methods to reduce these high premiums are introduced.

Rate reductions are accomplished by means of fire protection systems which are approved by the bureau having jurisdiction in the locality of the country club.

Furthermore, these systems contribute to the fire-life safety of the country club companies to protect the values at risk in clubhouses, contents and other buildings.

No other fact stresses the need for fire protection as vividly as the fire record of country clubs during the past eight years. Here is the frightening property damage loss record of America's golf clubs:

	Number of Courses	Number of Fires	Total Damage
1959	5,991	2,200	\$ 5,280,000.
1960	6,385	2,000	6,700,000.
1961	6,623	1,500	7,800,000.
1962	7,070	1,300	9,200,000.
1963	7,477	1,700	5,800,000.
1964	7,893	2,000	8,300,000.
1965	8,323	2,800	12,000,000.
1966	8,672	2,500	10,200,000.

During this eight-year period, more

than 16,000 country club fires occurred, causing needless property damage loss in excess of \$65,000,000. The most significant fact to be derived from these statistics is that *one out of every four country clubs suffer a fire loss annually.*

The source of these outbreaks vary. Carelessly discarded smoking materials account for 33 per cent of the losses. 25 per cent are attributed to cooking and kitchen faults, such as substandard clearance of exhaust vents through wooden ceilings and roofs.

Antiquated wiring and heating defects account for nearly 25 per cent. Mishandling of flammable liquids and combustibles too near to heaters make up a majority of the remainder.

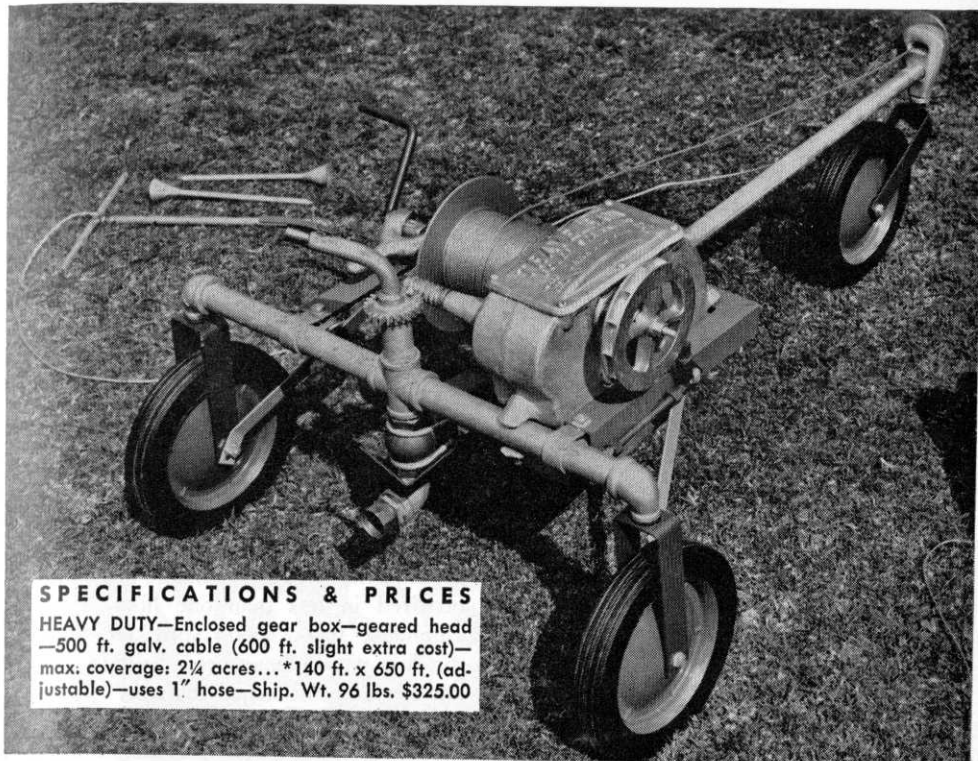
Except for extinguishing hot grease flames, water is the recognized agent to extinguish most country club fires which largely involve combustible materials such as wood and fabrics.

No method of dispersing water upon the fire is as universally recognized as the automatic sprinkler system for any club's first line of defense against fires.

In the Performance Tables of the National Fire Protection Association, it is recorded that the automatic sprinkler system has proved effective in quelling or controlling 96 per cent of the country

continued on page 60

GOLFDOM



SPECIFICATIONS & PRICES

HEAVY DUTY—Enclosed gear box—geared head—500 ft. galv. cable (600 ft. slight extra cost)—max. coverage: 2¼ acres... *140 ft. x 650 ft. (adjustable)—uses 1" hose—Ship. Wt. 96 lbs. \$325.00

Time Saved... Cost Cut...

