

A plan for all seasons

By switching from golf to skiing in winter, Smithtown Landing CC keeps its cash registers ringing all year round.

By DESMOND TOLHURST

Winter snow brings its own special problems to the majority of northern clubs: closing or at least cutting down the clubhouse facilities; closing the course; letting seasonal labor go with the attendant problems of re-hiring next spring, etc. However, snow need not be an enemy. The happy marriage of skiing to golf at Smithtown Landing CC, Long Island, N.Y. proves that a solid program of winter sport can keep the clubhouse going under a full head of steam, with few if any layoffs.

The club was built in 1960 on the former Gobel estate. Comprising 188 acres of land, it is owned by Arthur E. Poole, president, Hallen Construction Co., who immediately set out to make the club the most comprehensive recreational and sporting facility possible.

Smithtown Landing has an 18-hole championship course which encircles a 9-hole Par-3 layout. It also has three swimming pools, two clay competition tennis courts, and work has begun on a Marina near the clubhouse designed to link up with the Nissequogue River and Long Island Sound.

Beside these more usual pursuits at a country club, Mr. Poole envisaged adding a ski facility to complement the summer activities. In the summer of 1962, therefore, he called in Joe Maietta to be Managing Director of the new ski area. Maietta was the pioneer of ski operations on Long Island, and had successfully managed several areas during the previous four years.

"Usually when you start out," says Joe, "You start small and build from there. But in this case, Mr. Poole wanted a complete winter facility for the members of the club so we went ahead and built the whole Merrywood Ski Area in time for the 1962-3 season. (The original name of the club was Merrywood and the ski area has retained the name for identification by ski enthusiasts.)

"The practice ground became our novice slope and the adjoining 18th fairway, our intermediate slope. The former is 450 feet long, with a vertical drop of 40 feet. The latter has a vertical drop of 130 feet, and is 850 feet long.

"About the only addition we made the second year," says Joe, "was to cut out

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Arthur E. Poole, at right, owner of the Smithtown Landing CC and overall planner of its ski/golf facilities, looks on as Zsa Zsa Gabor's daughter shows her paces.

ALL SEASONS

continued from preceding page

some short ski trails to provide more challenge for our advanced skiers. To do this all we had to do was to cut down a few trees in the rough between the 18th and first fairways. The trails range from 950 to 1,600 feet in length.

"By the side of each slope we installed permanent electrically driven Poly Dac plastic woven rope tows. On the tow poles we installed lights to illuminate the slopes for night skiing—an idea I

had used previously which makes separate poles for the lights unnecessary.

"On Long Island," says Maietta, "it's essential to have snowmaking equipment, as there just isn't enough free fall of snow to keep the slopes covered throughout the season. Mr. Poole and I therefore decided to put in snowmakers for the first season.

"The snowmaking pipes were laid alongside the rope line, so that snow was provided on which the skiers ride up. We have 15 outlets on each pipe, into

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View shows depth of snow on intermediate slope. Novice slope is at far left beyond tow.





'Crookshank' 1967

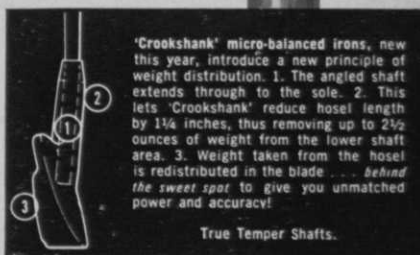
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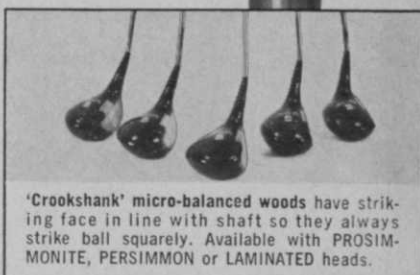


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Clubs hard pressed for cash as prices continue rise

*Deficiency of dues for members' equity rises again
for small and medium clubs during 1965.*

The popularity of country clubs as measured by membership totals made further gains in 1965, but also rising for the small and medium-sized clubs were the deficiencies of dues available for members' equity, according to the 17th annual country club study prepared by Horwath & Horwath, accountants and auditors, New York, N.Y.

