

"Bud" Werring (above), west coast sales manager for Ernie Sabayrac, gave a talk on men's sportswear, utilizing display set-up on stage.

Max Elbin, president of the PGA, presented the welcoming address. Some 325 pros attended the affair which was held at the Waldorf-Astoria.

sional standpoint, said Sabayrac, is the only way to go. The member will have faith in your prescription for clubs to improve his game, when he can see how much better he can hit the ball than with his current set. And, price is no object. Such satisfied customers, too, will be your best salesmen.

Be an executive also, advised Ernie, in analyzing your market and the potential sales that can be expected from a member.

Research shows that the average member will buy a set of woods, irons and a golf bag every three years. On the top quality equipment and a bag at \$80, this would come out at around \$350, or a little under \$120 a year. In apparel, the average member will buy; one pair of shoes at an average price of \$30; six pairs of two dollar socks (\$12); three pairs of \$15 slacks (\$45); two pairs of \$10 shorts (\$20); six shirts at \$6 (\$36); one \$20 sweater; one \$15 golf jacket and three hats or caps (\$9) for a grand total of \$187.

The moral is obvious, said Sabayrac. Make money every day, not every three years. If you were to wait that long to eat, you would be darned hungry!

Be an executive in your treatment of your staff. Make certain that they have a fair basic salary, and

give them a commission on what they sell personally. As head professional, your duties will take you out of the shop on many occasions during the business day. Giving your staff an adequate incentive will ensure they sell as hard when you're out as when you are personally supervising the shop.

The next speaker was Mac Lewis, president, Esquire Sportswear Mfg. Corp., who dealt with men's sportswear. He emphasized that your members want to buy from you if you want to sell. You have a lot going for you. Your customers are built in and affluent. You don't have to pay for radio and TV ads and no hard sell is necessary. However, you can't sell from an empty wagon.

To get an idea of what to fill your wagon with, ask yourself these questions: 1. Are my members fashion conscious or are they on the conservative side? 2. What colors appeal to them? 3. Who are the fashion leaders at my club and what can I do to get them on my side? Another approach is to take a survey of your member's sizes. A simple form in every member's locker will do the trick, and the range of sizes revealed can be of inestimable value in figuring your purchases.

The right image will do much to

sell your male members on fashion. It's mandatory for success that you dress the part yourself, creating the desire in your members to go to that first tee looking "just like the pro." It goes without saying that you should only wear apparel available in your shop.

Lewis also discussed some of the techniques of selling apparel to men. Many men have no idea what color, style, solid or stripe, etc., looks good on them. *Don't let them select badly in color or fit.* (If you are out of a size, ask the customer if you can order it for him.) There's bound to be someone who will let them know the apparel you've allowed them to buy looks bad on them.

Of the utmost importance, said Lewis, is the look of the shop. Give your shop a definite "look" that fits in with the rest of the club. Engage a professional trimmer so that you get the most mileage out of your apparel investment.

Another area where professionalism will pay off is in the presentation of the garment to the customer. If you let a customer choose slacks or a jacket himself, he is struggling all the way and is in the wrong mood to buy. Learn how to pick up a jacket, almost fondle it. "Romance" the item so that the

Continued on page 83



# COOL

Check out the Gran Cushman for '68. It's cool-city all the way.

That clean, lean, slick, sleek styling is nothing but uptown. It almost makes you want to leave your regular car garaged. (But then the Gran Cushman is half sports car.)

Don't get the idea this is just another pretty-boy golf car, though. The rough and rugged all-steel body will take all the punishment you care to give it. (Built in bumpers and side protection plates.)

The Gran Cushman inside, is like luxury. More

room than you've ever seen in any golf car. Individual, adjustable waterproof buckets that rival your favorite armchair. A handsome sports console-mounted stick shift to bring out the beast in you. Deck-to-deck carpeting. Lush, man! And a sports car steering wheel that replaces the tiller bar forever. It's all standard with the Cushman GC.

And what a ride. Smoooth. Thank the beefier, low-slung 3-point rubber suspension between the power frame and main frame. This baby floats through turns, up hills, down hills, with super-ease, super-safety, super-stability. Cool!