SAMPLE OF ONE OF THE MANY LETTERS WE RECEIVE:

Gentlemen:

"We have five Travelrain Heavy Duty Sprinklers in service on our nine-hole golf course. These were purchased in order to permit installation of grass fairways without undertaking the very considerable expense of installing a sprinkler system.

These sprinklers have permitted us to grow grass within the past season on seven out of our nine fairways, and all under the difficult condition of growing grass from seed. The duty on the sprinklers has been heavy, and they have performed very satisfactorily.

We would recommend their use wherever it is desired to irrigate grass fairways economically, and where the cost of a permanent sprinkling system would be prohibitive.

Yours very truly,
H. E. MOORE, President
Douglas Golf Club
Douglas, Arizona"



1 man does the work of **4**

**OPERATES
UNATTENDED**

Self-Propelled

Ask for Demo Offer

TRAVELRAIN POWER SPRINKLER CO.

GENERAL OFFICE AND FACTORY

239 No. Robertson Blvd., Beverly Hills, Calif. 90211

PHONE 213-276-3213 OR 213-276-8848

Original Equipment Manufacturers for Over 30 Years Nationwide Sales and Service

For more information circle number 202 on card

Fire Insurance

continued from page 58

club fires since the days when Bobby Jones was Emperor of the fairways up until the present era of Arnold Palmer and Jack Nicklaus.

When properly engineered and installed, rate-making authorities have reduced the fire insurance rates on clubhouses as much as 50 to 80 per cent. This premium reduction has enabled the average country club to pay for the sprinkler installation in approximately four years or less.

Here are some actual examples of the premium reductions and the time required to pay for the sprinkler system from the premium savings.

At a small New England country club having a clubhouse valued at \$120,000 and contents valued at \$20,000, the installation cost was \$7,875. This reduced the annual insurance premium by \$3,145 and the sprinkler system was paid off in two and a half years.

A Western golf club installed a \$27,000 system in its \$600,000 clubhouse. This reduced the annual insurance premiums from \$11,455 to \$3,160 and the \$8,295 savings paid for the installation in just three years and three months.

A large combination country club and lodge in Illinois, where \$3,000,000 in property values were at risk, required an annual fire insurance premium of \$23,920. An \$85,000 sprinkler system reduced the annual premium to \$3,420. This amazing reduction paid off the installation cost in four and a quarter years.

It is regrettable that while nearly 50 per cent of the golf course fairways are equipped with an irrigation system, only 13 per cent of America's clubhouses are under sprinklered protection. It takes, moreover, ten years to amortize the irrigation system from labor-cost savings.

Despite golf's shameful fire record, memberships still persist that watering the fairways must take precedence. Even more deplorable is the fact that the cost of installing a sprinkler system must take a

back seat to such social innovations as a newly decorated cocktail lounge, from which additional revenue can be derived. There is, unfortunately, no revenue forthcoming from a lounge converted into rubble and debris by a unrestrained fire.

Many members are committed to the belief that serious fire loss will not occur in a brick or fire-resistive clubhouse. This is a fallacy. On September 28, 1964, the Skyline Country Club, near Tuscon, Arizona, experienced a fire which caused nearly one-half million dollars worth of damage within its concrete, steel and glass modern clubhouse.

Although a private 200,000 gallon storage tank served the club's domestic needs, no provisions had been made to prevent the property damage loss which occurred in less than one hour. If this clubhouse had a good sprinkler system, the loss would have been held to about one-tenth of the actual damage.

Before any country club commences with a sprinkler system installation, a water-flow test of the available water supply is required. Unless a club can guarantee 500 to 750 gallons of water per minute with 15 to 25 pounds of pressure on the top sprinkler line under the roof of the clubhouse, it is unlikely that the rate-makers will grant a fire insurance premium reduction.

In addition, no installation should be started until the plans are completely approved by the local rating bureau. Approval usually requires that all concealed spaces, such as the areas behind false ceilings, open porches and open foundations, must be protected by the automatic sprinkler system.

To proceed without approval would be a costly and risky venture.

Memberships tend to resist sprinklers because they contend that the water damage is too extensive. But the amount of water damage is surely far less than would result if in an unprotected clubhouse where fire had gained headway before the firemen arrived.

The records show that usually three

continued on page 63

GOLFDOM

For more information circle number 147 on card

