

ANNOUNCING NEW Fiberglass "Tee Marx"

New Lewis tee-markers are impact and weather resistant...in four popular colors.

The latest addition to the Lewis Line from one of the leading fiberglass molders in the country! New fiberglass "Tee Marx" are molded of high-impact fiberglass to give years of durable service on the tee. Fiberglass construction assures long life without danger of cracking or distortion due to water, heat or cold.

Firm Anchorage

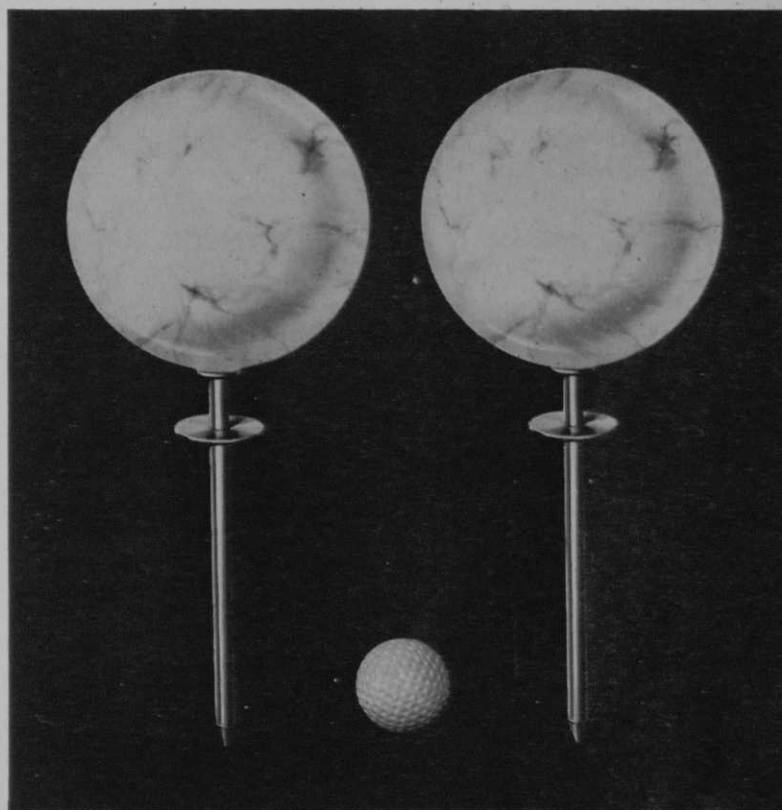
Long 5-inch zinc-plated steel spike anchors "Tee Marx" securely to tee. Protective metal collar on shank holds tee marker exactly 1-inch above turf to prevent browning of grass or indentation of ground.

Attractive Colors

Large 5-inch diameter size of "Tee Marx" assures impressive appearance on the tee. Attractive marbled finish never requires painting, comes in choice of four popular colors — red, white, yellow and blue — to indicate competitive, men's and women's tees.

You'll appreciate having Lewis "Tee Marx" on your tees for their long service life and decorative appearance. Your local Lewis Distributor has samples. Ask to see them.

For complete information on the Lewis Line, write for your free copy of the 1969 Lewis Golf course Equipment Catalog.



Lewis GF-68 budget-priced ball washer features aluminum-fiberglass housing with stainless steel, rubber and nylon fittings. Combines long life with low maintenance.



Tom Burrows, Superintendent of new Playboy Club-Hotel Golf Courses at Lake Geneva, Wisconsin, says "we chose Lewis Line flagpoles because we wanted the best."