**GRAN**  **CUSHMAN**

Cushman Motors, 1030 N. 21st St., Lincoln, Nebraska



# HOT


If you think the '68 Gran Cushman is all cool, you're just half right. It's hot, too. (But that figures. It's half sports car, half golf car.)

It's the hottest-selling golf car on the market. More people ride Cushman than any other golf car. And more people ride this new Gran Cushman than any other new golf car. So it comes from a long line of hot ones.

The tires are fat, ground-gripping Terras. A low ground-hugging center of gravity makes for wide-stance, razor-honed handling.

Once again this year Cushman engineering performance is high performance. And, as you might expect, standard. Choose electric or gas. But never worry about service. It hardly ever needs it.

Cool? Not the way these babies are selling. Hot! Better hotfoot it down to your Cushman Distributor, like now. He's the man with the answers. He's "Mr. Golf Car." Or drop us a line at the factory—we'll send you our gorgeous color literature. Fast *and* hot!

**GRAN**  **CUSHMAN**

A Division of Outboard Marine Corporation

For more information circle number 147 on card



# CMAA peers into the future

*41st annual conference centers on what clubs will be like 10, 20 years from now*

**by Laurice T. "Bud" Hall, CCM**

GM, Pinehurst CC, Denver, Colo.

**T**he 41st annual Club Managers Association of America conference, held recently in Philadelphia, concerned itself again, as it has the past few years, with "What will our clubs be like?" in the next 10 and 20 years.

In discussing forecasts and predictions, questions on the theme included:

What kind of members will we have at that time?

What will be their income levels and needs for recreational pursuits?

What will club managers be like?

What requirements and additional talents will be required to manage tomorrow's clubs?

CMAA, in an effort to meet the challenge of tomorrow, established a "Vision 77" committee composed of the board of directors and past presidents of the Association as well as the Club Management Institute Committee, the educational arm of the Association.

Based on revelations to date from the in-depth studies being conducted, it was deemed most appropriate to expose the members of CMAA to some of the findings and concepts in the futures of club managers, clubs, and boards of directors. Hence the creation of the Conference theme "Dimensions of 1976" which in this instance was tied to the "Spirit of 1776" in historic Philadelphia.

A keynote panel at the opening session was composed of six extremely qualified university professors and authorities in the field of change. The panel not only took a look at the field of club management in 1976, but in 1986, 1996 and the year 2000. All six of these individuals also conducted individual seminars.

They were: Dr. William Lazer, professor of marketing and transportation, Graduate School of Business, Michigan State University,

whose subject was "The Management of Change;" Judson Snell, associate director of the University of Chicago Management Center, whose topic was "A New Concept in Motivation;" Dr. Anthony J. DelVecchio, chairman of the psychology department, St. Thomas College, St. Paul, Minnesota, whose topic was "Dynamic Interpersonal Communications;" Dr. Robert Sedgewick, Syracuse University, whose subject was "Economics of Future Planning;" and Mr. Joseph Corcoran and Edward Kells both of the Dover Corporation, Groen Division, food equipment manufacturers, whose topic was "Trend in Convenience Foods and Equipment."

A feedback panel made up of the same participants was later conducted by Dr. Henry Ogden Barbour, CCM, Director of Michigan State Hotel Restaurant and Institutional Management School. This panel allowed members to raise questions to the experts about their specific subjects and the interest in the future of club management was quite apparent.

Additional seminar speakers were selected from the ranks and included: Jacques Aimi, manager of the Palm Beach Country Club, who spoke on "A Buffet of Food Ideas," and Gerald V. Marlatt, CCM, manager of Northmoor Country Club, and a director of CMAA, whose topic was "Party Ideas," which was complete with a slide film presentation.

Three of the finest luncheon speakers contributed greatly with the addition of their thoughts and theories on the future of clubs and tied the thoughts of their subjects to the concepts of ten and twenty years from now. Dr. Carl Winters, appearing through the courtesy of General Motors, spoke on "Your Human Relations are Showing."

Joe Powell, management consultant, spoke on "Change, Opportunity, and The Uncommon Man." Calvin Johnson, appearing through the courtesy of Sperry-Rand Corporation, discussed "Opportunities Unlimited" and added additional import with his wit and humor in expressing his concepts of the future.

