

Play it cool

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wouldn't be able to run without it."

The club has a remarkable system of air conditioning. The installation wasn't quite completed but was ready for operation for the first dance of the 1965 summer season. The outside temperature was around 100 degrees and there were over a hundred dancers. But no sweat—and that's meant literally. On the glassed-in veranda, the thermometer never rose above 75 degrees, this under heavy loading. Generally, the clubhouse is kept close to 70 degrees, regardless of outside temperature.

The secret of the major cooling is closed-air circuits. When large amounts of fresh air, hot from outside, are not being continually introduced, it takes relatively little horsepower to keep the temperature at comfort level. But doesn't that mean breathing stale air? Not if you plan for it.

Each of the three systems cooling the bar and dining areas includes air cleaners and filters. The electrostatic air cleaners take the smoke out of the air, and the filters remove odors. The latter will retain their virtue indefinitely if regularly replenished with odor-destroying pellets, a simple maintenance job that anybody can handle.

Some fresh air has to be brought in, naturally, but that can be done late at night or early in the morning, when the outside temperature has dropped and inside cooling is no longer important.

The bar is cooled by one, the two dining rooms by two, York Model CA91 "Champions." Each unit is rated at 88,000 Btu, nominally $7\frac{1}{2}$ tons of refrigerating capacity, and each is a field-charged, split unit. Its heavy-duty compressor and the dual-coil condenser are mounted outdoors within a weatherized housing of zinc-plated steel coating with baked-on enamel.

The mating evaporator-blower sections are inside the clubhouse. The two sections for the dining rooms are on the second floor, in a room above the area they service. Since it wasn't possible to place the air handler for the bar

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The importance of the shaft

You send the same registration number to the same manufacturer and the customer still complains that the set doesn't feel right. The reason could well be the wrong shaft.

by Roger Ganem

Have you ever wondered why a new set of golf clubs ordered to the same specifications of an older set feels different? Have you had members dissatisfied with your method of fitting even though you copied down the same registration number and wrote the same manufacturer?

According to one expert, "the new clubs are undoubtedly made with the same components of the old, but they don't reach a sufficient level of fatigue that would make them react as the old ones did. If the clubs went through a 'breaking-in' period, the customer might be more completely satisfied."

What does all this mean to you, the golf pro?

It means that you should know as much as possible about your customer's style of play so that you can provide the manufacturer with more information. He, in turn, will then be able to come up with the proper shaft for the customer.

Most weekend duffers are unaware of the importance of the shaft. And it might well be better that they aren't so concerned. For it's the club maker who can best decide just what is best for your customer. And the more information you can give him, the better the fit, and the happier the customer.

The manufacturer knows the variable of each of the shafts now available and he can use his experience of formulated know-how to come up with the right combination. Give him facts regarding physical characteristics, personal requirements, height, weight, arm length and age. Also, whether the



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Shaft *Continued from page 42*

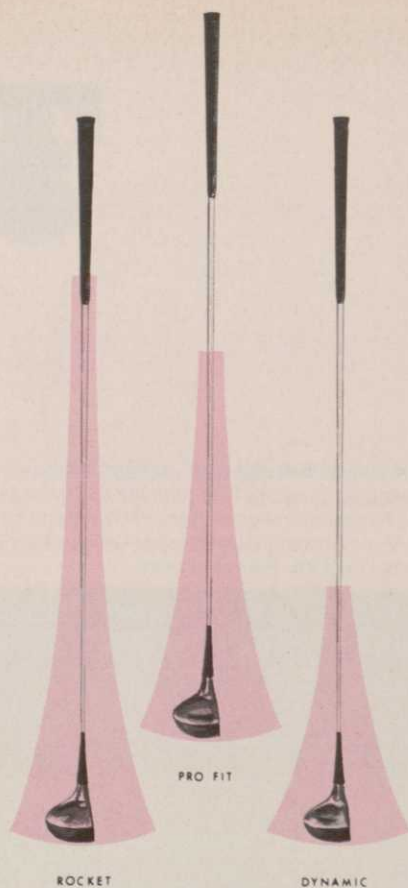
customer is a hitter or a swinger, what his main problems are (i.e. does he hook, slice, hit them high or low), the size of his hands, wrists, forearms and legs, and the specifics of the clubs he is presently using.

