



**Thanks for helping Titleist
to its best year ever. Titleist, golf's #1 ball, sold
thru golf course pro shops only.**



®

ACUSHNET PROCESS SALES CO., NEW BEDFORD, MASS.



So quiet, you can hear a pin drop

That's because Harley-Davidson is America's quietest gasoline golf car. Running, it's fifty percent quieter than any other car. Makes less noise than the average human voice.

Standing still, it's absolutely silent. An exclusive ignition device called Dynastart shuts off the engine as you lift your foot from the accelerator. All you hear is silence. Call the dealer

For more information circle number 138 on card

who can prove that, gas or electric, "...a real pro always comes through." Harley-Davidson Motor Co., Milwaukee, Wisconsin.

Harley-Davidson

"How I prepared the course for the Western Open"

BY TED WOHRLE,

Superintendent, Beverly CC, Chicago, Illinois,
site of the 1967 Western Open,
tells about the special preparations
needed for the big tournament.





July, 1966

I knew full well that the Western Open was coming to Beverly in one short year. Working with the grounds committee, we felt a drastic renovation of the fairways on the front nine was needed. At this time we decided to get rid of the *Poa annua* that had given us problems for thirty years. We engaged a Purdue professor, Dr. Bill Daniel, to consult with us regarding a vegetation killer.

Creeping bentgrass

We discovered that once most of the *Poa annua* had been destroyed, the bentgrass grew in dramatically, filling in from what had been a 5% portion up to nearly 85% of the total grass. A carefully planned program of watering assisted greatly in this job. Our cast iron pipe irrigation system performed with complete satisfaction.

Spring, 1967

By this time, everything looked healthy. The weather was cooperating, the grass was growing in beautifully. We were proceeding nicely on schedule. And then . . .

Disaster!

A tornado smashed through the south side of Chicago, destroying property throughout Oak Lawn, Evergreen Park and Beverly CC. Thirty-one huge oak trees were torn out by the roots. The entire pro shop, cart house, caddie house and other structures were flattened. A half-mile of fence was also damaged.

The long haul back

All our efforts were put into removing debris, repairing damage to greens, tees and trees. Seven large trees were used to replace those lost. With maintenance

procedures and fertilizer schedules interrupted, we were now a full 3 weeks behind our *normal* schedule! Bringing in extra crews, new construction was begun on the destroyed buildings, the fence was repaired, and things began to get back into shape.

Summer—the homestretch

With the weather at last cooperating, we began to put the finishing touches on the grounds; edging and power raking the sand traps, daily mowing of greens to the suggested height, keeping the rough trimmed until a week before the tournament began, and more.

The equipment

In the middle of July, the WGA van arrived with the equipment. Some five miles of rope, 2000 stakes, leader board signs, telephone equipment, direction signs, snow fence. Much of this had to be cleaned and painted by our staff.

One week to go

The stakes were down, the rope was strung; TV, telephone and electrical cable has been placed in the ground and in trenches. We handled this ourselves. Over 5000 feet of TV cable was placed in the ground to accommodate the 11 cameras required for the color coverage. Stands had to be erected, plus portable toilets; trunk routes had to be mapped.

Water system

Our decision to install cast iron pipe for our water system has paid off. With the traffic conditions our course undergoes during a tournament like the Western Open, pipe that can handle excessive external load is a must. Also, during any kind of reworking, the ease with which the system can be tapped and altered makes it a real saving.

The big day—August 3

Two major breakdowns kept us up all night the last night—the clutch on our only dump truck, and the 100 hp irrigation motor. I'm proud to say that despite our problems, we've been able to keep the course open to members right up to the Day. We'll have our hands full this week, keeping the grounds in repair. And once the tournament is over, we'll have to correct the damage done by the trucks, the crowds; the trenches will have to be filled, the practice tee will need reseeding. But within a week to ten days, we should be almost back to normal. Almost.

This series is sponsored by the

CAST IRON PIPE RESEARCH ASSOCIATION

Cast iron pipe is preferred for the irrigation systems of golf courses throughout the country. Its superior strength, corrosion-resistance, quick-handling push-on joints and easy tapping, plus its recognized long life, have made it by far the smartest investment your club can make. For helpful tips on golf course irrigation, send for our free fact-filled 20-page booklet.