**P**rogrammed instruction by Ray Semiscue, both in lecture and through a multitude of small learning laboratories of training techniques, brought managers up to date and talked of tomorrow's training methods today.

Additional roundtable discussions were held forth for the country clubs, town clubs and specialized clubs. Experts in various fields discussed specific problems at these clinics and attempted to answer managers' questions in the problem areas as follows:

- Workers and wages
- Club activities promotion
- Insurance and retirement plan
- Staff training
- Board-committee relations
- Mechanized accounting
- Golf carts

The very popular tax breakfast had Walter A. Slowinski apprising managers of legal and tax developments affecting their clubs, their employees, and themselves. This presentation was followed by the also popular tax clinic during the closing business session and was conducted by Jack P. Janetatos also of the firm of Counsel, Baker & McKenzie of Washington, D.C.

Much of the credit for the conference must go to Edward Lyon, executive director of CMAA; Dick Landmark, assistant executive director and director of education; the entire staff of CMAA in the Washington, D.C. offices; and the Philadelphia chapter. □



**Power-Bilts  
help me  
put my ball  
where the  
birdies are**

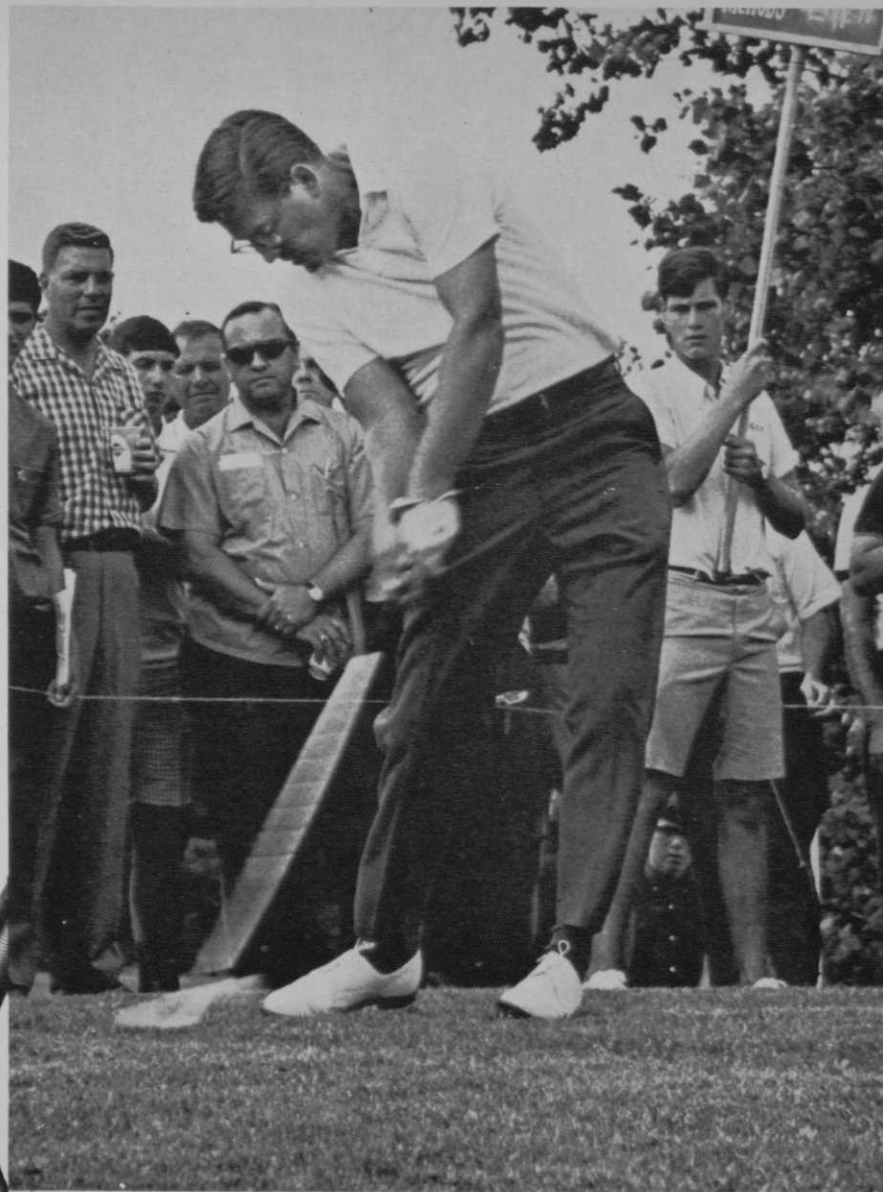


*Exclusively at  
your pro shop*

*Master-Matched*  
**Power-Bilt**  
Golf Clubs

**NOTE:**

Ask about the new Pro-Sonic  
Model with air-light aluminum  
shafts.