With all this information, the club maker should come up with the shaft that will get the clubhead in proper hitting position precisely at the instant his hands are in position.

The story of shafts is one directly related to hand action. It should form a straight line with the left hand-left arm at impact. The correct shaft will enable the good golfer to use his talents more automatically, without any need for compromising his swing or changing his personal tempo.

There are three popularly known shafts on the market, excluding the personalized names some manufacturers give theirs: the Pro Fit, the Rocket and the Dynamic. These shafts are available in extra stiff, stiff, regular, semi-flexible, and ladies'. (There are also the Meteor, the Century and the 325 Series all made by True Temper, but they are offered only in men's medium flex and in ladies' flex). Each of the categories is similar in butt diameter and tip diameter except the Dynamic Stiff wood. Its tip diameter of .294 is greater than the .286 of both the Pro Fit and Rocket wood shafts.

It isn't likely that the same feel could be produced in all these shafts. Each has a different pattern. The dimensions aren't alike as to location of steps, length of the steps, wall diameter, wall thickness



Of the three popularly-known shafts on the market, the Rocket has the flex point highest (near grip), the Dynamic lowest while Pro Fit is in between.

and distance from the tip of the shaft to the first step on the shaft.

The Dynamic shaft is considered to be a "strong" shaft and is much in use on the professional tour today. The Rocket shaft is described as having the kick up higher on the shaft, near the grip, while the Pro Fit generally splits this difference.

The matter of golf shafts was discussed with Irv Schloss recently. "It has been the goal of many manufacturers," he said, "to get the firmest, thinnest, lightest shaft possible on a properly balanced club; like having a shaft with zero weight, smallest possible size with stiffness. If this could be achieved, shafts with trimness and no bulk could be made to help even a lady play golf more effectively.

"To be good, a golf shaft must return as fast as possible to its original position after impact. This is known as the coefficient of restitution. And it should oscillate,

helping it return faster and give the player a feeling of the shaft's being alive.

"Because there are no machines now in use to measure the speed of return or the oscillation, I took a shaft deflection board and, with pulled weights and release, did this measurement by judgment. After four years of developing, I'm introducing the Phantom Shaft which weighs only four ounces. It's steel. It has a thinner wall but has had no breakage from any structural weakness."

"Shaft deflection," reiterates John St. Clair, Spalding's club maker and manager of its custom-built department, "can be ordered by describing the member's swing. This is why we have to know whether he is a hard hitter or a swinger with a lesser clubhead speed. Also," as noted before, "an evaluation of his strength, size of hands, wrists, forearms and legs is important because all have a direct bearing on final specifications.

"Generally, the stiffer the shaft, the more control; the softer the shaft, the higher the ball will travel. But if a shaft forces the golfer to change his tempo, even if he can hit a straight ball, it is not the correct shaft for him. No golfer can compensate consistently."

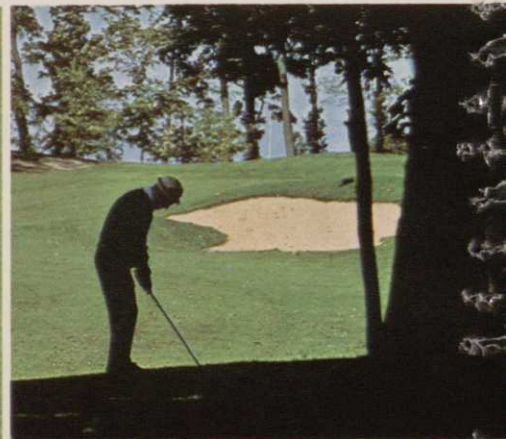
"In today's shafts, the most flexible portion is in the lower section, near the head," says Mr. Schloss. "In my opinion, this is not the most efficient placement. I think there should be some solidity in the lower section to back up the shock of impact. Control point should be somewhere in the upper 2/3 of the shaft. I look at this as a fulcrum

