

# Golf Course Planning Publications



**"Planning Information For Private Golf Clubs"—\$7.50 Postpaid**

An authoritative publication of current facts, statistics and other pertinent data concerned with the initial planning, construction and actual operation of the private country club. Specifically it includes "Guide Lines for Planning and Organizing Private Golf and Country Clubs," the latest statistics on golf course growth in the United States, "Planning and Building the Golf Course," specifications for golf course construction, a list of golf course architects, a sample construction contract, a suggested list of course maintenance equipment and course maintenance costs studies. Also are sections dealing with the clubhouse, club by-laws, securing a golf professional, membership campaigns and actual case histories on the planning, construction and operation of private golf clubs and in addition a statistical survey on membership costs, dues, transfer fees, locker fees, bar and dining room operations, golf cars and the golf professional.



**"Organizing And Operating Public Golf Courses"—\$7.50 Postpaid**

A reference book of sound and pertinent information on organizing and operating public golf courses. It contains the most current data available on the initial planning procedures and methods of operation that are so vital to the development and successful operation of any public golf course. Included are chapters concerned with the project's feasibility, selection of land, consulting a Golf Course Architect, preparing a construction budget, methods of financing, and a statistical sampling of public golf course operations which covers such areas as, season attendance, operating costs, receipts, season tickets and green fee charges, reservation policy, powered golf cars, hand carts and the pro shop. Other sections deal with golf course policy on regulations and conditions of play at courses throughout the country, course maintenance, the golf center, pro-shop operations, golf course personnel requirements and suggestions for organizing public links golf clubs.

*Free information on other golf course planning publications available on request*

ORDER FROM

**NATIONAL GOLF FOUNDATION**

804 MERCHANDISE MART  
CHICAGO, ILLINOIS 60654

For more information circle number 224 on card

# GCSAA to back Ladybird?

*With an over-all theme of "Keep America Beautiful," GCSAA will feature the biggest educational program ever.*

Dedicated to the theme, "Keep America Beautiful," the 38th International Turfgrass Conference and Show will get under way Feb. 5 at the Washington Hilton Hotel, Washington, D.C., for six days of educational assemblies, equipment displays and other activities.

The jam-packed conference program will feature seven assemblies, "Keep America Beautiful," "Management Techniques," "Advancement in Research," "Better Equipment Care," "Something Old, Something New," "Turfgrass Sod" and "Porridge Pot." There will be three special panel discussions with eminent panelists from all over the country, moderated by leading course superintendents. More than 25 important speakers will review topics ranging from shade grass maintenance to water sources and rights.

Exhibitors' booths will be located in the hotel's 20,000-sq.-ft. exhibit area, and will display major new products and turf equipment. Tours of the capital, dinners, dances and many other activities will add "spice" to the program. There will be special activities for the ladies while the men attend the educational assemblies or view the new products at the exhibition.

The complete educational program follows; day-by-day activities are on page 44 and a list of exhibitors starts on page 46.

## 1st EDUCATIONAL ASSEMBLY

Monday, Feb. 6, 9 - 11:30 A.M.

### "KEEP AMERICA BEAUTIFUL"

Chairman: Norman W. Kramer, co-chairman, Education Committee; director GCSAA; superintendent, Point

O'Woods Golf and Country Club, Benton Harbor, Mich.

"The Influence of Light on Growth Responses in Plants and Animals." film and talk by John Ott, chairman and executive director, Environmental Health and Light Research Institute, Sarasota, Fla.

"How Our Government Functions," Congressman Edward Reineke, 27th District, California.

## 2nd EDUCATIONAL ASSEMBLY

Monday, Feb. 6, 1:30 - 4:50 P.M.

### "MANAGEMENT TECHNIQUES"

Chairman: Sheldon R. Betterly, superintendent, Chantilly National Golf and Country Club, Centreville, Va.

