

**We also cover
you. In 3 ways.**

**Exclusive
sales policy,
Fast service,
Complete
line.**

COVER #1: our sales policy. It covers you fully. That's because we sell through golf course pro shops *only*. (Not discount stores. Not downtown sporting goods stores.) So your customers find Acushnet head covers in only one place. *Your place.*

COVER #2: our service. It covers you quickly. When you order, we *deliver fast*. You don't have to over-stock to protect yourself. And you complete your sales fast.

COVER #3. our line. It covers you completely. Our

cover line's deep (big color choice in every style). And it's broad (from inexpensive tackle twill covers to \$13.50 top-grain leather sets). So you deal with only one supplier. And your customers never find "the same thing downtown, at a lower

price" — because Acushnet sells through golf course pro shops *only*. (Remember Cover #1: our sales policy.) Acushnet Process Sales Company, New Bedford, Massachusetts 02742.

ACUSHNET
Balls • Putters • Gloves • Head Covers
Sold thru golf course pro shops only



Shown: Our CR line in choice of 10 colors. Retail price, set of 4, \$13.50.

For more information circle number 132 on card

Touring Pro Sweaters put you in the swing of things.

Top Quality for your customers. Top Dollar profit for you. Join the hundreds of smart Pro Shop managers who have discovered how easy it is to do business with Gilson Knitwear, makers of the Touring Pro Golf Sweater.* Sweaters are always in stock and ready for immediate shipment. You are fully protected because we sell our Touring Pro Sweaters only to Pro Shops. Get in the swing of things. Write today for full information and our new Touring Pro brochure of men's and women's quality golf sweaters.

Gilson Knitwear Co. Inc.

America's leading manufacturer of Golf Sweaters.
65 W. John St., Hicksville, N.Y. 11802.
Telephone: 516/WE 1-0041.

Special heavy duty plastic-snap display bags
free on orders of 2 dozen or more.

*Touring Pro Sweaters are made by us in our own factory and sold and delivered by us exclusively. There is positively no connection with any other company. Deal direct and get the original. Don't accept substitutes.

**MEN'S
TOURING PRO
PULLOVER.** 100% Alpaca
in a shell stitch with golfer's sleeve.
#1012 retails about \$22.



WOMEN'S PULLOVER.
100% Imported Alpaca
with golfer's sleeve.
#1014 retails about \$20.