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The M

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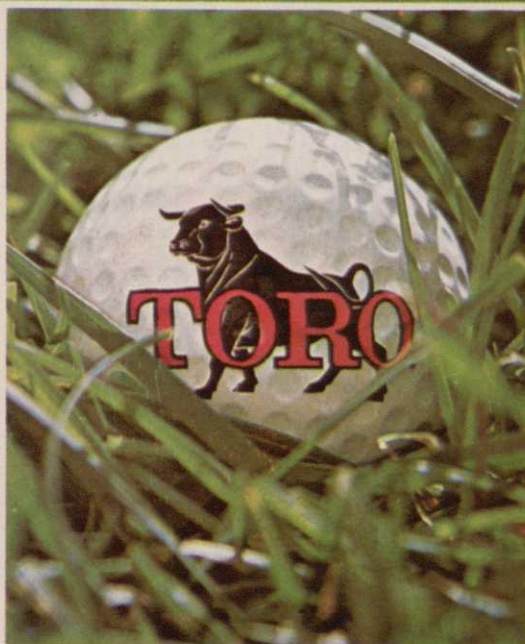
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The GCSAA goes west

San Francisco plays host to 39th annual conference • Miami Beach named 1969 site • Brandt elected president • Donaldson wins trophy

by Desmond Tolhurst

Senior Editor

A fine attendance and well-balanced program made the 39th Annual International Conference and Show of the Golf Course Superintendents Association of America one of the most interesting and valuable business meetings of the year. Total attendance at the San Francisco Hilton was 2,902, which includes industry representatives and the superintendents' ladies. This figure compares very favorably with the 3,008 figure for last year's meeting in Washington, D.C.

James Brandt, superintendent, Danville CC, Danville, Ill., was

elected GCSAA president, with outgoing president, Walter Boyesen, superintendent, Sequoyah CC, Oakland, Calif., becoming president emeritus. The new vice-president is John J. Spodnik, superintendent, Westfield CC, LeRoy, Ohio. Robert V. Mitchell, superintendent, Sunset CC, St. Louis, Mo., was appointed to the position of secretary-treasurer.

Superintendents elected directors this year were Stanley Clarke, Jr., La Gorce CC, Miami Beach, Fla., and Clifford Wagoner, Del Rio G & CC, Modesto, Calif. Contin-

uing as directors are Norman W. Kramer, Point O'Woods CC, Benton Harbor, Mich., Richard C. Blake, Mt. Pleasant CC, Boylston, Mass., and Keith Nisbet, Westview GC, Aurora, Ont., Can.

The site for next year's conference and show was also determined. The '69 meeting will be held in Miami Beach, Fla., at the Hotel Fountainbleau, Jan. 19-24.

As is customary when the super's conference is held in the sunnier climes, this year's meeting featured golf on the agenda as well as the equipment show and educational

Of interest at the superintendent show

Editor's note: Bob Williams, one of the country's leading golf course superintendents, was asked by GOLFDOM to tour the exhibit area at the recent GCSAA convention in San Francisco and report to our readers what he saw. Here are his notes on what was new and important at the convention.

Selective herbicides, both pre-emergence and post emergence are becoming more noticeable in the chemical field . . . New tire changing tool for golf car tires—this has been quite a problem for clubs . . . Automated irrigation advances were notable, particularly in the area of controls—the clubs are being offered finger-tip control for complete course irrigation in a way never dreamed of a few short years back . . . Soil moisture measuring devices are beginning to show up—a valuable tool for the