"How to Formulate a Plan" Panel

"Track Down Your Hidden Costs," Richard H. Eichner, superintendent, Santa Ana CC, Santa Ana, Cal.

"Be a Better Leader," Richard Blake, superintendent, Mount Pleasant Country Club, Boylston, Mass., also a GCSAA director.

"Don't Say It—Write It," Warren Bidwell, superintendent, Philadelphia Country Club, Gladwyne, Pa.

"Give Your Man a Faster Start," Stanley E. Metsker, superintendent, Boulder Country Club, Boulder, Col.

"Keeping Control," Dr. Paul Sartoretto, president, W. A. Cleary Corp., New Brunswick, N.J.

"Management Techniques from Golf Courses Around the World," Howard R. Taylor, Carling's Brewery, Cleveland, Ohio.



*The imposing Washington Hilton, Washington, D.C., (above) will be the site of the 38th International Turfgrass Conference and Show.*

### 3rd EDUCATIONAL ASSEMBLY

Tuesday, Feb. 7, 2 - 4 P.M.

#### "ADVANCEMENTS IN RESEARCH"

Chairman: Dr. M. H. Ferguson, director, Mid-Continent Region and national research coordinator, U.S.G.A. Greens Section, Texas A&M University.

"British and American Turfgrass Disease Problems," Dr. Noel Jackson, assistant professor of plant pathology, University of Rhode Island.

"Turf Quality and Disease Resistance with Nitrogen Fertilizer," Dr. Eliot Roberts, professor agronomy and horticulture, Iowa State University

"Phosphorus and Its Relations," Dr. Felix Juska, turf research agronomist, Agricultural Research Service, U.S. Department of Agriculture.

"Soil Mixture Report for Greens," Dr. Joseph Duich, professor of agronomy, Pennsylvania State University.

"Shade Grasses and Maintenance," Dr. James Beard, Department of Crop Science, Michigan State University.

### 4th EDUCATIONAL ASSEMBLY

Wednesday, Feb. 8, 9 - 11 A.M.

#### "BETTER EQUIPMENT CARE"

Chairman: L. R. Shields, Jr., GCSAA president emeritus, superintendent, Woodmont CC, Rockville, Md.

Session of work shops on equipment

maintenance to be held continuously all morning.

### 5th EDUCATIONAL ASSEMBLY

Thursday, Feb. 9, 9 - 11:30 A.M.

#### "SOMETHING OLD, SOMETHING NEW"

Chairman: Paul Weiss, Jr., superintendent, Concord Country Club, Concordville, Pa.

"Proper Topdressing Materials," James Smith, Sr., president, Fertl-Soil Company, Rahway, N.J.

#### "New Techniques" Panel

Moderator: Robert Miller, E.I. duPont de Nemours & Co., Wilmington, Del.

"Useful Tips," Alexander M. Radko, director Eastern Region, U.S.G.A. Greens Section, Highland Park, N.J.

"Construction and Design," Joseph Williams, superintendent, Shorecliff Country Club, San Clemente, Cal.

"Irrigation Techniques," Russell Roberts, Russell Roberts Co., Gaithersburg, Md.

"Stolonizing," William Nuessle, superintendent, Lake Marcos Country Club, San Marcos, Cal.

"Peat Classifications," Dr. James Watson, directory Agronomy Division, Toro Manufacturing Co., Minneapolis.

### 6th EDUCATIONAL ASSEMBLY

Thursday, Feb. 9, 1 - 4 P.M.