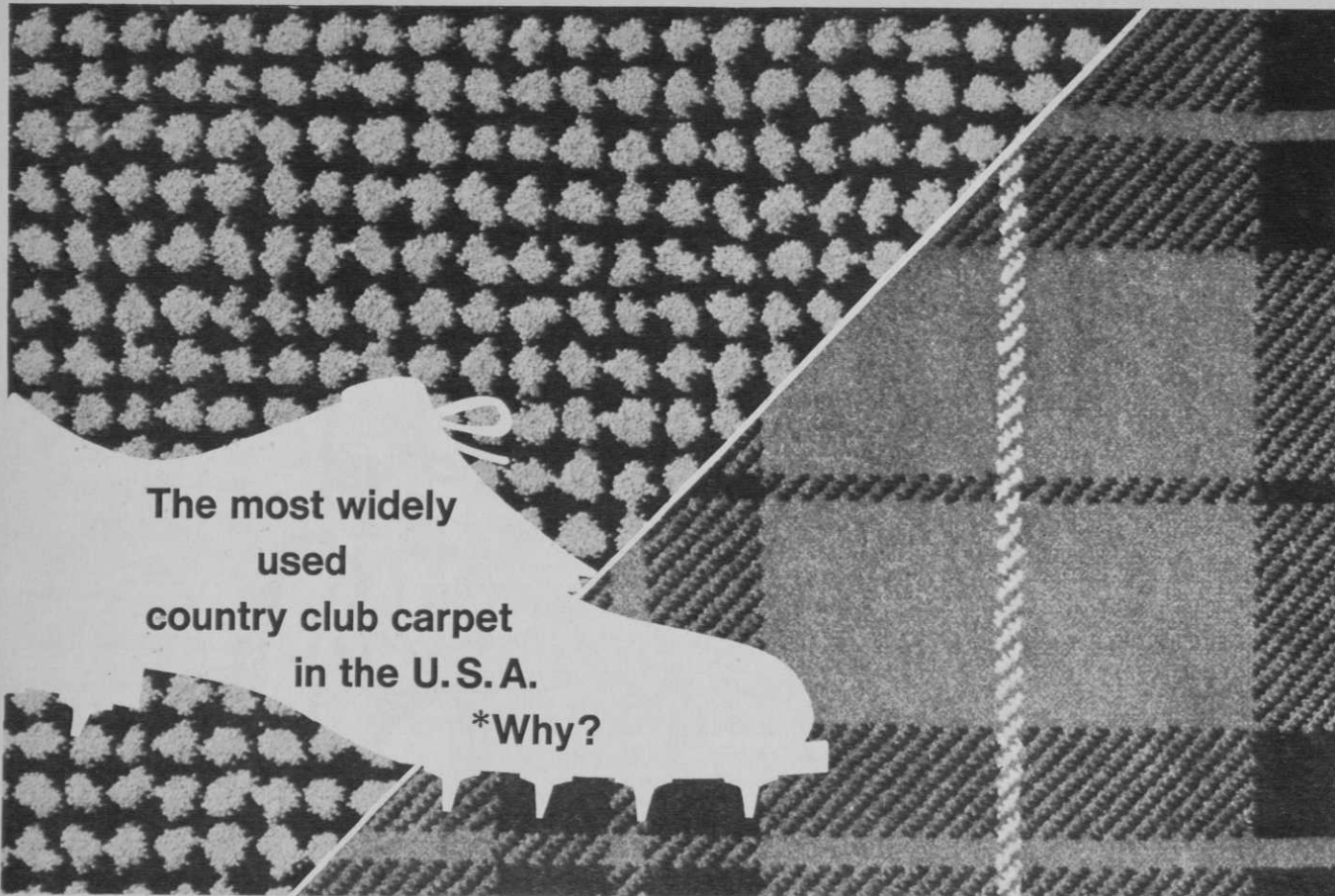


MEN'S TOURING PRO CARDIGAN.
100% Imported Alpaca, modified bell
sleeves, high 6-button front, very full cut for
ease of movement. #1010 retails about \$23.

TOP OF THE LINE STAFF MODEL CARDIGAN.
In authentic European link type knit.
100% imported Alpaca. #1040 retails about \$30.



WOMEN'S CARDIGAN.
100% Imported Alpaca
in 5-button V-neck with
golfer's sleeve.
#1009 retails about \$20.



The most widely
used
country club carpet
in the U.S.A.

*Why?

PHILADELPHIA Quality #282 Spikeproof Carpeting

**For locker rooms, pro shops, 19th hole
grilles, wherever spikes are worn.**

*Let the clubs who use this carpet tell you
why. For representative list, use coupon below.

**Mail coupon for free carpet sample
and brochure of installations**

Philadelphia Carpet Co. / COMMERCIAL DIVISION
Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Please send a free sample of #282 spikeproof carpet,
and brochure. No obligation, of course.

NAME

CLUB

ADDRESS

CITY STATE

Woven to do a tough job—and this jacquard
Wilton woven carpet has proven its mettle for
as long as 16 years in actual installations.
Offers more than beauty and luxury—pre-
vents falls, reduces skidding so common on
hard floors, greatly lowers noise volume.
Maintenance is easy—usually only routine
vacuuming is required.

Custom weaving service matched to any
color submitted, in designs selected from the
industry's largest country club collection.

In contract carpets, the choice is

PHILADELPHIA 
Carpet Company

*Quality since 1846 / Showrooms: Chicago, New York, Dallas, Los Angeles, San
Francisco. Also Crawford & Thompson in Atlanta, High Point, St. Petersburg*

ARNOLD E. ABRAMSON
Publisher

ROBERT J. ABRAMSON
Associate Publisher

JOE GRAFFIS, SR.
Associate Publisher

JOHN FRY
Editorial Director

ROSS GOODNER
Editor

HERB GRAFFIS
Executive Editor

DESMOND TOLHURST
Senior Editor

LEE R. ARNSTEIN
Managing Editor

BARBI ZINNER
Fashion Editor

DICK MILLER
Assistant Editor

Editorial Consultants
HARRY OBITZ and **DICK FARLEY**
Merchandising

DR. MARVIN FERGUSON
Agronomy

FRANC ROGGERI
Executive Art Director

RONALD R. STAFFIERI
Assoc. Art Director

PETER J. ABRAMSON
General Business Manager

DOROTHY M. SHEEHAN
Assistant To The Publisher

LAWRENCE MURPHY
Circulation Manager
Administration And Promotion

DAVID SIMMONS
Production Director

SOL NUSSBAUM
Production Manager

RAYMOND TAYLOR
Production Assistant

C. J. KELLEY
Advertising Service Manager

Western Office
ARTHUR H. MORSE II
Vice President For Western Operations
680 Beach St. San Francisco, Cal. 94109
(415) 885-0570

