

You asked for a utility tractor that will:
 mow a six-foot swath; turn with a 24-inch inside cutting radius;
 power a variety of year round attachments; position the operator up-
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CLUB MANAGER

continued from page 60
the normal attrition of elections and retirement from office, or even loss of interest, eventually reduce management to a government by self serving cliques or short sighted individuals.

The cure for a club that finds itself without effective management can be expensive in terms of disgruntled staff and disenchanted members, as well as in actual financial loss. It is far less expensive to adhere to the system of management best suited to your particular club, whether it be by a general manager or triumvirate, and stick to two simple rules: 1. Know your manager. 2. Respect your manager's authority. ●

Johnny Revolta Retires

John Revolta, professional for 31 years at Evanston Golf Club, Skokie, Ill., retired as active professional Nov. 1, 1966, and became Golf Professional Emeritus, devoting most of his time to teaching and playing golf.

The veteran professional is a member of the PGA Hall of Fame and in 1935 won the PGA Championship, beating both Walter Hagen and Tommy Armour in the process. He is also a past Western Open and Los Angeles Open champion plus others too numerous to mention and starred on two U. S. Ryder Cup teams.



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'Crookshank' 1967

New irons now in stock!

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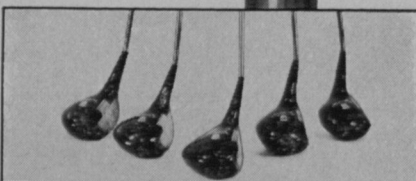


all about the radically new 'Crookshank' line of engineered golf equipment. Send for Bulletin 101, illustrated at left.



'Crookshank' micro-balanced irons, new this year, introduce a new principle of weight distribution. 1. The angled shaft extends through to the sole. 2. This lets 'Crookshank' reduce hosel length by 1¼ inches, thus removing up to 2½ ounces of weight from the lower shaft area. 3. Weight taken from the hosel is redistributed in the blade . . . behind the sweet spot to give you unmatched power and accuracy!

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For more information circle number 217 on card

New format for pro biz school

The 1967 PGA business school in St. Louis will offer a special curriculum for head pros, as well as assistants.

Some years ago in an attempt to upgrade the golf profession, the P.G.A. started a school for assistant pros. This school was held for one week each year in Clearwater, Florida. Completion of this course could be applied as the fifth year of the required five year apprenticeship. Here an aspirant pro could learn such things as pro shop operation and teaching.

The school was greeted with such enthusiasm from the assistant pros that one school could not handle all the applicants. For this reason, the P.G.A. started others in various parts of the country. Last year they conducted four such schools. The East Coast area was covered by one

in Maryland, the West Coast in California and the Southwest had one in Texas, plus the original one in Clearwater.

This year in an attempt to cover the Midwest, there will be one in St. Louis. Due to its central location the Education Committee felt this would be an ideal spot. It is to be held in March, from the 12th to 17th—just before the start of the season for most pros. At the same time they thought they could try some new ideas. In accordance with their long range plan to upgrade the profession, they want to include the head pros as well as the assistants. This involves some different subject matter than has been of-

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ferred in the past business schools.

For the St. Louis school the Education Committee selected Don Clarkson as Director. Don is the head pro at Old Warson Country Club, just outside St. Louis. A past president of the Eastern Missouri Section and presently a national vice-president in the P. G. A., he has served on the staff of some of the other schools and is acquainted with the pro shop operation and teaching.

After numerous meetings with the Education Committee, Don felt he was not qualified to run this school by himself. Don therefore enlisted the aid of Mr. Patrick D. Williams, head of the Small Business Institute at Southern Illinois University's Edwardsville Campus. In his job at the University, Mr. Williams is responsible for setting up and conducting seminars for all phases of business. He is familiar with all business problems.

The schedule will include all the technical work covered in the other schools, plus a Business Operation series that calls

for the head pros and assistants to cover different subjects. The assistants will cover such topics as accounting, management principles, selling and human relations. Head pros will cover creative problem solving, management problems, communications, and motivation of employees.