*continued on next page*

## DAILY HIGHLIGHTS OF

<b>SUNDAY, FEBRUARY 5</b>		
Registration	Concourse Area	1:00 p.m.-on
Host Booth Opens	Magazine Alley (East Balcony International Ballroom)	1:00 p.m. all day
Optional Tours of City Ladies Hospitality Center opens	Terrace Lounge Area	1:00 p.m.
Association Planning Committee Meeting	Military Room	4:00 p.m.
<b>MONDAY, FEBRUARY 6</b>		
Quarter Century Club Breakfast	Hemisphere Room	8:00-9:15 a.m.
Press and Speakers Luncheon and Reception	Military Room	12 Noon
Advisory Committee Meeting (Session 1)	Crystal Room	1:00-3:00 p.m.
<b>TUESDAY, FEBRUARY 7</b>		
Past President's Breakfast	Georgetown West	8:30 a.m.
Official Opening of Exhibits	Exhibition Hall	9:00 a.m.
Delegates Meeting (Session 2)	Jefferson East	11:00-12:00 Noon
Green Chairman Reception and Luncheon	Jefferson West	12 Noon-1:30 p.m.
Ladies Activities	VIP Tour of White House, Tour of down- town Washington, state capitol, etc.	8:00-5:00 p.m.
Advisory Committee Meeting (Session 2)	Crystal Room	3:30-5:00 p.m.
Ladies Activities	Gay 90's Party	9:00-12:00 p.m.

### "TURFGRASS SOD"

Chairman: Eugene D. Johanningsmeier, agronomist, Hiram F. Godwin and Son, Inc., South Lyon, Mich.

"Merits of Vegetative Establishment," Ben Warren, president Warren's Turf Nursery, Palos Park, Ill.

"News of Sod Production" Panel.

"Techniques of Sod Production," Dr. Henry Indyk, extension specialist in turfgrass management, Rutgers U.

"Specifications For Sod," Wiley Miner, president, Princeton Turf Farms, Inc., Mamaroneck, N.Y. •

"Certification of Sod," Dr. J. L. Newcomer, asst. professor grain crops, University of Maryland.

"Sprigging and Plugging" Panel

"Techniques of Producing Sprigs and Plugs," Tobias Grether, president, California Turf Nurseries, Patterson.

"Care of Harvested Grass," Wade Stith, manager, Lynde and Rowsey Nurseries, Muskogee, Okla.

"Techniques of Sprigging and Plugging," J. E. Ousley, president, Ousley Sod Nursery, Pompano Beach, Fla.

# 1967 TURFGRASS CONFERENCE

WEDNESDAY, FEBRUARY 8

Industrial Relations Committee		
Breakfast and Meeting	Crystal Ballroom West	8:00 a.m.
Exhibits open	Exhibition Hall	9:00 a.m.
Mower-Grinder Demonstration	Thoroughbred, Hemisphere, Military Rooms	9:00 a.m.-2:00 p.m. Weds. Thurs.
Annual Membership Meeting	Grand Ballroom	9:30-11:30 a.m.
Ladies Activities	Luncheon-Congressional CC, Bethesda, Md. Guest Speaker from the State Department	1:15 p.m.
Delegates Meeting (Session 3)	Jefferson East	11:30 a.m.-12:30
Father, Son and Son-in-Law Luncheon	Georgetown Room	12:30-2:00 p.m.
Annual Membership Meeting, Election	Grand Ballroom	2:30-4:30 p.m.
Ladies Activities	Taping of TV Broadcast "Inga and Mark"	10:30-1:00 p.m.
Chapter Secretaries Luncheon	Crystal Ballroom West	12:00 Noon
Sod Producers' Luncheon and Forum	Crystal Ballroom East	12:00-4:00 p.m.
THURSDAY, FEBRUARY 9		
Exhibits open	Exhibition Hall	9:00 a.m.-5:00 p.m.
Exhibits close	All Exhibit Areas	2:00 p.m.
Annual Banquet	Grand Ballroom	7:00 p.m.
FRIDAY, FEBRUARY 10		
Ladies Activities	View TV Show "Inga and Mark"	9:30 a.m.
Conference closes		12 Noon

## 7th EDUCATIONAL ASSEMBLY

Friday, Feb. 10, 9 - 11 A.M.

### "PORRIDGE POT"

Chairman: Dave Mastroleo, president, Southern California GCSA, superintendent-manager, Fox Hills Golf Club, Culver City, Cal.