WARREN J. HEEG, JR.
Advertising Sales Manager

Eastern Advertising Office
ARTHUR MAY
VINCENT ATHERTON
CHARLES MEYER
235 East Forty-Fifth St., New York, N.Y. 10017
(212) 683-3000

Mid-West Advertising Office
ROBERT R. GLENN, Manager
RONALD D. RIEMER
RICHARD E. CAMPBELL
TOURISSE GREENFIELD
400 West Madison Street, Chicago Ill. 60606
(312) 346-0906

Detroit Advertising Office
J. EDWARD VAN HORN, JR.
1617 Fisher Building Detroit, Mich. 48202
(313) 874-2494

Advertising Representatives
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Florida & Caribbean
924 Lincoln Road, Suite 108
Miami Beach, Fla. 33139
(305) 538-0436

Georgia
3110 Maple Drive N.E., Suite 410
Atlanta, Ga. 30305
(404) 233-5077

Canada
1255 University St., Suite 343
Montreal 2, Quebec, Canada
(514) 866-2251

GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 42 NO. 8

AUGUST, 1968

ARTICLES

37 30 Yards Makes A World of Difference *by Desmond Tolhurst*
New pro shop complex at Lake Success GC was built a stone's throw from the old site. The result is a command post for whole golf operation.

42 Is This Any Way to Run A Pro Shop? You Bet It Is! *by R. J. Allen*
Bob Klewin and his wife, Maryellen, team up to produce inventive displays at Tucson National—but that's only half of it.

46 Don't Let Winter Freeze Your Profits *by Joe Doan*
By putting a big effort into gracious dining, the Glen View Club does an off-season business of up to 70% of what is grossed during the summer.

50 The Functional Approach *by Jerry Marlatt*
Every member wants a beautiful club, but be sure yours is designed practically. A good architect should be able to accomplish both.

55 Does Your Course Cheat? *by Stan Sousa*
Is faulty design costing your players two or three strokes on every round of golf they play?

56 Analyze Your Turf & Save Money
Latest techniques such as spectrophotometer analysis reveal early deficiencies practically and economically.

58 Automatic Irrigation on A Shoestring
This case study shows how one golf course owner trimmed costs by converting, and then installing system himself.

VIEWPOINTS

- | | | |
|----|----------------------------------|------------------------------|
| 8 | GOLFDOM Speaks Out | <i>by Ross Goodner</i> |
| 14 | Swinging Around Golf | <i>by Herb Graffis</i> |
| 20 | Grau's Answers to Turf Questions | <i>by Fred V. Grau</i> |
| 24 | Accent on Management | <i>by Ken Emerson</i> |
| 29 | Turfgrass Research Review | <i>by Dr. James B. Beard</i> |

DEPARTMENTS

- | | | | |
|----|-----------------------|----|----------------------|
| 10 | Letters To The Editor | 67 | News Of The Industry |
| 62 | New Products | 74 | Classified |
| 66 | Coming Events | 76 | Advertising Index |

Cover: Photographed by Leonard Kamsler at
Lake Success GC, Long Island, N.Y.

GOLFDOM, Incorporating GOLF BUSINESS, August, 1968. Published monthly January through October by Universal Publishing And Distributing Corp. at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 42, No. 8, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1968 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazines Publishers Association and National Golf Foundation. Subscription rates Domestic \$3.00, foreign, \$4.00 per year.



THE SWING IS TOO TROJAN

TROJAN[®]
"MILEAGE MASTER"
GOLF CAR BATTERIES



More driving power . . .

Lower maintenance cost . . .

