

# Give them what they want — WINE



Nine out of 10 golfers drink wines, but one club in three doesn't serve wines. This is the surprising conclusion of a national survey just conducted for GOLFDOM.

These statistics are startling when one considers the increasing consumption of wines. Many club managers obviously have not done a thorough job on their homework when it comes to modern management of food and beverage facilities. Over the past decade, it has been found that increased wine consumption at country clubs is directly related to increased use of food and beverage facilities in general—and increased revenue. However, the survey indicates that many managers are neglecting this potential source of additional profits. Although several factors come into play when pricing wines, a club could start at twice cost on less expensive wines or set a \$3 profit on a bottle of more expensive

wine. And these are likely to be additional beverage profits, since wines consumed with meals generally do not cut into liquor sales. In addition to the financial side, the following survey results point out that many club managers are ignoring a primary facet of good management—and that is to serve to the tastes of your members.

A questionnaire was sent out early this spring to find out from golfers what their attitudes were about wine. Wine drinking has been increasing spectacularly over the past decade, particularly among people under 25, who have discovered the pleasure of wine drinking and are developing more discriminating tastes for wines than those of the preceding generation. Individuals who reached maturity in the forties and fifties, like their forebears, favor a narrow range of drinks, but younger people deviate from this past norm and are curious about a wide variety of beverages. Nowhere is this more apparent than in mat-

*continued*

Golfers' interest in wines is higher than that of the general population, but ironically one club in three doesn't serve wines

By **WILLIAM MASSEE**

PHOTOGRAPHED BY LEONARD KAMSLER



## GIVE THEM WHAT THEY WANT

*continued*

ters of wine, consumption of which has just passed one gallon per person in this country.

Greatest growth has been in table wines. The GOLFDOM survey strongly indicated this. Of the 493 responses to a question on wine categories, 179 showed a preference for table wines, 131 for sparkling wines or champagnes, while additional choices were evenly divided between vermouth and other aperitif wines. Dessert wines, once most popular of all, were lowest on the list. Samples of golfer preference in wines in general seem to follow the trend of the younger, more venture-some drinkers, since the table wine category offers a wide selection. The striking indication is that club managers seem to be lagging far behind the trend toward wine drinking. Even in the Northeast, the most popular wine drinking region, one-third of all respondents' clubs do not serve wine. And in the progressive Pacific region, which includes the great wine producing state of California and the vacation state of Hawaii, only 57 per cent of the country clubs serve wines—a figure that becomes more sur-

prising when compared to almost 62 per cent in the Midwest, generally considered a bastion of conservatism.

To get some idea of wine preferences, a random list of 20 brand names was composed. The list included producers of both popular and premium wines in New York and California, and eight European houses, including two champagnes. Golfers were asked which of the wines they have tried during the past year.

Of the 10 leading brands, five were from California, two from New York and one each from Italy and Portugal. The 10th was a catch-all category, called "French table wines," and this was set apart on the listing, with another general category simply labeled "Other." In the Northeast, where imported wines seem to be strongly preferred in most surveys, only three European brands replaced their California peers, which followed closely after. In the Pacific states listing, one of the New York wines was replaced by an aperitif which has a French name, but which is made in this country.

This would seemingly indicate that club owners would do well to stock a selection of California and New York state wines, at

least, and the preceding question confirms this notion, for 78 out of 100 people indicated they drank wine while dining out, as well as at home. In the Southwest and Pacific states, where fewer country clubs serve wines than in other regions, more people—over 82 per cent—claim to drink wines under these circumstances than in other parts of the country. Inasmuch as half the brands in these regions were other than Californian, a somewhat wider selection is indicated for club shelves.

A further clue to the present broadness of American wine drinking habits is indicated by the choices among the list of brands. Any particular market may have a favorite brand or two that is in the lead by 10 per cent or 20 per cent, but after that, very little separates the next dozen brands. It is almost as if people liked the idea of drinking wine, and choice was secondary, particularly where choice was limited. This would indicate that a relatively few number of choices over a wide range would appeal to most of the clientele. Other surveys bear this out.