Nothing serves like
CAST IRON PIPE



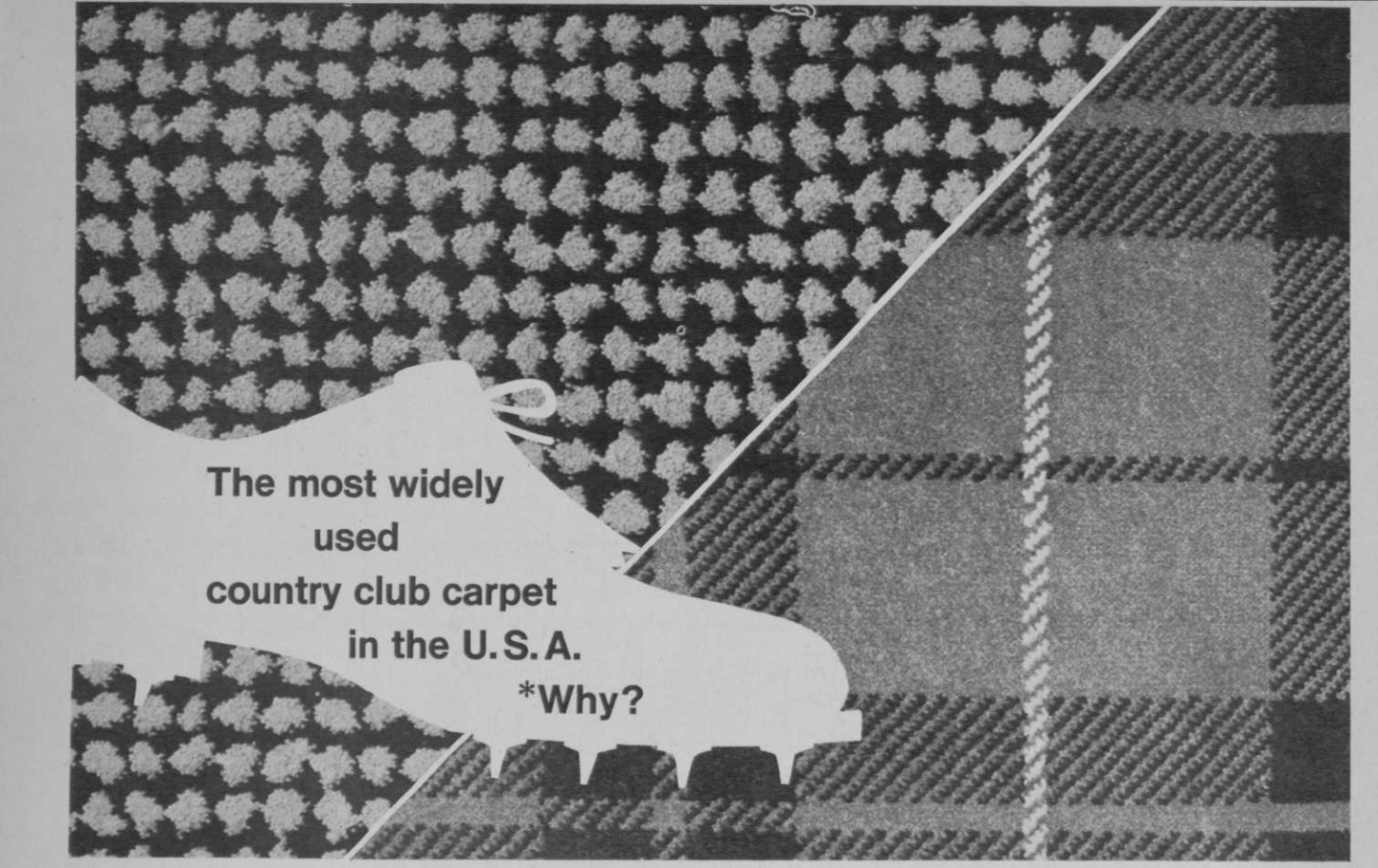
THE MARK OF PIPE THAT LASTS OVER 100 YEARS

CAST IRON PIPE RESEARCH ASSOCIATION, 3440 Prudential Plaza, Chicago, Ill. 60601

An association of quality producers dedicated to highest pipe standards through a program of continuing research

ALABAMA PIPE COMPANY • AMERICAN CAST IRON PIPE CO. • CLOW CORPORATION • GLAMORGAN PIPE & FOUNDRY CO. • LONE STAR STEEL COMPANY
LYNCHBURG FOUNDRY COMPANY • MCWANE CAST IRON PIPE CO. • PACIFIC STATES CAST IRON PIPE CO. • UNITED STATES PIPE & FOUNDRY CO.

For more information circle number 204 on card



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

*Why?

PHILADELPHIA Quality #282 Spikeproof Carpeting

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—prevents 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.