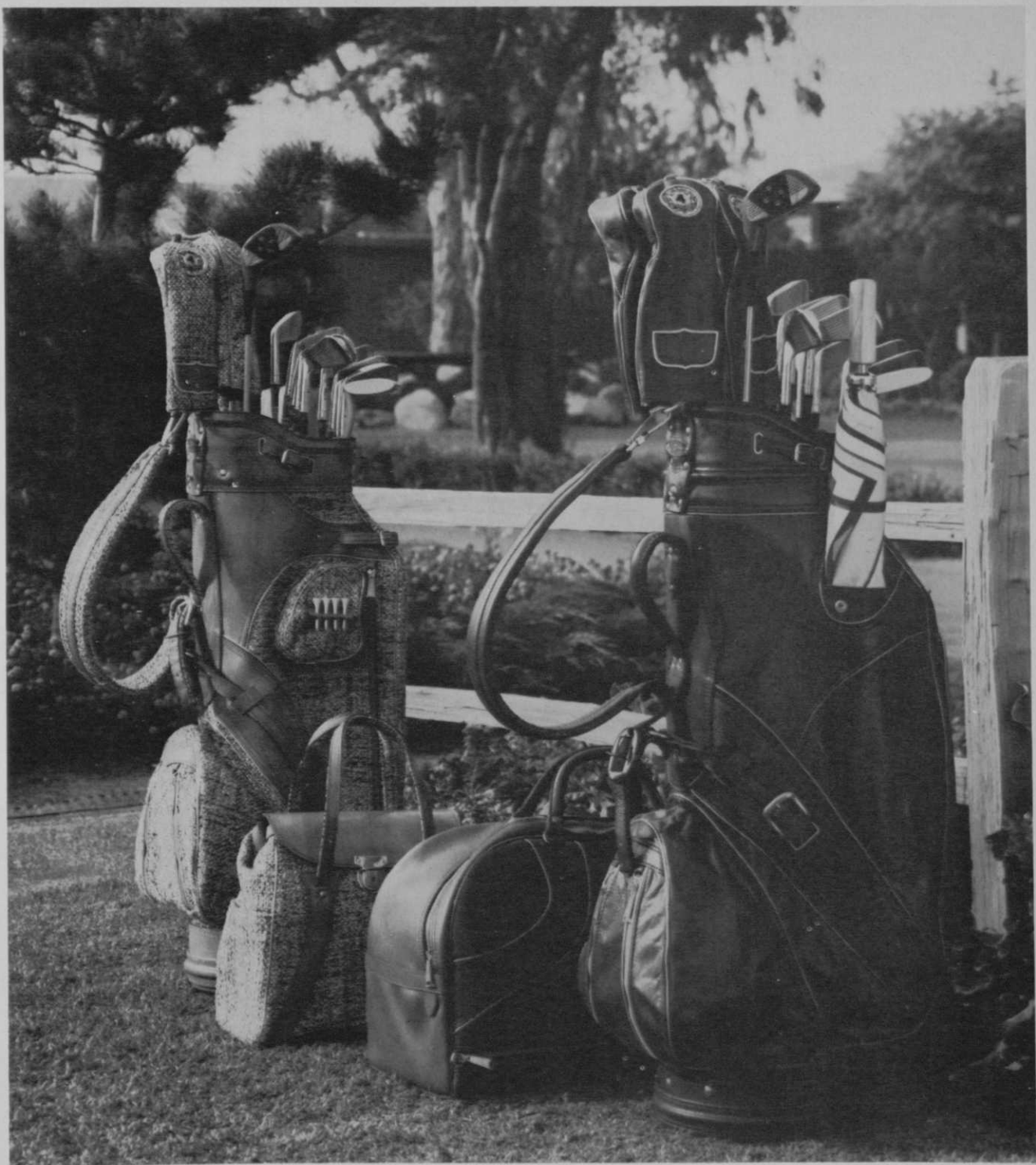
Proven dependability over years of rugged service . . .

is why more and more of the country's leading golf courses prefer
Trojan Mileage Master Electric golf cart batteries.

TROJAN BATTERY COMPANY

724 East 61st Street • Los Angeles, California 90001

For more information circle number 221 on card



ELEGANCE

The classic look of luxury...uniqueness of design...unequaled in construction... built to the highest standards in the world. The ladies' Proette golf bag with matching Country Club bag and the men's El Camino bag with matching carryall...by Golfcraft, of course



Vancouver, Canada | Escondido, California | Chicago, Illinois | Morrisville, Pennsylvania