New York, Los Angeles and San Francisco are the top wine markets in the country, followed by Detroit and Chicago for table wines, with places such as Boston, Philadelphia and Washington, D.C., not far behind, trailed by the bedroom areas of Connecticut, northern New Jersey and Los Angeles county. It is not at all surprising that wine sales follow the city and suburban markets, where country clubs are located. What is surprising is that country clubs pay little attention to such results, which have been conducted for years by Time Magazine and others.

The general assumption on the part of hoteliers and restaurateurs, for instance, is that imported wines and spirits are desired by the public. Certainly, they are more desirable from the selling point of view because the prices charged can be higher. The

**Wine preferences of golfers**

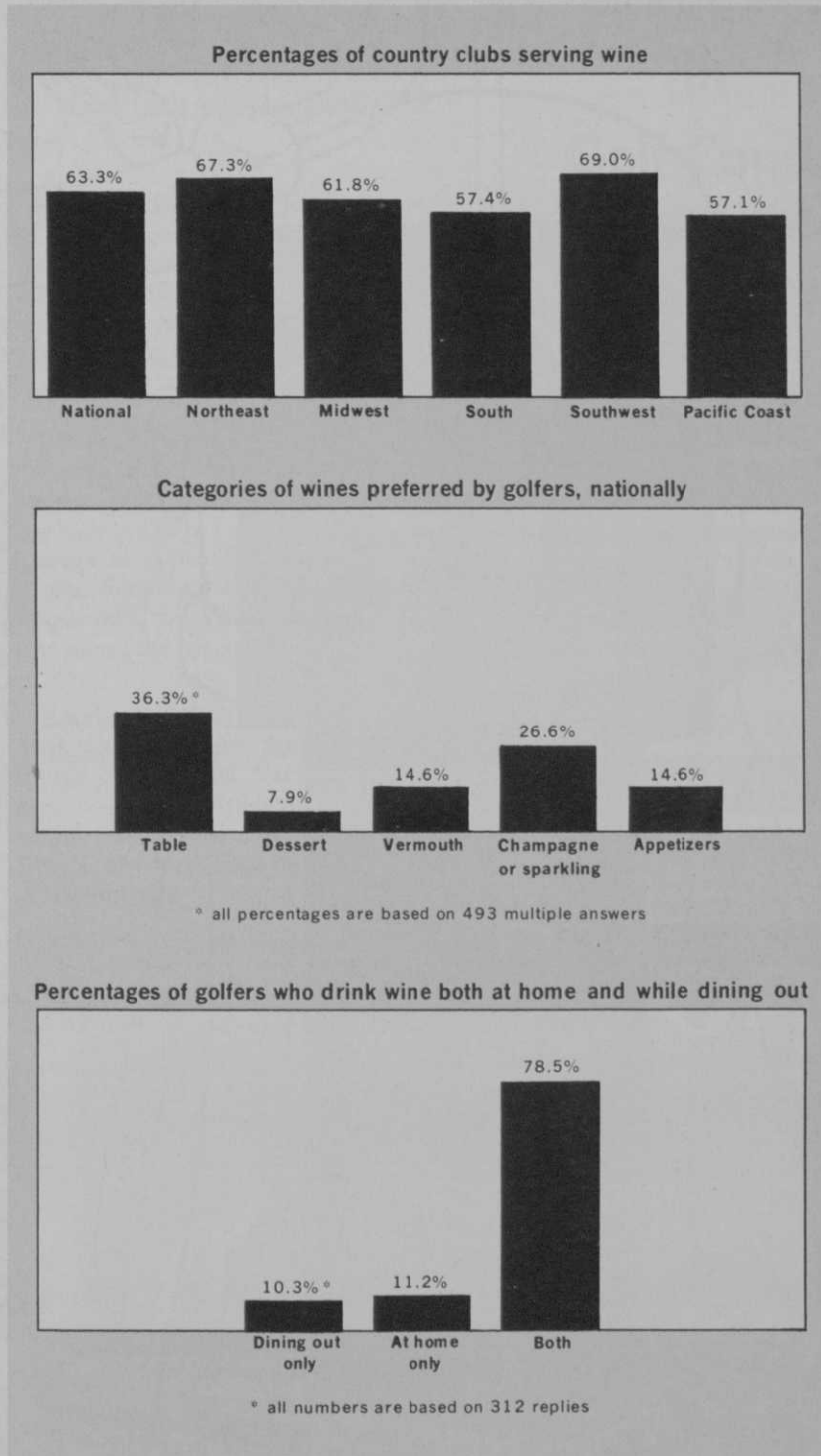
	Imported	Domestic	Both
Northeast	30.5%	37.8%	31.7%
Midwest	28.0%	48.0%	24.0%
South	29.1%	49.1%	21.8%
Southwest	24.0%	48.0%	28.0%
Pacific Coast	19.5%	68.3%	12.2%
National	27.0%	49.1%	23.9%