The study of the operating results of 52 clubs located near 40 principal cities indicated that not only did country clubs in 1965 again fail to have any dues income available for members' equity, most of them fared much worse than in the preceding year. Of the clubs included in the study, only the large clubs were able to show even a slight decrease in the

deficiency of dues available for their members' equity.

Thus, the deficiency of dues available for members' equity in the small clubs, at 17.2 per cent of dues in 1965, was 4.5 points greater than in 1964 and that of the medium-sized clubs, at 19.4 per cent of dues, was up 5.4 points. The large country clubs, on the other hand, had a deficiency of 9.2 per cent of dues available for members' equity in 1965, compared with a 9.3 per cent deficiency in the preceding year.

Those deficiencies came about because rises in payroll and other expenses more than offset increases in both total dues income and total sales and other income, but the principal factor in the poor showing of country clubs in 1965 was the drop in the food and beverage departmental profits, which, in turn, was due chiefly to the curtailment of outside banquet business in conformity with Government regulations on clubs.

The clubs supplying operating data for this study were divided into the following groups: 17 small country clubs, each with membership dues income of under \$150,000 (including regular assessments in two clubs); 18 medium-sized country clubs, each with membership dues income of between \$150,000 and \$250,000 (including regular assessment in five clubs); 15 large country clubs, each with mem-

DUES, ENTRANCE FEES

SMALL CLUBS

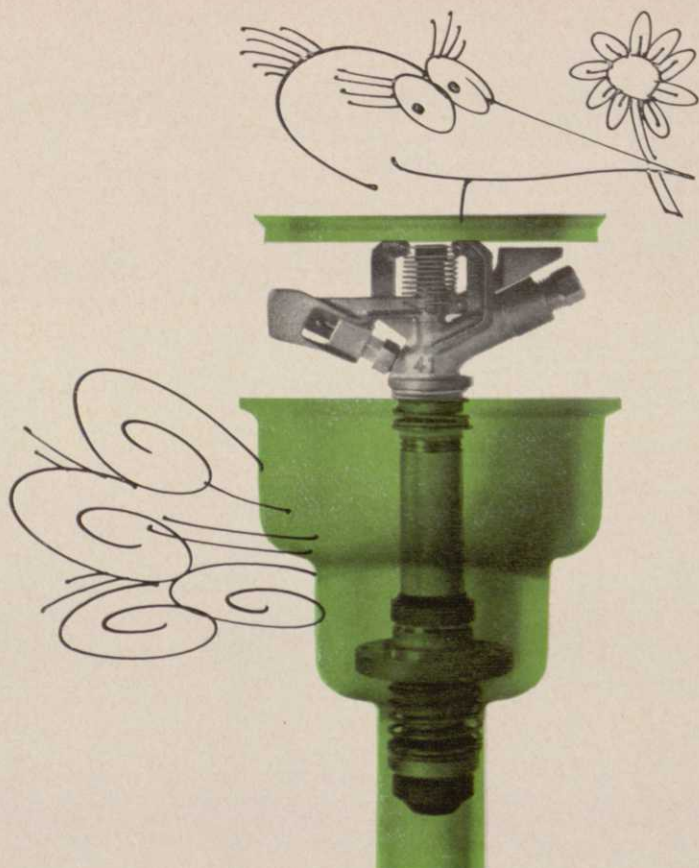
Annual Dues Per Regular Member		Entrance Fee Per Regular Member	
Under \$250	4	\$250 and under	5
\$250-\$300	5	\$300-\$500	5
\$350-\$500	5	\$600-\$800	4
Over \$500	3	\$1,000 and over	3
Total	17	Total	17

MEDIUM CLUBS

\$325 and under	3	\$500 and under	2
\$400-\$425	5	\$600	4
\$450-\$500	5	\$750-\$1,000	5
\$600-\$700	2	\$1,800-\$2,200	4
Over \$700	3	Over \$3,500	3
Total	18	Total	18

LARGE CLUBS

\$375 and under	4	Under \$250	2
\$450-\$500	3	\$500-\$900	4
\$575-\$600	4	\$1,000-\$1,500	3
\$700-\$800	4	\$1,750-\$3,000	4
Over \$800	2	\$6,000 and over	4
Total	17	Total	17



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to full circle. And a tough vinyl coating protects the sprinkler.