**FRANK BEARD MEETS THE BALL SMOOTHLY**

Member Hillerich & Bradsby Golf Advisory Staff

Finding more birdies is a matter of control. Something you can give yourself with the help of your pro — and Power-Bilts. Aiming at birdieland and getting there is one of golf's great satisfactions. Master-Matched Power-Bilts put you in control because all clubs in the set swing exactly alike. No surprises. A 2-iron swings just like a 7-iron. You, your pro, Power-Bilts and the confidence you gain make a great foursome. Keep them all together and the birdies will take care of themselves.

***With the help of your pro  
Power-Bilts will help you, too***

HILLERICH & BRADSBY CO., P. O. BOX 506, LOUISVILLE, KY. 40201

For more information circle number 194 on card

Perhaps the most satisfactory drainage device so far developed involves the use of tile—either the agricultural land tile (drain tile); terracotta pipe (sewer tile); porous wall tile (concrete aggregates); or the use of perforated lengths of bituminous-asbestos pipe or concrete-asbestos pipe. All of these classes of tiles can be used for drainage purposes.

The four main tile systems are the herring bone, the gridiron, the random, and the intercepting. Naturally, any of these systems can be attached to another if conditions warrant. Therefore, in planning the entire layout attempt to fit the natural conditions to the system best suited for that purpose.

The intercepting line is a very useful method as well as inexpensive in that many times its use will eliminate the necessity of installing a drainage system in a low area below the hill. The cause is corrected before it does the damage.

The judicious use of intercepting lines near hill-side greens, tees and traps is rapidly being employed rather than installing drains in these areas. (See photo 5, page 46).

Drains that run down the slope collect water from only a narrow strip on either side of the drain. Lines that run across the slope are much more effective because they intercept both surface and underground water.

## MAIN LINES

Grading the base of the drainage ditch is essential in assuring that your tile line functions properly.

In constructing a tile line start at the outlet and work backwards up the ditch. If water is encountered while laying the tile, it must be drawn off through the tile from time to time. Make temporary dams to cut down velocity to eliminate excessive washing. The fact that water may back up in a line a short distance is not serious because the drain water from above will seek its level.

Tile should be set on a firmly prepared, accurate grade, preferably of 3/8" or 3/4" stone. This is especially true if the ditch was dug with a machine that left hills and valleys, or if soil is wet and mushy.

It is very seldom that shallow grades are necessary, and for all practical purposes, grades can be kept within the range of five feet per 100 ft. for maximum and to 1/2 ft. per 100 ft. for minimum, although topography of the ground is the determining factor. If necessary, tile can be set on practically level grade, although in such instances larger sized tile should be considered.

Depth should be from 18 inches to six feet, with three feet as an average. Tile placed less than 18 inches is apt to be broken or injured by tractors or heavy machinery passing over the line. Where quick surface water removal is desired, the tile lines should not be over two feet deep.

Continued on page 58



If you haven't thought about specifying plastic pipe for your course's sprinkler system, consider this:

Municipal water systems in all parts of the country are switching to plastic pipe. Because it stands up as well as metal pipe. And installed cost averages 50% less.

A sprinkler system using CRESline PVC Plastic Pipe saves you around half the cost of nearly any other type. It goes in fast and lasts indefinitely. Installation of an 18-hole system takes about 5 weeks, seldom disrupts play.

We'll make a system layout for your course and

furnish details on the pipe and fittings, plus operating and equipment suggestions. You merely get installation estimates and award the job to the contractor of your choice.