results of the GOLFDOM poll show a different trend.

The question was asked whether imported or domestic wines were preferred. Domestic is a loaded word, implying negative characteristics, and was used deliberately, instead of American, which has neutral or positive overtones. Even so, 49 per cent of the respondents claimed to prefer domestic wines, 24 per cent replying that they liked both domestic and imported wines. Preferences for domestic wines were highest in the Pacific states (68 per cent), balanced by a 30 per cent lower rating in the Northeast, while other regions were close to the national averages.

This decisive result warrants some comment because it indicates that not only has the public come of age (drinking wine has become almost a part of daily life for a large segment of the population), but so has the American wine industry (by providing palatable wines at reasonable prices). The most popular brand of wine in the Northeast and South was Taylor, the most popular brands on the Pacific coast were Paul Masson and Christian Brothers, all quality producers. Brands of popular-priced wines appeared high in every region, Gallo in the Northeast and Midwest and Italian Swiss Colony leading in the South and Pacific area. Only one wine readily identified as Kosher was on the list, Mogen David, and this scored generally high everywhere, leading in the Midwest and Southwest; this indicates that there is still a big market for sweet wines in all areas of this country.

But the change is noticeable. Even in traditionally conservative areas, very few people say they drink wines only rarely. Nearly 17 per cent of respondents in the Midwest and Southwest said they drank wines rarely, the figure dropping to 14 per cent in the South, 6.5 per cent in the Northeast and 4 per cent on the Pacific