"Should We Diversify?," David Moote, GCSAA past president, superintendent, Rosedale Golf Club, Toronto.

"Water—Sources and Rights," Ted Rupel, GCSAA past director, superintendent, Cherry Hills Country Club, Englewood, Cal. •

"Is Crabgrass Here to Stay?," Dr. Ralph Engel, professor of turf management, Rutgers University.

"Newer Insects—Newer Emphasis," John Schread, Department of Entomology, University of Connecticut.

"Irrigation News," Holman Griffin, northeastern agronomist, U. S. G. A., Eastern Region, Highland Park, N.J.

Conference Summation, Sherwood Moore, GCSAA past president, superintendent, Winged Foot Golf Club, Mamaroneck, N.Y.

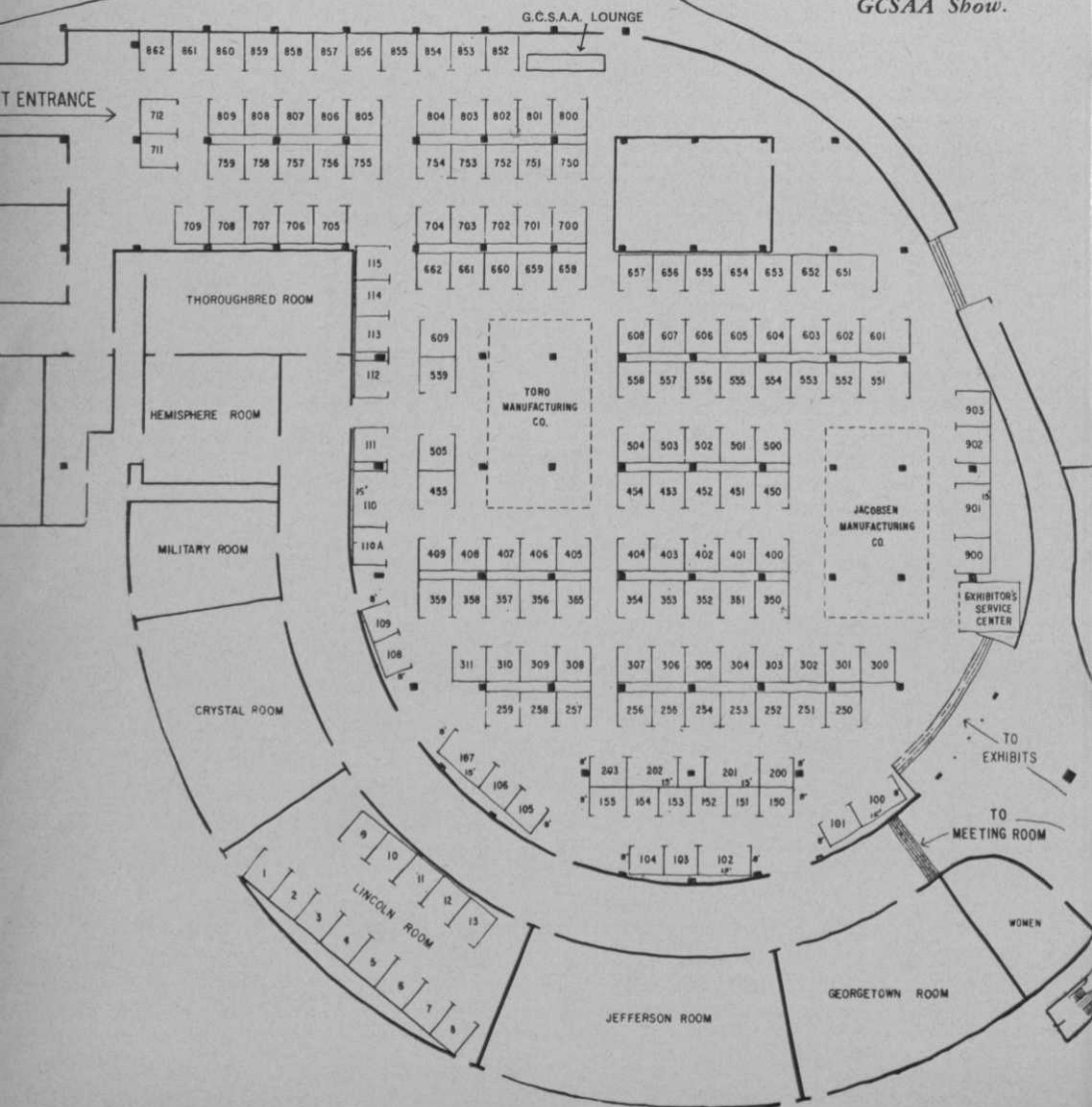


# GCSAA LIST OF EXHIBITORS

COMPANY	BOOTH	COMPANY	BOOTH
AGRICO CHEMICAL CO.	559	AQUA-DIAL	355-6
Carletet, N. J.		P. O. Box 1325, Newport Beach, Cal.	
ALFCO ROKEY CO., INC.	250	Controllers, sprinkler heads and valves.	
Marietta, Ohio		Joe Wampler, sales manager; Robert F. Har-	
Fungicides, herbicides, insecticides, wetting		per, regional manager.	
agents, liquid fertilizers, soluble fertilizers.		AQUATROLS CORP. OF AMERICA	455
E. Whitaker, president; K. B. Turner, Jr., vice		217 Atlantic Ave., Camden, N. J.	
president; Paul Kerr, Ralph Gress, sales reps.		Aqua-Gro, Aqua-T, Aqua-Gro granular, Stoma-	
AMERICAN RESEARCH CORP.	859	Seal.	
Toledo, Ohio		Robert A. Moore, president; Robert W. Oechsle,	

continued on page 109

*Floor plan of Exhibition Hall at  
the Washington Hilton  
Hotel set up for  
GCSAA Show.*



# Stop your winter profit drop...



## Start a Bombardier *ski-doo* rental business

Now wintertime can be a highly profitable season for you with a SKI-DOO Rental Business. You've got all the ingredients for success . . . a built-in SKI-DOO course, a club house, and customers. Lots of them! Snowmobiling has become one of