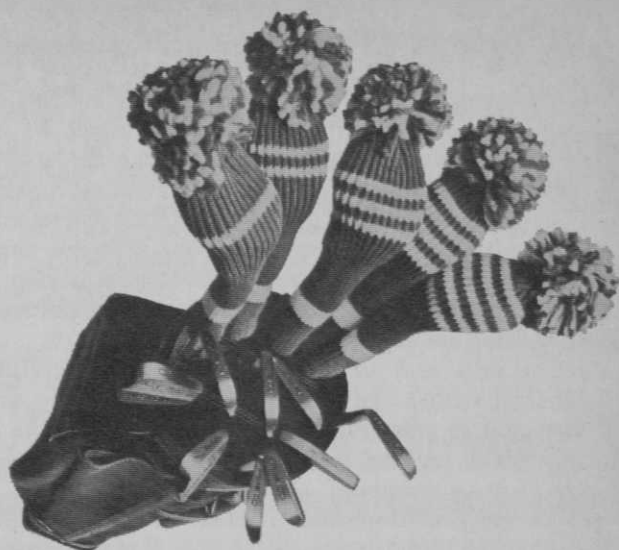
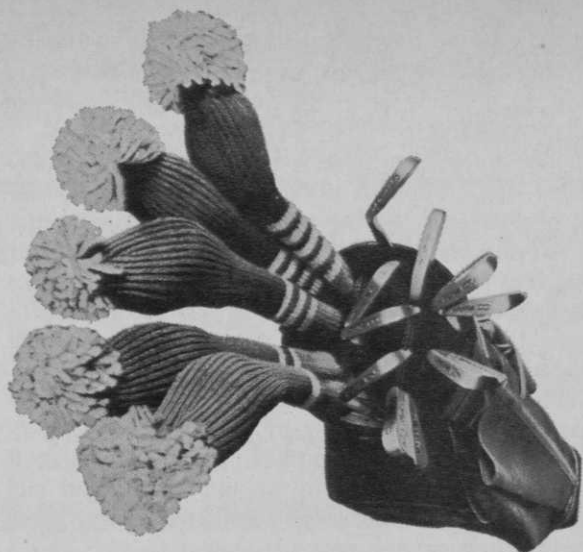
Interested? Just drop us a line and we'll contact you for the facts needed to plan your system layout.