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Company Inc., West Pioneer Parkway, Peoria, Illinois (in the East and Midwest).



For more information circle number 161 on card

CLUBS HARD PRESSED

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bership dues income of between \$250,000 and \$500,000 (including a regular assessment in one club); two very large country clubs, each with membership dues of over \$500,000 (including a regular assessment in one of the clubs).

Eighteen country clubs raised the annual dues per regular member by

amounts ranging from \$11 to \$200 in 1965, while eight of the clubs reported increases of \$30 to \$2,00 over 1964 in the initiation or entrance fees charged to regular members. Many of these clubs made additional increases in dues early in 1966 which equaled part of all of the tax saving resulting from repeal as of January 1, 1966, of the 20 per cent Federal tax on dues and fees. •

SUMMARY OF OPERATIONS, 1965 AND 1964

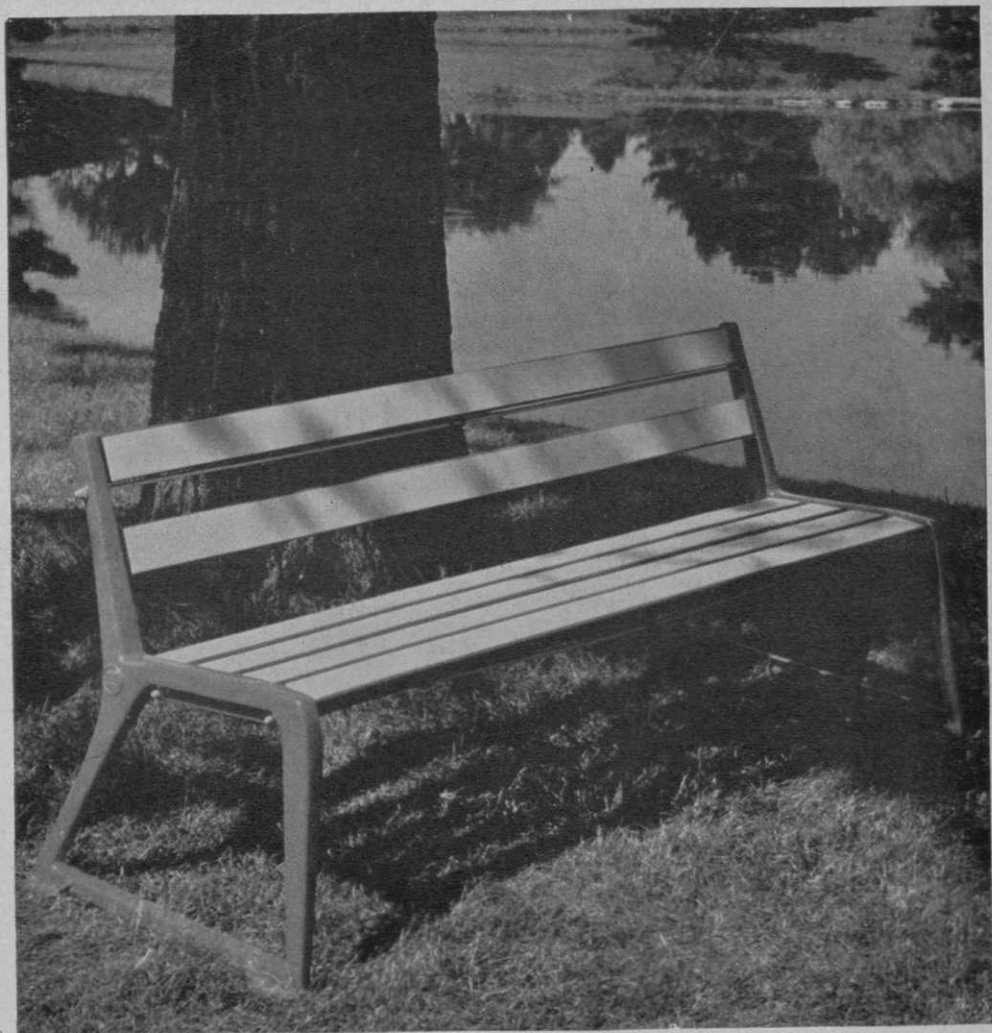
	17 Small Country Clubs (Dues* of \$150m to \$250m)		18 Medium Country Clubs (Dues* of \$150m to \$250m)		15 Large Country Clubs (Dues* of \$250m to \$500m)	
	1965	1964	1965	1964	1965	1964
Membership dues	\$109M	\$101M	\$189M	\$184M	\$312M	\$296M
Assessments	17 ^b	27 ^b	35 ^b	27 ^b	170 ^b	96 ^b
Total	\$111M	\$104M	\$199M	\$192M	\$323M	\$309M
SUMMARY OF OPERATIONS						
Income from dues and assessments	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Deduct cost of operations (Bold type represents net income)						
Clubhouse (detail below)	45.0	38.6	49.0	44.8	50.1	48.7
Golf and grounds — net	31.5	33.7	27.5	28.4	23.6	25.6
Swimming pool — net	3.9 ^b	3.6 ^b	2.1 ^b	1.9 ^b	1.5 ^b	1.6 ^b
Tennis — net	2.2 ^b	2.4 ^b	2.4 ^b	2.0 ^b	2.5 ^b	2.1 ^b
Other outside activities — net	r18.8^b	r1.3^b	r7^b	rN^b	1.3 ^b	.7 ^b
Total	79.9	75.5	79.6	76.0	76.8	77.2