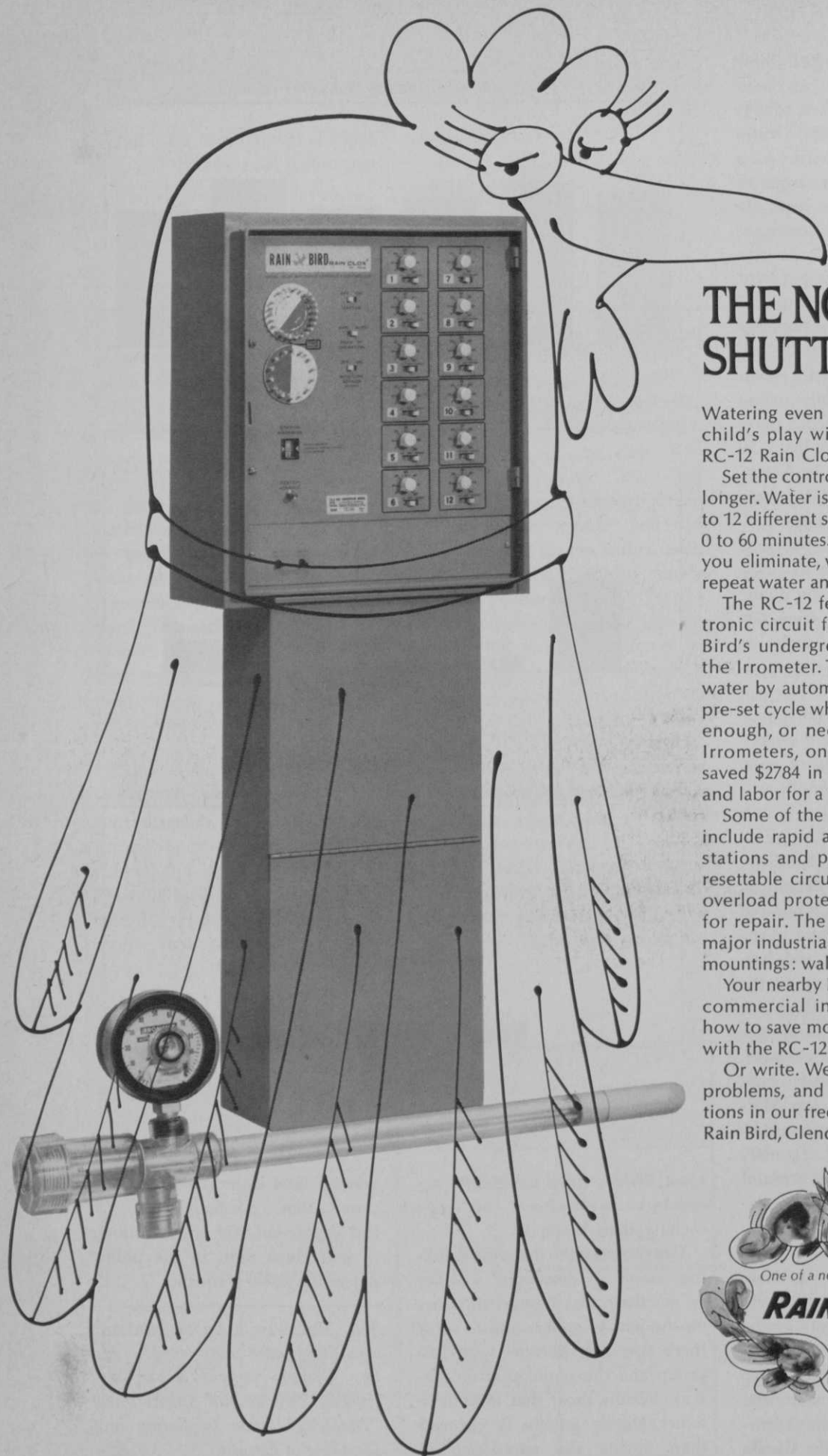


coast. Wines have far greater acceptance everywhere, at least socially, than do spirits.

GOLFDOM sought the wine drinking survey to determine whether or not there was interest in wines on the part of golfers and to see if there was any parallel with this group and the population in general. Results show that interest in wines among golfers is stronger than among the population in

general. And ironically, the survey shows that, presently, there is less opportunity for wine drinking at golf clubs than in the public places the golfer frequents. □

*Mr. Masee is a public relations consultant and wine expert. He has written several books, including "Wines and Spirits" and "Masee's Guide to Eating and Drinking in Europe."*



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Set the controls for a 14-day cycle, or longer. Water is automatically shuttled to 12 different stations for durations of 0 to 60 minutes. And other controls let you eliminate, water, or automatically repeat water any individual station.

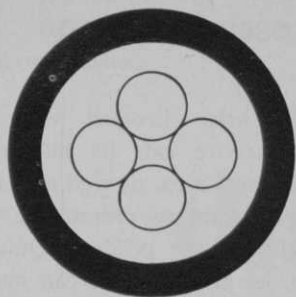
The RC-12 features a separate electronic circuit for incorporating Rain Bird's underground moisture-sensor, the Irrrometer. This device helps save water by automatically overriding the pre-set cycle when the turf already has enough, or needs more water. With Irrrometers, one Rain Bird customer saved \$2784 in the first year on water and labor for a 10-acre park.

Some of the RC-12's safety features include rapid advance to by-pass off stations and prevent pump damage, resettable circuit breakers for current overload protection, and easy access for repair. The RC-12's design won a major industrial award. And it has two mountings: wall or pedestal.

Your nearby Rain Bird distributor or commercial installer can show you how to save money and get better turf with the RC-12. Give them a call.

Or write. We're serious about your problems, and you'll find many solutions in our free industrial turf catalog. Rain Bird, Glendora, California 91740.