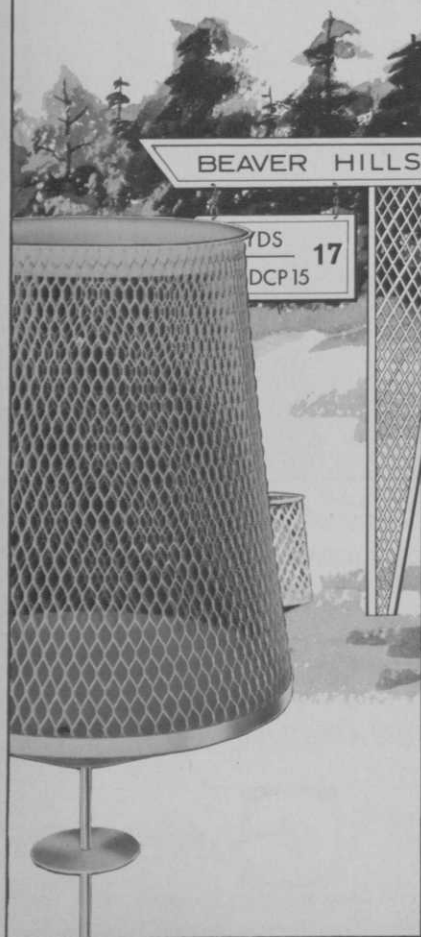
For more information circle number 278 on card

Now! Litter-Caddies® Come In Green, Too

We've sold thousands of white ones already. Now available in green, too (grassy green, very tasteful; subtle.) Made for tees . . . they won't tip or blow over. Slow to fill, easy to empty and move. Mighty easy on the eyes. And all-metal-easy to keep neat and new looking for years.



STANDARD MFG. COMPANY
CEDAR FALLS, IOWA 50613



For more information circle number 194 on card

GOLFDOM Speaks out

Golf is never without its problems, even in the best of times, and some of them—like the slice and the shank—are omnipresent. One of these is the old argument about the 14-club limit. Should it be raised? Lowered? There seems to be little practical thinking on the subject. Manufacturers and club professionals would like to see it raised, for obvious reasons. Purists, historians and other reactionaries would like to see it lowered, or unchanged. And the guy who really counts—the long-suffering golfer—will settle for anything that gives him a lower score.

The promise of a lower score is the core of the manufacturers' argument. They would have the duffer believe that raising the limit to 15 or 16 clubs will automatically chop off excess strokes and simultaneously enable him to break a hundred and eliminate all that mental anguish. The fact that it would also sell more clubs and increase revenue apparently is only incidental.

The purists, on the other hand, are quick to point out that Chick Evans or Mary Queen of Scots, or somebody, once won the Open while carrying only seven or eight sticks. That, they say, was when it took *real* skill to play the game. Naturally, they object strenuously to adding so many clubs that there becomes one for every type of shot. They would have the duffer learn to hit several kinds of shots with each club.

The touring pros, who play so well they shouldn't really figure into the discussion, would like to have more clubs in the bag. Nothing would please them more than to have a special club for every conceivable situation on the course. This, of course, was what caused the 14-club limit to be imposed in the first place.

Now let's get down to the important thing, namely, whether raising the limit would really help the average golfer. Those favoring the change say the addition of a No. 5 or No. 6 wood, a 1-iron, another wedge, a "chipper" or whatever, would enable the duffer to play a few shots per round better and perhaps give him two or three pars he wouldn't normally get, all of which would increase his enjoyment of the game. Our contention is that it wouldn't help him a bit. Most sets of woods already contain a 5-wood, since the brassie has become virtually obsolete; the duffer can't hit a 1-iron and probably should give up his 2-iron in favor of a 6-wood; the wedge already is the hardest club for the duffer to play, so he hardly needs another one, and the "chipper" is nothing that he can't duplicate by taking a medium or long iron and choking down on the grip.

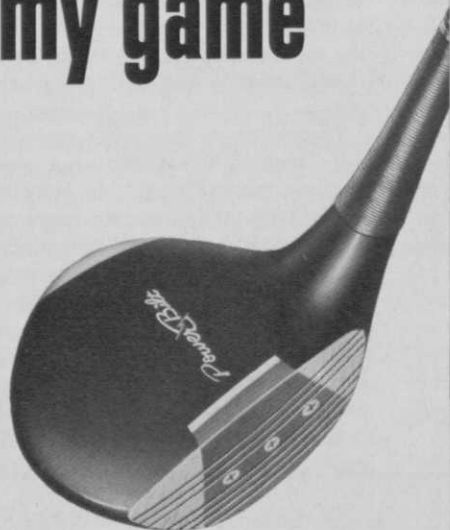
As for reducing the limit, the idea is ridiculous. Nobody would stand for it. Suffice it to say that if the duffer can't hit a straight-away 5-iron shot now, he certainly isn't likely to learn how to play three or four different shots with it.