**CresLINE<sup>®</sup> PLASTIC PIPE CO., INC.**

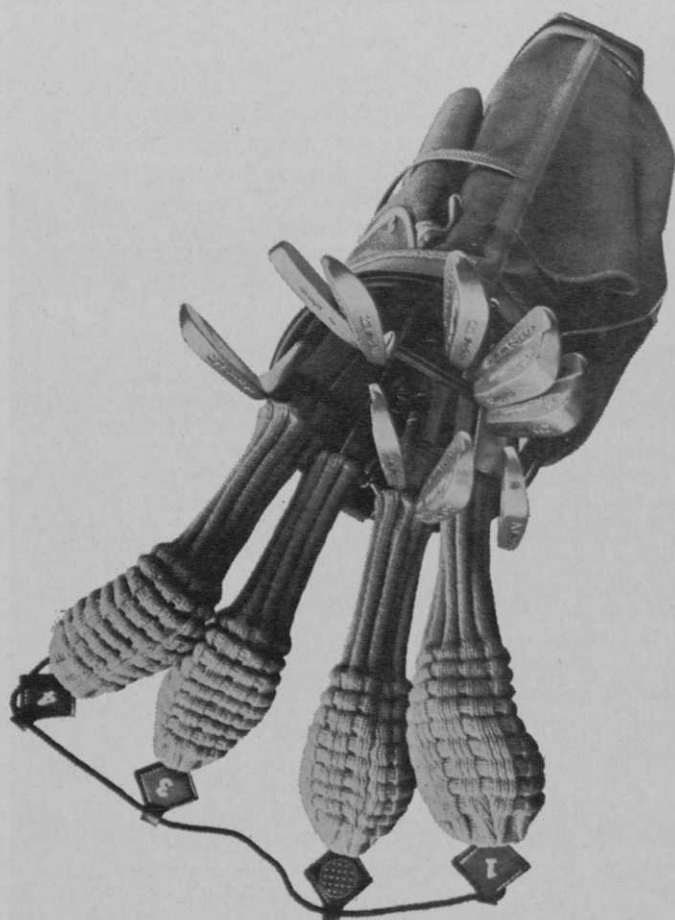
Member National Golf Foundation

Dept. G-568, 955 Diamond Ave., Evansville, Ind. 47717

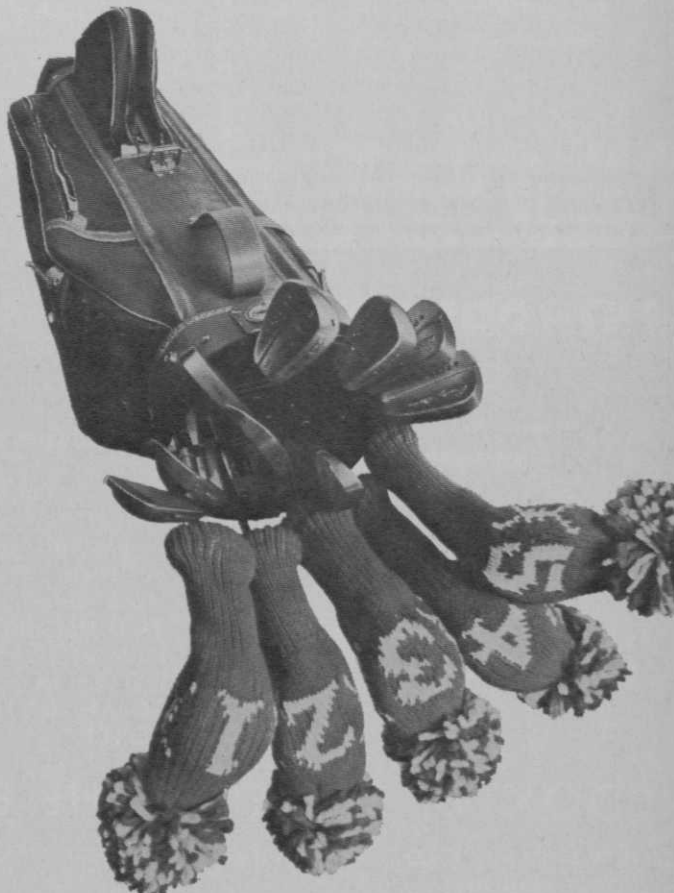




## Meet the swinging new sales-makers from Reliable of Milwaukee!



Fully Washable  
**Knit Club Sox**  
of 100% Creslan acrylic fiber



The golf wood protectors with sales personality. Come-on-strong color. A springy, long-lasting fit. Plus the positive washability customers insist on. Club Sox have the style a golfer goes for. The selling action a pro-shop can rely on—from Reliable. Creslan acrylic is a product of American Cyanamid Company, New York, N.Y.

**Creslan**  
LUXURY ACRYLIC FIBER

For new Pro-Shop Catalog of knit golf accessories by Reliable, write Reliable of Milwaukee, Box 1367, Milwaukee, Wisconsin 53201.

For more information circle number 230 on card

## Drainage system

Continued from page 56

Whenever hardpan is encountered at shallow depths, it is recommended that the trench be cut into or through the pan and then the tile placed. Tile put upon hardpan will seldom function properly.

If the trench has been cut through clay or gumbo it is wise to bring the gravel or stone to the upper level of the subsoil; or in case the topsoil is also of impervious material, pockets of stone can be brought to the surface along the tile line.

The inlet end of the tile line must be carefully blocked with a flat stone or piece of steel to prevent soil or animals from entering. It is desirable to put gravel or crushed stone around the tile and above it to create an easier path for the water to enter the tile. Care must be taken in the backfilling so that the tiles are not shifted out of place, broken by stones, or the coverings over joints displaced.

If a backhoe, or other machinery is employed, a 12-inch bucket is ample. A greater width would require more soil than necessary to be removed, and a larger amount of stone needed for grading and backfilling. (See photo 6, page 46).

If the soil should contain clays or gumboes the placement of lines at a two-foot depth is good practice. Greater depths in clay soils have proved satisfactory but the results were not apparent for two or three years after installation.

In lighter soils there is practically no depth limit within reason. Three-foot depths have become rather standard because a tile line can then take care of

a greater space on either side of itself. (The depths referred to above are to the bottom of the tile).