Net before fixed charges	20.1	24.5	20.4	24.0	23.2	22.8
Fixed charges						
Rent	17.9 ^b	18.1 ^b	3.6 ^b	4.5 ^b		
Taxes and insurance	9.4 ^b	9.7 ^b	14.6	14.6	15.2	14.6
Interest	6.2 ^b	7.5 ^b	2.9 ^b	3.2 ^b	7.0 ^b	7.3 ^b
Total	18.4	18.8	17.6	18.0	19.8	19.5
Dues* available for depreciation	1.7	5.7	2.8	6.0	3.4	3.3
Depreciation and/or rehabilitation expenditures or reserves						
Depreciation	22.1 ^b	20.0 ^b	23.3 ^b	22.5 ^b	13.1 ^b	12.6 ^b
Rehabilitation	16.3 ^b	13.0 ^b	14.5 ^b	9.9 ^b	5.5 ^b	8.2 ^b
Total	22.0 ^b	19.8 ^b	22.2	20.0	12.6	12.6
Dues* available for members' equity	r17.2%	r12.7%	r19.4%	r14.0%	r9.2%	r9.3%
CLUBHOUSE OPERATIONS						
Departmental profit or loss (r)						
Food	2.6 ^b %	7.7 ^b %	r1.4^b%	r.2^b%	r.9^b%	.4^b%
Beverages	26.1 ^b	28.3 ^b	16.9 ^b	16.9 ^b	15.3 ^b	16.4 ^b
Total	27.8	33.8	16.4	17.4	12.3	13.6
Rooms	4.7 ^b	2.9 ^b	6.6 ^b	6.5 ^b	2.2 ^b	1.9 ^b
Locker rooms	r1.3^b	r1.2^b	r2.7^b	r2.5^b	r1.8^b	r2.0^b
Other sources of income ^c	5.5	5.5	3.3	4.6	4.1	4.6
Total	32.9	38.8	19.3	21.8	15.4	17.0
Undistributed operating expenses						
Clubrooms	10.4	10.6	10.0	10.2	14.1	15.1
Entertainment — net	3.6	3.3	3.5	3.5	2.6	2.6 ^b
Administrative and general	43.1	43.1	37.3	36.2	36.1	34.7
Heat, light and power	10.4	10.8	8.9	8.9	7.0	7.2
Repairs and maintenance	10.4	9.6	8.6	7.8	5.7	6.3
Total	77.9	77.4	68.3	66.6	65.5	65.7
Net clubhouse cost	45.0%	38.6%	49.0%	44.8%	50.1%	48.7%
FOOD AND BEVERAGE STATISTICS						
Cost per dollar sale						
Food (before credit for employees' meals)	55.9¢	53.5¢	55.6¢	55.3¢	53.1¢	52.6¢
Beverages (exclusive of bottle sales)	36.9	35.8	33.4 ^a	34.6 ^a	35.1	34.7
Ratios to food and beverage sales						
Payroll	30.0%	29.4%	35.5%	35.0%	39.2%	38.1%
Departmental profit	16.2	19.1	13.3	14.5	11.2	12.4
GROSS MAINTENANCE COST OF GOLF COURSE AND GROUNDS^d						
Per golf course hole	\$2517	\$2446	\$3863	\$3819	\$4111	\$4063
Ratio to membership dues ^e	41.0%	42.2%	35.0%	35.9%	31.3%	32.4%