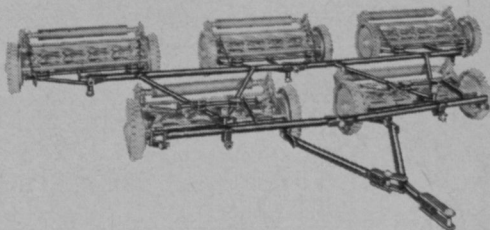
At first glance some of these subjects seem as if they would not be of interest to the golf professional. Mr. Williams assures non-believers that every business man in the world needs this type of education. He further believes the average pro has no formal training in business. This, he feels, makes the pro's need greater. For this reason he intends to bring in experts in each field to help every student get as much as he can out of the short time available.

The Education Committee hopes to come out of this school with some definite ideas for a long range educational program. They hope a large group shows up to afford an accurate picture of the value of this program. •

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mounted at the rear axle. Vibration is reduced. DYNASTART remains (it's impossible to leave the engine idling). Call the dealer who can prove that, gas or electric "...a real pro always comes through." Harley-Davidson Motor Co., Milwaukee, Wisconsin.

Harley-Davidson

For more information circle number 112 on card

Golf outlook remains bullish

Despite tight money, course construction stayed healthy and golf equipment sales and number of golfers showed steady growth.

By ROGER GANEM

The year 1966 was unique in the field of golf business. In the first six months it was reported that golf course development was continuing at about the same pace as in 1965, the year all records were set. Then, with the stop-action of a well-hit wedge shot, the forward movement of the first half seemed to come to a quick halt. Some called it a slump, but was it?

Last year there were 281 standard course openings, a far cry from the all-time high of 346 the previous year, but it approximates the 292 in 1964 and the 283 in 1961. Golf course construction did not reach the 200 level until 1960, when 247 were opened for play. Thus, many consider the 281 new courses opened last year a healthy, secure sign, especially when one couples this with the record number of regulation length courses that saw fit to add to their facilities. All in all, 122 new additions to existing layouts were made, about a 14% increase over the 104 additions in 1965. In Par-3 golf, 63 new courses were constructed in 1966 and 9 additions to existing courses were made, compared to a record 115 and 11, respectively, in the previous year.

The year of the tight money actually showed important golf business gains.

"It all indicates that going operations are finding it somewhat easier to obtain necessary financing," states Harry C. Eckhoff, Executive Director of the National Golf Foundation. "It was tight money that contributed to the downturn, not only in golf construction, but also in new housing, construction of commercial buildings and projects such as shopping centers, etc. The record number of courses

that improved their existing facilities is a good barometer of golf's secure future.

"This trend is continuing. Of the 281 new regulation courses opened during the year, 59% were semi-private, 29% private, 10% municipal and 2% other, or collegiate, industrial, etc. For the 122 additions opened during the same period, 44% were semi-private, 38% private, 11% municipal and 7% other.

"New course construction for golf facilities throughout the nation in 1966 is down 14% compared to 1965, the record year. Our figures indicate that there were 532 courses (regulation, Par-3s and additions to existing courses) in some stage of construction at the end of 1966, compared to 622 in 1965."

"The leading states in golf course activity are: California with 50 courses under construction at the beginning of 1967—45 are standard length courses, 5 are par 3s; Michigan 41 total, 37 standard, 4 par 3s; Pennsylvania, 30 and 6, total 36; New York 23 and 5, total 28; Ohio is 27 and 1 for a total of 28.

"In the planned and prospective stages at the start of 1967, there are 998 courses—both standard and par 3. Leading states are: Ohio, 61 standard and 13 par 3s, total 74. Michigan, 56 and 7, total 63. New York, 55 and 7, total 62. California, 38 and 17, total 55. Pennsylvania, 40 and 7, total 47. Texas, 43 and 3, total 46."

In 1966 approximately 8,525,000 persons played 15 rounds or more. This represents an increase of 775,000 golfers from the previous year. Another 1,500,000 played less than 15 rounds.

New municipal courses and improvements to existing municipal layouts con-