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 _____

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

ROSS GOODNER
Editorial Director
HERB GRAFFIS
Executive Editor
DESMOND TOLHURST
Editor
DAVID E. LA BOUNTY
Managing Editor
PATTY KEATING
Assistant Editor
DICK MILLER
Assistant Editor

Editorial Consultants
HARRY OBITZ and DICK FARLEY
Merchandising
DR. MARVIN FERGUSON
Agronomy
ROBERT TRENT JONES
Golf Architecture

FRANC ROGGERI
Executive Art Director
MARIUS N. TRINQUE
Art Director
RONALD R. STAFFIERI
Assoc. Art Director

PETER J. ABRAMSON
General Business Manager
DOROTHY M. SHEEHAN
Assistant To The Publisher
RON GUZIK
Circulation Manager
Administration And Promotion

DAVID SIMMONS
Production Director
SOL NUSSBAUM
Production Manager
RAYMOND TAYLOR
Production Assistant
CARLYLE J. KELLEY
Advertising Service Manager

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

ROBERT D. ANDERSON
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
JOE GRAFFIS, JR., TOURISSE GREENFIELD
RICHARD E. CAMPBELL
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
Florida & Caribbean

JOEL MELTZER
Suite 108, 924 Lincoln Road
Miami Beach, Fla. 33139
(305) 538-0436

Atlanta
DAVID SKOKE
3110 Maple Drive N.E.
Atlanta, Ga. 30305
(404) 233-5077

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

GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 42 NO. 1

JANUARY 1968

TABLE OF CONTENTS

CONVENTION PREVIEWS

- | | |
|-------------------------|--|
| 24 GCSAA Turfgrass Show | <i>Supers to view "what's new"</i> |
| 32 PGA Merchandise Show | <i>Pros gather under the "big top"</i> |
| 38 CMAA Conference | <i>Managers to meet in Philly</i> |

ARTICLES

- | | |
|--|-------------------------|
| 40 What Are Display Fixtures? | <i>by Tony Comorat</i> |
| 42 Club Manager's Day
at the 52nd National Hotel and Motel Exposition | <i>by G. V. Marlatt</i> |
| 48 Put A Woman In Your Shop | <i>by Max Brown</i> |
| 52 Club's Reservoir Pay Off | |

VIEW POINTS

- | | |
|-------------------------------------|------------------------------|
| 10 Swinging Around Golf | <i>by Herb Graffis</i> |
| 14 Grau's Answers to Turf Questions | <i>by Fred V. Grau</i> |
| 16 Accent on Management | <i>by Ken Emerson</i> |
| 18 Turfgrass Research Review | <i>by Dr. James B. Beard</i> |

DEPARTMENTS

- | | |
|-----------------------|---------------------------|
| 80 New Products | 87 News of the Industry |
| 84 People In the News | 92 Classified Advertising |
| 87 Coming Events | 94 Advertising Index |

Cover: Glen Oak CC, Glen Ellyn, Ill., by Leonard Kamsler

GOLFDOM, Incorporating GOLF BUSINESS, January, 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. 1, 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 of 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 BPA MPA Domestic \$3.00, foreign, \$4.00 per year.