## PEOPLE IN THE NEWS

**Edwin L. Parker**, president of A.G. Spalding & Bros., Inc., retires. Succeeding him as interim president is **P.M. Grieve**, president of Questor Corp., the parent company.

**Gerard P. Magee** is a new regional sales representative for Jacobsen Mfg. Company's Chief line of lawn and garden tractors. He covers Michigan, Ohio, Kentucky, W. Virginia, New York, Pennsylvania and Maryland.



*E.E. Flynn*

Retiring after 15 years as comptroller and chief financial officer of Dunlop Tire and Rubber Corp. is **Dana G. Wager**. **Elmer E. Flynn** succeeds him.

Joining the sales staff at Aquadial is **Dave Wilcox** as district manager, covering Alabama, North and South Carolina, Georgia and Florida.

**William C. Kaesche** is vice president, manufacturing, engineering and purchasing for Velsicol Chemical Corp. **Russell L. Carsen** becomes manager, agricultural chemicals, marketing research. Also, Velsicol appoints

three regional managers of its Agricultural Div.: **G. Quentin Brown**, Midwest; **Eugene Taylor**, Northeast, and **Philip Snow**, South.

**Robert A. Wieland Jr.** moves up to the position of executive vice president of Shakespeare Company. Moving into Wieland's former position of vice president-manufacturing is **Bernard H. Lavins**.

**James V. Gear** moves up into the position of manager of the Ambler pipe plant, Certain-teed Products Corp. **Charles L. Ladner** is controller, Pipe Div., of the company, a position previously held by **Paul B. Gilpin**, who joined the corporate staff.

**Edwin H. Wingate** joins Toro Mfg. Corp. as vice president in charge of personnel planning and administration. Appointed marketing representative for the company's turf products is **Edward A. Hunnicutt**.



*J.A. Hillerich III*

The board of directors of Hillerich & Bradsby elected **J.A. Hillerich III** president of the firm. He succeeds his father, J.A. Hillerich Jr. who died on January 5.

**John E. Larson** is vice president-market planning of the Charles A. Eaton Company.

**B.R. "Mac" McLendon** becomes a member of A.G. Spaulding & Bros. staff of golf consultants.

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## CLOSED-CIRCUIT TV

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their help. Product warranties and service can be handled in your local area, as well as rentals, if you want to pretest the practicality of the product. Quite often, he and his staff can make a detailed study, blue print present and future installations and aid you in presenting the total concept to your officers or board.

If courses, clubs and golf executives are to handle successfully the current problems of labor shortages, rising labor costs, unskilled personnel and the shorter workday and concurrently provide members with the security, service and attention they are entitled to, then all available technological resources must be used. However, the club industry, the managers, the superintendents and the pros have failed to recognize this. If a pro can teach a golfer to swing properly, could not the same device be used by the superintendent to show on tape how to properly mow a green or to place a pin or rake a trap? Could not the manager train waitresses and busboys with a pre-recorded tape?

A closed-circuit TV can provide complete security for a club, pro shop and grounds department from a central monitoring location with telephonic communications to the police or fire departments. One employee in the rack room or club shop could still watch for customers on the sales floor.

Is this not a way in which more activities, more service and more attention could be directed to the individual member by the all too busy manager, pro or superintendent? Is this not a method in which one person can accomplish more in less time?

One of the deterrents of a closed-circuit TV system could be its cost. However, if one man can provide surveillance, security and

continued on page 58

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## CLOSED-CIRCUIT TV

continued on page 56

service to an entire club between midnight and 8:00 a.m. at \$350 plus an investment of \$5,000, then at this rate, with the elimination of a second man, this equipment would pay for itself in a year and a half.

If the golf course superintendent invested \$10,000 in video equipment, eliminating the need for one man at \$2.50 an hour, he would have paid for his equipment in less than two years. An average superintendent could have one man less if he could locate all the golfers on his course and not have men waiting for golfers to play by to rake traps, mow greens or cut fairways. Here are a few ways in which an average club might use TV.

**Clubhouse:** Using four strategically mounted cameras, one man could watch the entire exterior of

a clubhouse, noting everyone who entered or departed, what they were carrying into or out of the club. He could monitor every car in the parking lot and every employee who entered or left the back door. All of this activity could be taped and later replayed if theft, pilferage or illegal entry occurred. This single man could be in communication with the law enforcement and fire fighting agencies.