superintendent . . . Two companies showed their techniques and tools for pulling plastic pipe through the soil with practically no disturbance to the surface. They claim to be able to pull pipe and or wire through the soil up to a distance of 500 feet and with a diameter of up to two inches. This looks like an idea whereby automatic irrigation installations can be installed more economically and with less disturbance to the golfers. Looks great . . . Irrigation pipe advances continue—improved plastics and cement mortar lined cast iron came in for special attention . . . New automated irrigation concept that uses a sequence valve system unit that depends on pressure changes for activation—no wires or hydraulic lines to bury—watch for this one in the future . . . Small golf car type trucks are becoming very popular on the scene of course maintenance—several new models were shown with many new features—prices ranging from \$1,000 to \$2,500 depending on equipment . . . A notable change this year, two motor companies exhibited their small engines. A new trend for superintendents is the replacement of small motors rather than repairing them when major overhaul is indicated. Most superintendents say about two years

sessions. The USGA Trophy, awarded to the champion GCSAA superintendent, was won by Art Donaldson, Capilano G & CC, West Vancouver, B.C., Can. The GOLF-DOM Trophy, for the winning superintendent-pro, went to Paul Schurtz, Worthington Hills CC, Worthington, Ohio. In the senior division, the O.J. Noer Trophy was won by Robert Prieskorn, Western G & CC, Detroit, Mich. The ladies' champion was Mrs. Martha Babson, wife of Aubrey Babson, superintendent at Marin CC, Novato, Calif.

As usual, Ben Chlevin, executive director of the GCSAA, and his band of merry men—and girls—did a fine job of keeping everything going on schedule. Our hats are off to him and his great staff including Larry Green, Tom O' Hara, Dorothy Andrews, Rita Engess, Kathy McLaughlin, Marietta Brandt, Donna Thompson and Pamela Williquette. Also, bouquets to the host section of the GCSAA, who worked so hard to make the meeting the success it was.

The opening session got off to a fast start with a fascinating talk by Harold E. Myers, dean of College of Agriculture, U. of Arizona, on



Newly elected GCSAA officials: (standing, 1-r) Richard C. Blake and Norman W. Kramer, both re-elected directors; Keith Nisbet, serving second term on board; Stanley E. Clarke, elected director; Clifford A. Wagoner, appointed a director to fill out term of Herman R. Johnson, who resigned; and Ben Chlevin, current executive director of GCSAA. (Seated, 1-r) Walter R. Boysen, now president emeritus and a director on the board; Robert V. Mitchell, appointed secretary-treasurer; James W. Brandt, the new president; and John J. Spodnik, the new vice president.

the topic, "The world food supply." He pointed out that the theory of Thomas Malthus (1766-1834)—that population would soon outstrip the means of feeding it, if it were not kept down by vice, misery

or self-restraint—is still very much on demographers' minds these days. Today, world population is around three and one-half billion. By the year 2,000, it is expected that it will reach about 6 billion—

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is the expected life for regularly used small units—high cost of labor and parts is involved here . . . The sod producing equipment shown at the meeting indicated some tremendous advances. Machines were on exhibit for cutting, conveying, rolling and hauling sod . . . Sod producers held their first annual national meeting in conjunction with the GCSAA . . . In the mower lines, there seems to be quite a move toward improved units for the refined cutting areas of greens and tees where the clippings must be collected . . . A new three unit riding greens mower to be available this fall was introduced. It has hydraulically operated reels . . . Multiple unit, self propelled mowers appear to be the "in" item . . . There was a showing of a new triplex model complete with catchers for refined cutting of 3/8 inch to one inch . . . New model fairway unit with ten blade reels and a reduced width to 26 inches for better contour mowing of fairways, down as low as 1/2 inch cut . . . In the power sprayer line, the fiberglass tanks and self propelled units were notable . . . Combination sweepers and dethatchers are getting more sophisticated every year—a number of new models were shown by several companies . . . Leaf blowers,

mulchers and pick-ups are gaining popularity and refined models were obvious . . . A new tool originated by superintendent Al Linkogel of St. Louis—a sprig or plug planter for bents or bermuda grass . . . Improved new greens whipping pole of combination fibre-glass and aluminum. Looks like they have something worthwhile here . . . With the development of so many new courses, stone picking can be a problem. This too, has been automated by a stone picking device on display . . . Artificial turf made its debut this year. The supers have been keeping a keen eye on this and seem to be alert to the ever changing patterns of course demands. Who knows what our courses will look like in 25 years, a most interesting new development . . . A new product for display was brought out. A ceramic coated, fractured rock. This material is dark blue in color and is offered as a consistent graded granule for traps. While it has promise, the superintendents hate to see the white or yellow sand go by the wayside . . . Generally speaking, our show of equipment and materials was the most advanced and productive ever. All the modern trends were obvious to the supers in attendance—labor saving equipment and tools to do the old jobs better! □