North America's fastest growing family recreations. All winter long, you can chalk up \$5 to \$8 rental fees per hour . . . plus continuing profits from your dining room and bar! And why the Bombardier SKI-DOO? Simply—it's the best seller and the best liked. In fact, it's the world's largest selling snowmobile. Created by the

inventor of snowmobiles, SKI-DOO has the perfect power-weight ratio plus a unique rubberized track and suspension system. It's the only snowmobile that doesn't have exterior track cleats to chew up your course and lawns. You don't have to worry about your customers — or your machines — getting stuck in deep snow, on slick ice, or on steep hills. Already in rental service for four years SKI-DOO's proven record of reliable service, low-cost maintenance and high rental turnover means less work and more profits for you. For more details, fill in the coupon below.

Please send me the complete details on profitable rental operations with the Bombardier SKI-DOO

NAME \_\_\_\_\_

NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

### Bombardier Snowmobile Ltd.

P.O. BOX 431, MALONE, NEW YORK 12953

For more information circle number 160 on card

# Managers all set for L.A.

*Besides a varied educational program, the CMAA Conference will also feature a semi-annual meeting of the CCM Committee.*

The Club Managers Association of America will hold its 40th Annual Conference at the Century Plaza Hotel, Beverly Hills, Cal., Feb. 7-11.

A varied program will include six educational seminars, also a tax clinic, a consumer panel and specialized club roundtables. A distinguished group of speakers and instructors will be headed by James B. Somerall, president, Pepsi Cola Company, Dr. W. Ballentine Henley, provost University of California College of Medicine and Dean James Taylor, University of Houston.