**Golf professional:** A golf professional could handle three lessons at one time. Student 1 could be reviewing his lesson while student 2 is reviewing his current lesson and viewing its results. Student 3 could be receiving personal instruction by the professional. If you don't think this will work, visit a busy doctor or dentist.

**Grounds department:** Again with four cameras mounted in towers scanning in a 180-degree

arc continuously, a superintendent in his office could view the entire operations of a 160-acre golf course. He could see where his equipment was operating, which personnel was operating it, how they were performing, when his supplies were being used and why they were in a specific location. By shifting his employees ahead of and behind players, he could place his resources where golfers would receive their greatest benefit.

Before you reject the whole concept of closed-circuit TV, can you remember how many managers said pre-prepared shrimp would be too expensive. Remember the pros who said they could not envision aluminum shafted clubs. Think of the initial reaction to the idea of spraying fungicides from helicopters. Think of when knickers were considered the only appropriate trousers for golf, and when we used to push lawn mowers. □

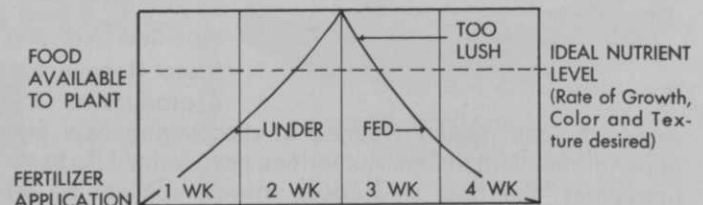
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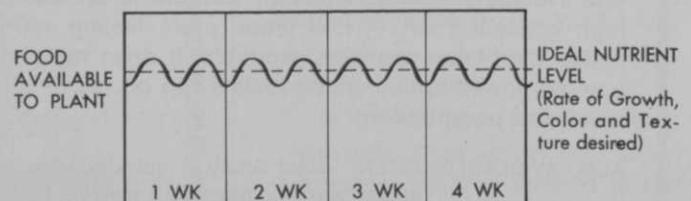
The HYDRO-MATIC System consists of a water sensing device, that precisely measures each gallon of water pumped from the main well pump. This measurement is carried electronically to the "Translator" which directs the feed control pump to automatically inject a pre-set ratio of fertilizer solution into the irrigation system in direct proportion to the water flow.

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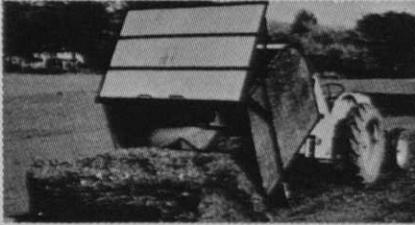
PURCELL COURT / MOONACHIE, N. J.