Why our gang mows

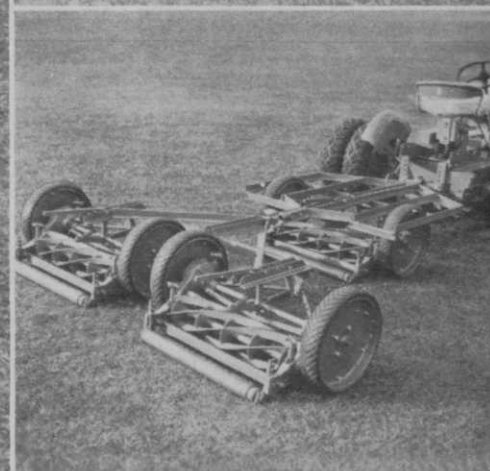
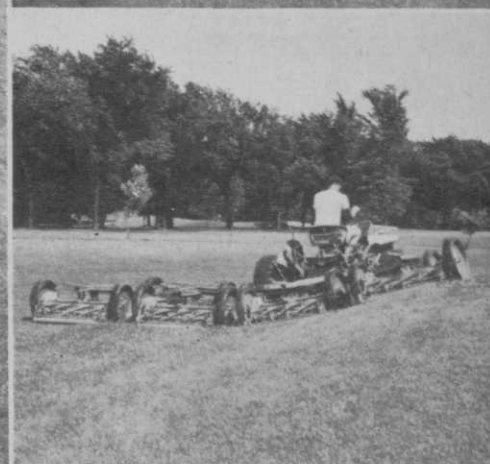
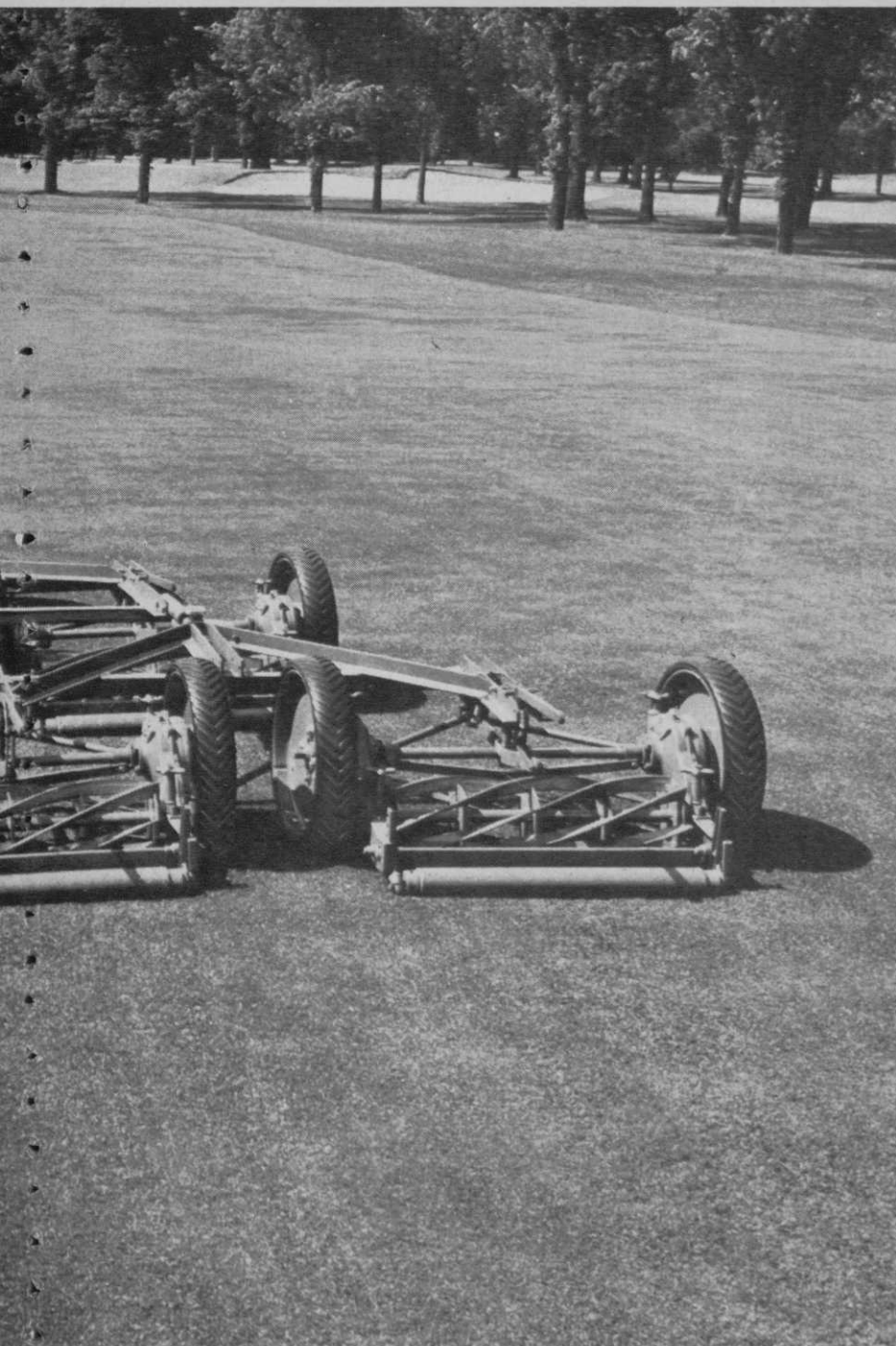


Jacobsen Fairway gang mowers are known for the precision of their high-frequency cut and the many design features that mean true long-range economy. Not only are frames fully articulated to follow ground contour, but spring tension on each rear roller maintains cutting height — prevents skipping and bobbing — eliminates need for double cutting.

Other plus features include:

- 6-blade reels standard or 10-blade reel units available to meet your cutting needs.
- Choice of pneumatic, semi-pneumatic or steel wheels.
- Reel units have dual gear trains assuring proper cutting on sidehills and in turns.
- Simple control knobs on each unit engage and disengage reel blades.

more for your money



- No tools needed to adjust bed knife — just a twist of a hand knob.