Golf Magazine recently presented the 14-club question to its readers in the form of "pro" and "con" articles and the reaction was about 50-50, which indicates there is no great groundswell of opinion favoring a change.

Golf is a fairly easy game for some and quite difficult for others, the degree of skill varying in direct proportion to the amount of practice one devotes to it. We don't think changing the club limit would have any appreciable effect, one way or another, and our studies show that the most important guy to consider—the duffer—doesn't think so either. □

Ross Goodner Editor

“
Power-Bilts
help steady
my game”



MILLER BARBER — *consistently among the top finishers*



Master-Matched
Power-Bilt
Golf Clubs

*With the help of your pro,
POWER-BILTS will help you too*

Consistently among the top finishers on the tournament trail, Miller Barber knows the importance of steady play. He gives his Power-Bilts their share of the credit. Power-Bilts can help you to achieve greater consistency, too, because they are Master-Matched. This means every club in a set swings exactly alike . . . a 2-iron swings and feels just like a 7-iron. There are no compensations for you to make. Improve your consistency and lower scores are sure to follow. Ask your golf professional about Master-Matched Power-Bilts.

Exclusively at your pro shop

NOTE:

Ask about the new PRO-
SONIC Model with AIR-
LIGHT Aluminum Shafts!

HILLERICH & BRADSBY CO.
P. O. Box 506, Louisville, Ky. 40201

Letters to the editor

An Open Letter To An Open Letter

Dear Brother Superintendent Caranci:

In your open letter in the June issue of GOLFDOM you have questioned my backbone and honesty and refer to my article as inconsistent and impractical. I had to refer back to my own writing to make sure you were referring to the piece I wrote. I will take up your objections one by one.

The article was unsigned for two reasons: to reply in kind to a similar article by a golf professional in an earlier issue, also anonymous, and to spare possible embarrassment to those I have been associated with, past and present.

In regard to my writing "fiction," my experiences parallel most of my fellow superintendents and if you

have not had similar problems and thoughts you must have led a very sheltered professional career indeed.

You also seem to doubt that the average salary in this area is \$10,000. I am only a few hours by car from you and I ask you to check your own New England Association survey (1964 or 65) which shows an average of \$9,300. Our own association survey about the same time was slightly higher and in view of the generally increasing salaries I felt justified in rounding it off to \$10,000.

If you had been reading GOLFDOM as avidly as you pursued my article, you would have realized that my reference to milkmen was a tongue-in-cheek jibe at an article in an earlier issue by a superintendent comparing the two jobs—and the point IS the skill involved. I thought this was made very clear. As a point of information, union scale here is \$3.70 per hour, time and a half for over 40 hours and double Sundays and holidays, for milk tanker drivers.

My "slam at long hours" was my opinion that too often the superintendent is forced, or feels compelled to LABOR above and beyond the call of duty. As you state, we are engaged

to SUPERVISE, my point exactly.

That there is friction between many pros and supers, and chairmen and supers is no figment of my imagination, as a straw poll of any group of turfmen will prove. I do not condone, encourage or revel in it. I mentioned it to make the problem known to the many readers of GOLFDOM who are no doubt unaware that the problem even exists—and the influence it can have on the operation of a course.

That most superintendents do realize the importance of the members and their chairmen is evident in the condition of most golf courses. But to write of all the pleasures and joys of my craft was not the purpose of the article and would have defeated the "Confessions" theme of the piece.

You conclude by saying my effort did "nothing to enhance the plight of the superintendent." In my Webster's, plight is defined as a dangerous or distressed condition. I do not now, nor have I ever, considered my chosen life's work as qualifying for such a description. Thus, I have no desire to be a greens chairman or a milk truck driver. A Pro? Well, I will keep working on my backswing.

Continued

FLAILS-FLAILS

*There is a
difference!*



and you'd better believe it!

Mott flails, with their edgewise cutting action, are by far superior to the grass beaters, the mashers and the bashers. But don't take our word for it — we urge you to compare and see the difference.

20 YEARS of know-how . . .

makes the Mott for 1968 greater than ever. Greater in structural integrity . . . greater in maintenance free service . . . greater in cutting ability . . . better cutting with less power!

Mott is the only Hammer Knife Flail mower — none can compare! It isn't built to beat a price line. It's engineered for longer life, greater safety and better performance for a wide range of job applications.



Get a date to see the Mott for 68 — we'll demonstrate.

MOTT CORPORATION

547 Shawmut Avenue

LaGrange, Illinois 60525



For more information circle number 149 on card