M—Thousands. —All ratios are to membership dues (dues plus assessments in Clubs 8, 9, 18, 23, 25, 26, 27 and 38).

—Average only of those clubs reporting this item. —Income from initiation or entrance and transfer fees is excluded.

—Does not include greens fee income nor costs for golf carts, golf shop, caddies, tournaments, fixed assets and fixed charges (see explanatory text). One club has a 45-hole course; 3 have 36-hole courses; 2 have 27-hole courses; and the remainder, 18.

r—Red figures. N—Negligible.



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'Super sheds' for course maintenance

*Whether a handsome old barn or a modern building,
superintendents' sheds are no longer shanties.*

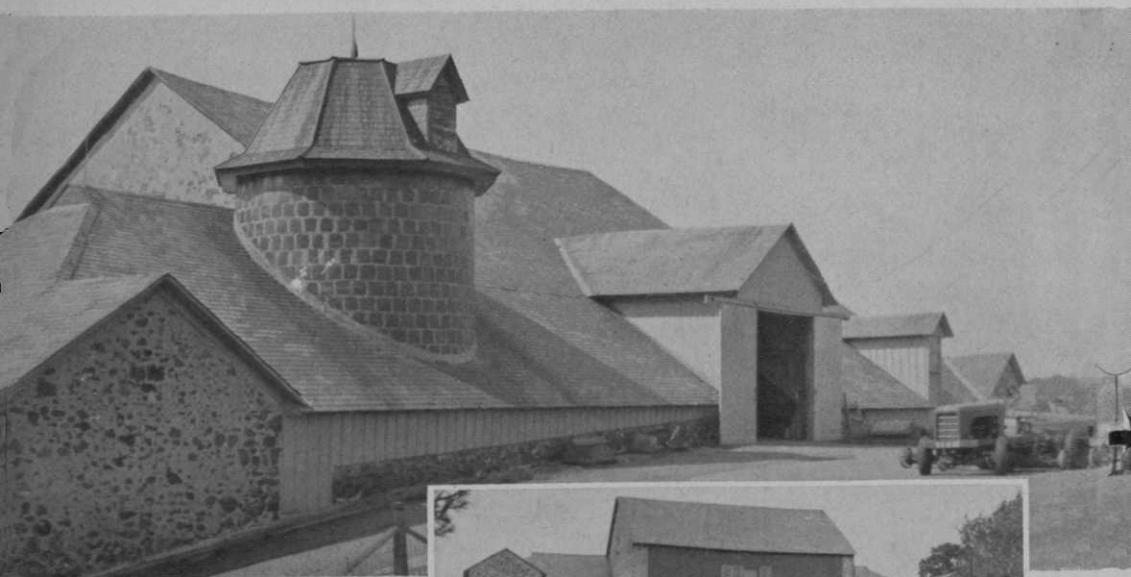
By VERNE FLOYD

Photographs by the author

As golf course construction nears completion, the problem of where to properly keep maintenance equipment and supplies generally is debated over and over. Extra expense is usually the main topic.