This year's seminars will feature "Merchandising For That Extra Sale," Hans Praeger, Executive Chef, Lawrey's Restaurants, Los Angeles; "Committee Motivation," Dean Taylor; "Rhineland Recipes," Walter Haas, world-renowned

German Master Chef; "Elements of Good Kitchen Design," Fred Schmid, kitchen design expert; "Services Banks Can Offer The Club Manager," Leonard Huck, vice-president, Valley National Bank, Phoenix, and a former club manager; "Work Smarter, not Harder," lecturer's name was not available at presstime. Walter Slowinski, Washington partner, Baker & McKenzie, legal counsel for both CMAA and NCA, will conduct the tax clinic.

The annual conference will also mark the semi-annual meeting of the Club Management Institute which is in charge of the Association's educational program, and the Certification Committee which awards the title Certified Club Manager to those managers who can meet its requirements of education, experience,

---

## CMAA PROGRAM, DAY BY DAY

### TUESDAY, FEB. 7

Registration  
Early Bird Matinee  
Studio Tour & Lunch  
(Ladies)  
National Club Association Meeting  
Welcoming Reception

### WEDNESDAY, FEB. 8

Opening Session  
Opening Luncheon  
(Men & Ladies)  
Farmers Market Tour  
(Ladies)  
Tax Clinic  
Specialized Club Roundtables  
Gold Rush Gala

### THURSDAY, FEB. 9

Seminars  
Marineland Tour & Lunch  
(Ladies)  
Managers Reception & Luncheon  
Consumers Panel  
California Night

### FRIDAY, FEB. 10

Seminars  
Ladies Seminar  
Remainder of day and evening open

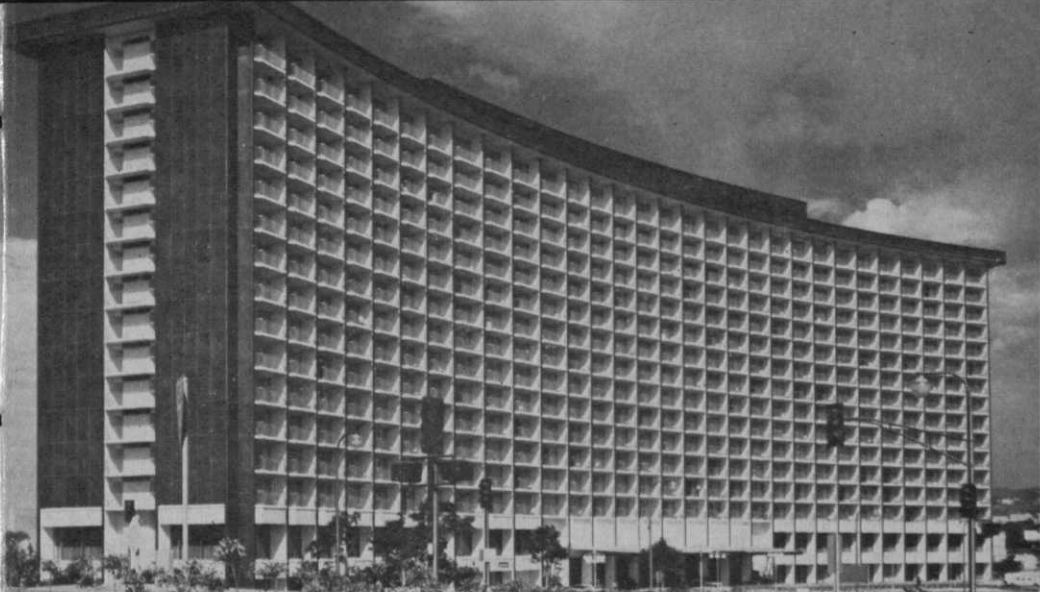
### SATURDAY, FEB. 11

Country Club & Town  
Club Roundtables  
Ladies Fashion Show  
Managers Luncheon  
Closing Session  
Formal Dinner Dance

### SUNDAY, FEB. 12

Farewell Breakfast





*Los Angeles' new Century Plaza Hotel will play host to the 40th Annual CMAA Conference.*

and association activity.