## LATERAL LINES

If the lateral line for any drainage system is 2,000 feet or less, four-inch tile can be used. After 3,000 feet of four-inch tile has emptied into the main, the size should be increased to six-inch tile and after 4,000 feet of four-inch and six-inch have been accumulated, increase the main to eight-inch tile. Increase the size of tile two inches for each 1,000 feet of smaller tile.

Laterals must be connected into the main line by means of catch-basins or by the use of manufactured connections or branches (Y's and T's); or if not available, the junction should be chipped and fitted and the connection sealed with mortar made in proportion to one part of cement to two and a half parts of sand.

Tiles should be kept as straight as the general directions of the trench permits, and bends should be made in smooth curves. Tiles should also be turned in order to fit snugly for joints on curves or in case tiles are slightly warped or have uneven ends. Any broken or cracked tile should not be used for this purpose.

## JOINTS

Water enters only at the joints in drain tile and terra cotta tile; through the openings on perforated asbestos tile, and throughout the length of the tile in porous wall.

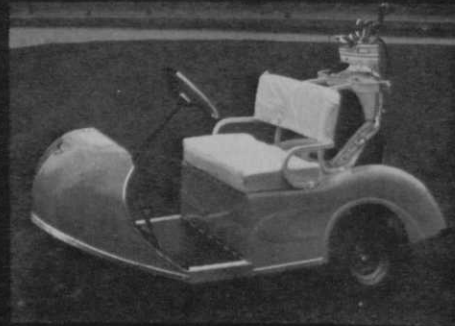
Continued on page 60

# INTRODUCING THE 1968-PLUS Pargo GOLF CARS

*These new models are the result of continuous testing by Pargo's "Million Man Test Team."*



Each year over 1,000,000 riders "Team-Test" Pargo's engineering advancements while actually playing golf — using our own Pargo 2,500-car lease fleet — to assure YOU the finest Golf Cars built REGARDLESS OF HOW MUCH MORE SOME OTHERS MAY COST!



## LOOK AT SOME OF THE EXCITING NEW FEATURES!

**NEW** • Lower Center of Gravity for Safety and Styling

**NEW** • Two shock absorbers for additional player comfort

**NEW** • Smoother Acceleration from improved electrical system

**NEW** • Cushions of new molded foam for added player comfort and longer wear

**NEW** • 8:50 x 8 4-ply tires standard equipment on all 1968-Plus cars

**NEW** • Front Fork provides added radial movement for real "Floating Action"

*Columbia Car Corporation*

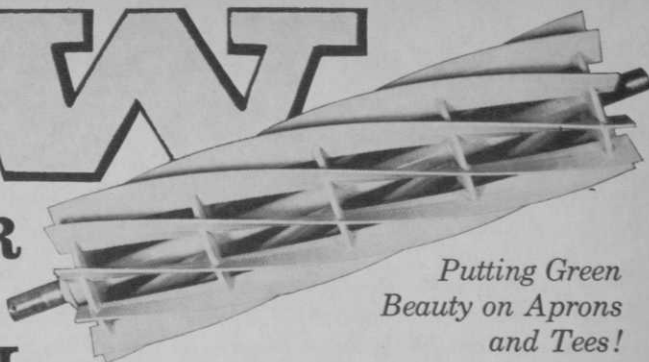
4300 Raleigh St. • P. O. Box 5544 • 704/596-6550 • Charlotte, N. C. 28205





# NEW

## LOW CUT MOWER WITH (10 BLADE) HIGH SPEED REEL



*Putting Green  
Beauty on Aprons  
and Tees!*

*Faster, efficient mowing of tees and aprons.*



### RAISED FOR TRANSPORT

Equipped with built-in hydraulic system for faster transport between areas to be mowed. Can be used with most utility vehicles.

**MOW AND GO ANYWHERE**

## Built-in Hydraulic System for Speedier, Easier Transporting to other areas to be mowed, at lower maintenance costs!

The Roseman Hydraulic Transport Lo-Cut Mower is designed for fast, efficient mowing of golf course tees and aprons. The 26" cutting swath of each unit gives greater flexibility. Eliminates scalping on mounds and a smoother more uniform cut is obtained. The mowers have 10 blade, high-speed reels for mowing the new strains of Bents and Bermudas that require low cutting heights. A low cutting height of  $\frac{3}{8}$  inch with a  $\frac{1}{2}$  inch frequency of cut is featured. The hitch design permits unlimited mower unit flexibility.