Proper lighting is growing in importance

Increased emphasis on fashion, and its sales potential, warns the pro to give more thought to visual presentations.

by Tony Comorat

Visual Merchandising Consultant

An ever increasing number of professionals are taking advantage of the changes in customer mix that have occurred at clubs during the past decade. They have adjusted their merchandising policy to take into account the increasing numbers of women and teenagers who are making use of club facilities. In some instances, these new devotees of the ancient sport are beginning to outnumber the old stand-by, adult male golfers.

They have also noticed that, whereas in the past their sales were limited to essential golf equipment and functional sportswear, the emphasis on male and female fashions has opened challenging new areas of sales opportunities.

The alert pro shop operator has recognized this trend and has expanded his stocks to take advantage of the opportunity for increased sales.

This increased emphasis on fashion and the opportunity to sell greater amounts of sportswear in relation to golf and sports equipment has concurrently increased the demands upon the professional who wishes to take advantage of the selling opportunities that prevail. It now becomes necessary that greater attention be given to the visual presentation and display of that merchandise, which must have the appeal and appearance of similar merchandise being offered.

No longer can the golf pro, who also sees the profitability of becoming the merchant prince at his club, expect to rely upon his golfing talent or teaching ability alone. He must become just as professional as his competitor in the retail business or he'll miss that big putt—the sale. As any pro knows, miss too many putts and you lose the match—you are out of business.

Today, more than ever before in retailing, lighting and color have become important tools in achieving attractive shops and appealing merchandise presentation. Each of the elements is complex enough to warrant separate articles. However, because of their interdependence and their relationship in creating the selling atmosphere essential to attract today's customer, both will be discussed in this article.

The very old golf cliché, "Drive for show, putt for dough," can be parodied to illustrate the rela-

tionship of these two selling tools. "Light for show, color for dough."

Simply stated, merchandise must be seen; it must be lighted—additional drama, interest and sales appeal are achieved with color.

Customers today are too sophisticated, impatient and active to be attracted and sold by poorly lighted displays that lack color. Visual merchandising and display implies more than simply being able to see the merchandise. Like the big tee shot, proper lighting makes it look impressive, outstanding and desirable. Every one that sees it, must want it.

LIGHTING—NATURAL OR ARTIFICIAL?

The use of natural lighting for most practical, modern selling purposes, is the least desirable; it is uncontrollable and inconsistent. Seasonal, climatic and hourly position of the sun and clouds are not conducive to ideal selling conditions.

Conclusion: reduce to an absolute minimum or eliminate entirely the natural light sources in the selling area. Strong sunlight streaming through windows or dark gloomy skies visible through them, create conditions that have an undesirable effect on the appearance of merchandise and the atmosphere in the shop.

The amount of artificial light required is reduced when the interior lighting does not conflict with daylight, and, incidentally, air conditioning and maintenance costs are also reduced.

ARTIFICIAL LIGHT

Incandescent and fluorescent lighting are the two most popular forms of artificial light. Each has its own peculiar characteristics in shape, fixturing, efficiency, color rendition and quality. To achieve the most effective installation of both kinds, it will be helpful to determine what must be lighted and how. This can be done by distinguishing between the three installation techniques normally used in achieving attractive, properly lighted stores and displays.

1) General lighting, usually accomplished with fluorescent lamps, sets the basic lighting level for the pro shop. 75 to 100 foot candles would be considered adequate. (Foot candles are used to measure).

2) Feature or spotlight lighting, usually incandescent, accents selected displays and key areas; adds