Irvin L. Kingsley, CCM, manager, Bel-Air Country Club, Los Angeles, and general chairman for the hosting Southern California Chapter of CMAA will be assisted by Vice-Chairmen Emil Lepp,

manager, Hillcrest Country Club (Hospitality); Eugene Seeber, CCM, manager, Los Angeles Country Club (Education); and Lee M. Seeger, CCM, manager, Lakeside Golf Club, Los Angeles (Administration). •

**it's new from West Point**

**for greens and tees**

**the**

**VG-20**

**Verti-Groove**

**with**

**Catcher**



Renovate deep thatch and clean in one operation with the new West Point VG-20 Verti-Groove.

See the VG-20 Verti-Groove and all West Point tools at the GCSAA Show, Washington-Hilton Hotel, Feb. 13 - 16, 1967  
Booths 901 -02 -03

**WEST POINT PRODUCTS CORP.**

**West Point, Pa.**

For more information circle number 173 on card

# Sizing up golfwear

By **VINCENT PASTENA**

Golf / Golfdom fashion editor

Just as much of our fine domestic golf apparel has become a common sight on European courses, colorful and stylish imports are appearing more and more on American fairways. Many of these imports have eye-catching qualities which immediately identify their countries of origin; for example, the high-fashion styling in a French shirt or sweater, the free, liquid flow of an Italian pullover, the subtle coloring of a Scottish cashmere cardigan, and the richness of a British woolen skirt.

Attractively displayed in a pro shop, the imported apparel with its often unique qualities can give your shop a distinctive accent, lure customers in, and perhaps build a reputation for your shop as the place to find the special and unusual item.

A good sampling of these imports will be featured in GOLF Magazine's February issue (Annual Edition). Along with those firms which deal solely in imports, several manufacturers include some imported items in combination with their domestic merchandise.

**DiFini**, for instance, is carrying four Italian shirts, plus an Italian worsted wool, double-knit pullover called "Roma." One shirt model, "Firenze," makes fashion news with pin feather stripes and smart Dolman short sleeves. "Como," a mock turtleneck shirt from Italy in cool cotton lisle, is eye-catching in this season's hottest color—chile.

For spring and summer, **DiFini's** "Capri," a mock turtleneck, raglan-sleeved shirt which was a hit last fall in 100% wool, is being featured for spring and summer in acetate and nylon.

"Napoli" in two-ply cotton lisle is designed with vented open hem sleeves, a styling feature which many golfers are again favoring.

**Izod's** Odlo jacket from Norway is a handsome new addition to the company's line of imports. It is a jacket of water repellent, washable two-way stretch nylon with a full front zipper and convertible collar. The Odlo has a simplicity of line and a well-groomed look that will make it a favorite cover-up against a late afternoon chill on the fairways. It comes in ten colors for both men and ladies.

From the all-Italian line of knitwear by **Gino Paoli** comes the double-knit "Graziano" shirt. It has the free and casual silhouette that is the mark of Italian knitwear. "Graziano" completely abandons ribbing on its long sleeves and at the hips. Instead, the shirt flows straight to the hips and wrists where it is piped in a contrasting color. The piping is repeated on the placket and collar. For the ladies, Gino Paoli has designed the "Magnina," a rib-knit cardigan that can be buttoned all the way up to form a turtleneck. In eggshell color, it complements any outfit.

**F**rance makes its contribution to the golf fashion scene with a men's cardigan from **Parker of Vienna** in a rich beige with two contrasting stripes of "cafe au lait" and cocoa encircling the hips, and piped about the neck, down the front, and at the wrists in cocoa. This cardigan makes a handsome companion to the beige corduroy knickers made in Italy by Magnani for Cezar. They conform to today's slim cut in trousers and would

*continued on page 52*