In some cases the selection of maintenance buildings is planned in advance, as

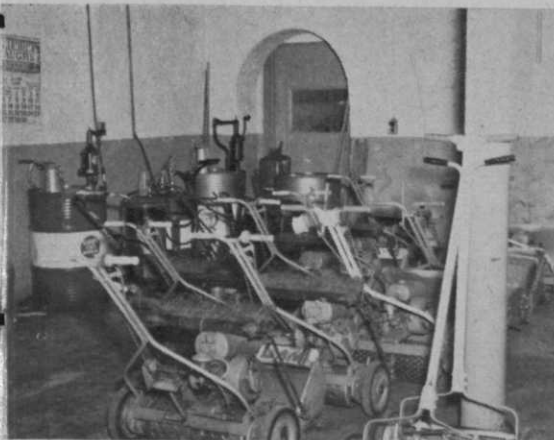
at Wilmington Country Club in Delaware. A spacious barn stood on the nearby Henry DuPont property which fit in well for access to all 36 holes of the golf course. Harry McSloy, superintendent at Wilmington CC, says that the large barn now offers ample space for his operations



*Maintenance building at the
Wilmington (Del.) CC is former
dairy barn built around 1830.*

*Inset shows front view;
larger photo shows second floor
at ground level in rear.*





Area where cows were milked (left) is now used for shop and mower storage. A few of the many signs used at Wilmington are shown above.

there. First floor dimensions of the old but solid structure measure around 180' x 40'. In separately walled sections of the first floor, equipment for everyday use is kept, and here also are located the shop, soil storage, fertilizer and superintendent's office. Most active area of the former dairy barn is where the cows were milked. Here, on a concrete floor are the greenmowers, oil and grease, shop and plenty of room where 25 men eat lunch. In the silo, McSloy stores his chemicals.

On the second floor, which is ground level at the back of the barn, large equipment, such as fairway mowers and most

other tractor-towed accessories, sprinklers and pipe are kept.

The maintenance building facility at Wilmington CC complements the surrounding area, whereas many other fine courses plant trees and shrubbery in an attempt to hide their inadequate golf course maintenance headquarters.

A modern structure designed to fill the need of today's golf course may be seen at Cavalry Country Club, located in Manlius, New York.

Tom Bowen, superintendent, describes his new maintenance building as the envy of many of his golf superintendent pals in central New York State.

continued on next page

Wilmington CC shop foreman Ed Dowdy works on sprinkler in his well-equipped shop.





Electric cars are stored at end of new Cavalry CC maintenance building in New York.

'SUPER SHEDS'

Continued from preceding page

A fireproof structure of Republic Steel Trusspan, the building is 140 feet long and 30 feet wide. Six bays 20'x30' each shelter the equipment and departmentalize the operation.

Six overhead doors, 10'x12' at the front, with four at rear, permit access from either side of the building to four bays. Windows are located in each floor at head level. With 10 steel girders per bay the roof can support any possible snowfall. Clearance height of the inte-

rior is 14 feet. It is equipped with steel sash windows throughout, with fluorescent lighting adequate for night work. Much of the building is insulated and has infra-red heaters.

Floor of the building at Cavalry CC is concrete and three rooms 10' x 10' each at one end serve for office, utility and storage, locker and toilet.

Superintendent Bowen is proud of his maintenance building, just as he is proud that the outstanding Cavalry CC golf course was opened one week less than a year after construction started. •

Large doors in Cavalry maintenance building lead into six separate bays of shed.