The mobility, increased mowing capacity, the speed of operation plus the ability to replace slow, labor-consuming walk and ride type mowers make Roseman mowers a necessity if costs are to be reduced.

127

### Mail Coupon for Specifications

#### ROSEMAN MOWER CORPORATION

2300 WEST LAKE AVENUE, GLENVIEW, ILLINOIS 60025

We are interested in the new Roseman Hydraulic Transport Lo-Cut Gang Mower.

- ☐ Please send a quotation.  
☐ We would like to see a demonstration.

Name \_\_\_\_\_ Position \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

# ROSEMAN MOWER CORP.

*Nation-Wide Sales and Service*

2300 W. LAKE AVE. • GLENVIEW, ILLINOIS

## Drainage system

Continued from page 58

Any joints that have openings greater than the above permitted maximum, must be covered with broken tile, flat stones, or strips of heavy tarpaper. This will prevent the soil from dropping in and filling the tile.

Many times it is advisable to use sewer pipe or steel pipe with each joint cemented where there is excessively soft bottom; or when passing by a large tree; or for the last 10 to 20 feet at the outlet end.

Tile lines will improve with age. For once the air can work its way into the soil and consequently induce plant roots to go deeper, quicker drainage will result.

Spacing is important, and soil conditions determine this factor. The spacings can range from 150 feet to 200 feet for sandy soils to not over 30 feet for clay soils. Where funds are limited and there may be doubt about spacing, it might be advisable to space the lines twice as far apart as it seems wise. If additional lines are needed, these can be installed later.

### CATCH BASINS

To guard against lines silting up, catch basins are installed along long lines, every 200 to 250 feet. These should be large enough for easy cleaning and should have bottoms six inches to 18 inches below outlets. Thirty-inch sewer tiles or discarded 50-gallon drums with no bottoms, and holes cut in sides

for inlet and outlet, and a cover are all that is needed.

Catch basins can be used for inspection pits. Periodic cleaning is essential, otherwise their purpose is defeated. Catch basins can also be used: where an important lateral connects into the main line; where several tile lines converge on a main line at one point; if the tile line changes direction abruptly; or where there is a sharp drop in grade.

Tile lines can become inoperative by failure to protect outlet; failure to clean the outlet at least annually; failure to check and clean catch basins; poorly made junctions; wide and unprotective joints; poor grading of trench bottom; poor surface inlets; sharp reduction in rate of slope; breakage by traffic of heavy equipment; and by tree roots entering and filling tile lines.

When completed, map your tile line so that you have a permanent record. Also, the use of a transit or farm level is of utmost importance. Every professional golf course superintendent should have one and use one.

Yes, your drainage system will work, providing you plan it carefully, install it properly and check it regularly. □

About the author—Sherwood A. Moore has served as director and secretary/treasurer on the Executive Committee of the GCSAA, and he was elected president in 1962.

Pro Shops Only  
FOR THE FIRST TIME  
**100% PROFIT**  
ON GOLF BALLS—  
**SPECIAL  
INTRODUCTORY  
OFFER**  
**BUY FIVE DOZEN  
GET  
1 DOZEN FREE**  
INCLUDING FREE  
DISPLAY RACK  
DISTRIBUTORS AND SALES  
REPS. WANTED

## 50 YARDS INCREASED DISTANCE The ELECTRA'S secret is its center !



**Enough energy, if fully unleashed, to smash the  
ELECTRA through a brick wall.**

The center is packed with a new silicon material that stores up power . . . seething energy that explodes into extra yardage the split second your club hits dead center. Thank General Electric research for the silicon center . . . and our own staff of Rubber Scientists for the thin but durable Brazilian balatta cover. To add even more distance . . . we use super thin, live surgical rubber windings which are electronically stretched over the high-energy center at compressions averaging 95 plus. No other manufacturer can duplicate the virtually handmade ELECTRA. We know this because we inspect each ELECTRA after every step, and then again prior to packaging. Only \$2. each; \$19.95 the dozen. Ask your Pro for the "Black Label ELECTRA," available only at pro shops.

**KABRIKO INTERNATIONAL INC., 51 Madison Ave. N.Y. 10010**

This ad seen nationally in Golf Digest