# GROUNDS MAINTENANCE and TURF EQUIPMENT

## TURF SWEEPER - 720

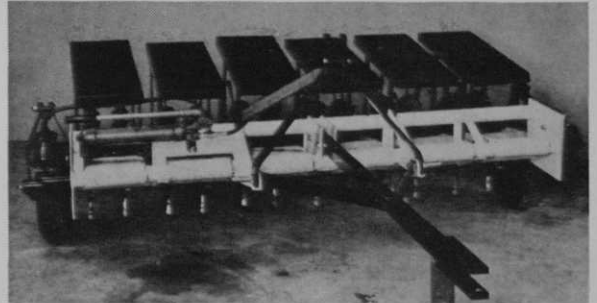


IN DUMPED POSITION  
5 CUBIC YARD HOPPER  
3 POINT HITCH - 5 FOOT WIDTH

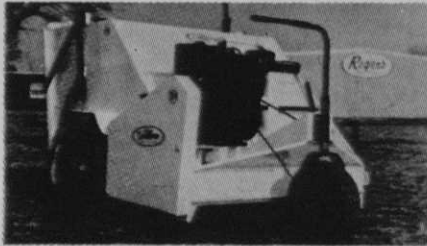
## AERATOR

#590

7' Swath  
3-Point or  
Universal Hitch



## SWEeper - 154

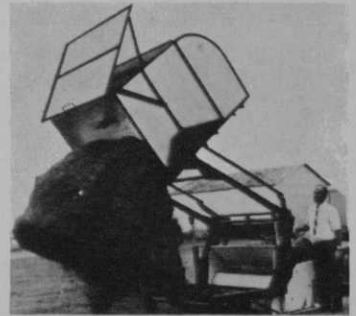


SELF PROPELLED  
1 CUBIC YARD CAPACITY

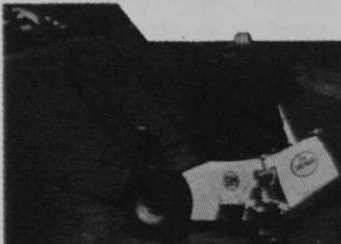
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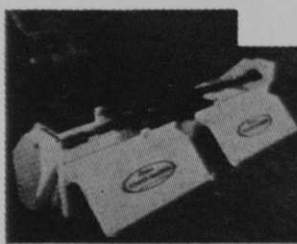


## AERO-BLADE - 509



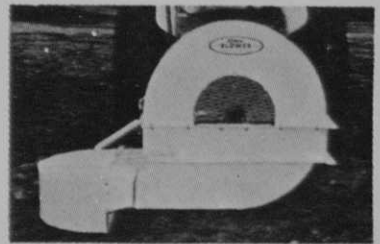
DEEP SHATTER AERIFICATION  
VERTICAL CUTS - SPIKES

## POWER AERATOR - 580



PTO DRIVE  
7' AERATING WIDTH

## BLOWER - 40



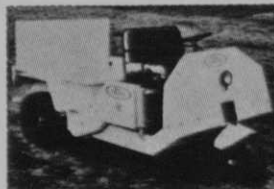
250 MPH BLAST - OPERATOR CONTROLS  
BLOWER DIRECTION - 3 POINT HITCH

## AERO-BLADE-548-WITH SEEDER



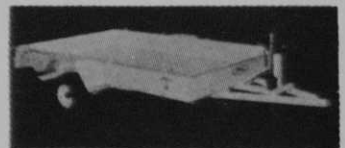
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## PROGRAMMED FOR ACCURACY

*continued from page 50*

ly of any regular watering program. A push on the dew wash button operates all sprinklers for one minimum cycle. Each zone is turned on sequentially and the system shuts down sequentially utilizing full pump capacity without shock to pump or system.

Automatic control of the pumping station is also built into the control panel.

The system, according to its designers, is capable of almost infinite expansion with one master control panel operating as many satellite stations as desired. This makes completely integrated control of a second course entirely possible without the need for a

second master panel.

Added features, that will be offered as options on the setup, are a communications and paging system, made possible because satellite stations are controlled by audio tones similar to the touch tones heard on certain telephone calls. Such tone signals, when transmitted through a loudspeaker, could warn players when a watering is about to take place or page someone out on the course. When the sprinkler system is inoperative, it could also be used as a communications system between members of the groundskeeping staff by providing plug-in telephone units for direct talk communication.

Satellite units are installed in metal boxes that are locked, durable and sturdy enough to prevent tampering. They are plugged into power and communication outlets with a "fool-proof" plug. A simple unplugging will remove the unit for winter storage. The master panel has a test position and test light for checking the operation of each satellite unit before installation at its course position.

The simple-to-operate master panel is in actuality an electro-mechanical computer that can be programmed for correct and thorough course watering in a minimum number of days. Watering problems confronting the superintendent mean that he must restrict the watering of certain parts of the course to set hours, in many instances this requires a man to be in attendance at night; this is an additional labor cost that can be eliminated with the 24-hour programming possible through Cyclomatic.

Cyclomatic is adaptable to all makes of sprinkler and irrigation equipment available today, according to its designers. In short, it does nothing but activate sprinkler heads in a pin-point fashion at a time and for an interval that can be pre-selected and allowed to run for days on a 24-hour basis. □

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