- Once a year lubrication reduces maintenance.

Available in 3, 5, 7, 9 and 11-gang mower units — cut a swath up to 25' 10".

Get full information on Jacobsen's complete line of mowers, frames, accessories, and turf tractors. Phone your Jacobsen Turf Equipment Distributor or write today.

SPECIAL SERVICE SCHOOL FOR MAINTENANCE PERSONNEL

Accelerated 1 week course. Mower and Engine Maintenance. Limited enrollment. For information, write Service School.

Jacobsen Manufacturing Co.
Racine, Wisconsin 53403

JACOBSEN

For more information circle number 155 on card

Swinging around golf

by Herb Graffis



A bright spot will be missing at major golf tournaments now that *Charley Bartlett* is gone . . . Presence of the very able, beloved golf writer of the *Chicago Tribune*, made a tournament a major affair . . . I had the great luck to know Charley as a very warm friend and an admirable fellow worker in golf since he began covering the game in 1931 . . . In all that time I never heard him say an unkind word about anybody . . . With his ability, his consideration and his immense memory and knowledge of golf he was most valuable to his colleagues; the veterans and the youngsters, alike . . . He was versatile in sports coverage, a keen observer and a writer whose stories took you with him . . . His service as secretary of the Golf Writers' Association since its founding in 1946, and as its treasurer until two years ago, was immeasurably valuable to the golf writers, their readers and the players . . . His box score gave significant detail of a difficult game to cover and involved much work which he faithfully did . . . In score by strokes Charley wasn't a good golfer but in scoring as a human he was one of the very greatest . . . He will be cheerfully at home in the Green Pastures.

Weather is bound to be better for golf business in many districts this year, say optimists who survived the bad days of 1967 . . . In parts of New England last spring and summer, there were 11 consecutive weekends of rain . . . Fee course revenue in wet areas was off 40 per cent . . . You can imagine what happened to pro shop sales and sales of modern irrigation equipment . . . With weather being the main factor in pro shop, restaurant, bar and pay-play ticket sales at golf clubs, it's strange there isn't much record-

ing and study of the effect of weather on golf business revenue. There is, however, a lot of record-keeping and study concerning rainfall and temperature effect in course maintenance work.

There have been shocking surprises on taxes demanded by the government on checks and other gifts given to pros at their "retirement parties." . . . There have been pained yowls from famous athletes who've had to pay taxes on automobiles, belts, etc., awarded them . . . Reminds me that some years ago Tommy Armour spent plenty trying to get Washington to give pro athletes a break on the order of the depletion allowance given oil and other natural resource companies . . . PGA, pro baseball and football player organizations were deaf and dumb when it was suggested that they go along and work with tax experts and favorably inclined Washington people Tommy and *Stell Armour* knew well . . . Now the big thing in management of athletes is ducking taxes like real rich men.

Looking at golf in the old-fashioned way when the biggest man was the one who put the most in: *Chick Evans* has been sick and in

bed for weeks after returning to his home in Chicago from the international senior amateur tournament at Colorado Springs . . . Chick played 11 consecutive days in 5,980 ft. altitude . . . At 77, he couldn't take it.

Somehow when we hear the belly-aching about three-putting (including our own) and lousy greens and changing the rules for players with early starting times we happen to think of *Charley Boswell*, who again won the Blind Golfers Association annual championship . . . Boswell shot 108-101 at Edgemont GC, Media, Pa., to win by one stroke from *Claude Pattemore*, five-time Canadian blind champion . . . Boswell has won the U.S. title umpteen times . . . He was blinded in the Battle of the Bulge.

Women's Western GA decision to drop Women's Western Open from the WWGA calendar could be a tip to manufacturers who have girl pros on their staffs and who have a lot to gain from development of women's golf . . . The Ladies PGA could use a lot of the same sort of advice and support it got from leading manufacturers in the days when the organization was new.

Randy Smith and wife have bought Oakville CC, Sterling, Ill., from Mr. and Mrs. Robert Hartman and are improving the course . . . John Marschall, assistant to Jack Bell at Medinah (Ill.) GC for two years moved up to the boss job when the personable Bell resigned to go in another business . . . There's talk about a PGA memorial award in appreciation of the services to the association and its members of the late *Warren Cantrell* . . . Cantrell's judgment, foresight and courage during the difficult years of his presidency straightened out the PGA National Golf Club and course deal.

continued on page 12