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Ball Washers • Practice Markers • Cup Setters & Pullers • Rakes

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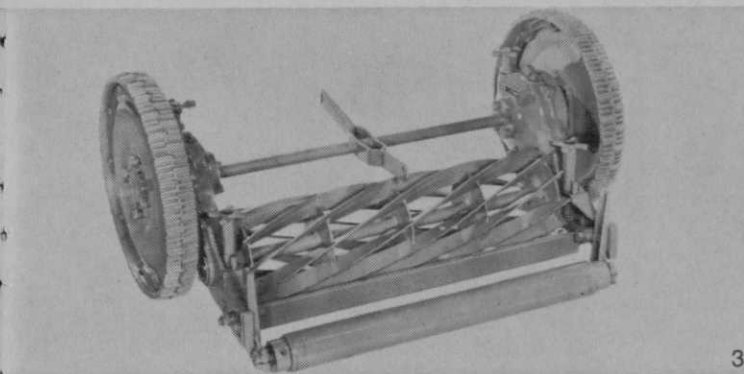
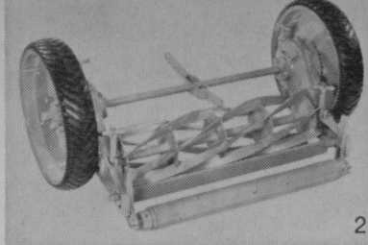
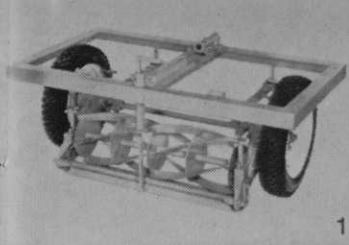
JACOBSEN... leads the gang in gang mowers



GANG UP ON HIGH LABOR COSTS

Gang mowers reduce the man hours to maintain big turf areas. The Jacobsen G-10 is a rugged, beefed-up mowing tractor designed especially for heavy-duty gang mowing and turf maintenance. The G-10 has power to pull up to 11 gang mowers over rolling terrain. Unusually low center of gravity (only 16 inches from ground) makes it very safe and stable. Use it with Jacobsen Fairway or Blitzer units or Ram Lift Ranger. Three-point hitch or PTO available.





1. MEET THE COST-CUTTING GANG

This is the Jacobsen Blitzer. It is very ruggedly built to take abuse and pounding while mowing rough grass at high speed. Articulated frame design permits each gang to hug ground contours. Large diameter reel gathers in tall grass. Can be pulled by any tractor with draw-bar hitch.

2. HERE'S THE GANG FOR SMOOTH TURF

If you have large, smooth turf areas, the Jacobsen Fairway Gang is what you need. Fairway Gangs will put a fine lawn look on golf courses, parks, schools, estates, institutional and industrial grounds. Very efficient with low maintenance costs. Fully articulated frame, travels over rolling, uneven ground without scalping or skipping.

3. A SPECIAL GANG FOR FINE TURF

If you have big tracts of short, close, fine grass you need a high frequency mower, the Jacobsen 10-blade Fairway Gang. Jacobsen developed this gang just for golf courses with super fine fairway grass. Articulated frame design.

4. THE GANG YOU PUSH AROUND

If you want a perfectly smooth finish without wheel marks or streaks of uncut grass, front mowing is what you need. Here's the Jacobsen F-10 Mowing Tractor pushing 7 mowing units. The operator has full visibility of each unit at all times. F-10 as shown can mow up to 60 acres per 8 hour day.

5. THIS GANG CAN REALLY MOVE

The Ram Lift Ranger is a dependable unit to maintain a fast mowing schedule when there's travel from job to job. Usable with any tractor having SAE remote ram hydraulic system. Hydraulic system raises units for travel.

6. THE GANG FOR 3-POINT HITCH

If your tractor has a 3-point hydraulic lift, the Jacobsen 3-point lift assembly will give you a low cost mowing unit. Use it with either Fairway or Blitzer units. It's fast and efficient for estates, parks, institutions and highways.

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For more information circle number 235 on card

Confessions of a Pro

After working almost 50 years in pro golf, I retired. My wife and I live contentedly and belong to a good golf club with an interesting course and congenial members.

These days there's talk about millionaire golf pros and pros who, although almost unknown, get a quarter-million in prize money in two years, yet complain about what pro golf and the golf public have not done for them. Are my ambition and performance as a club professional hopelessly out of style?

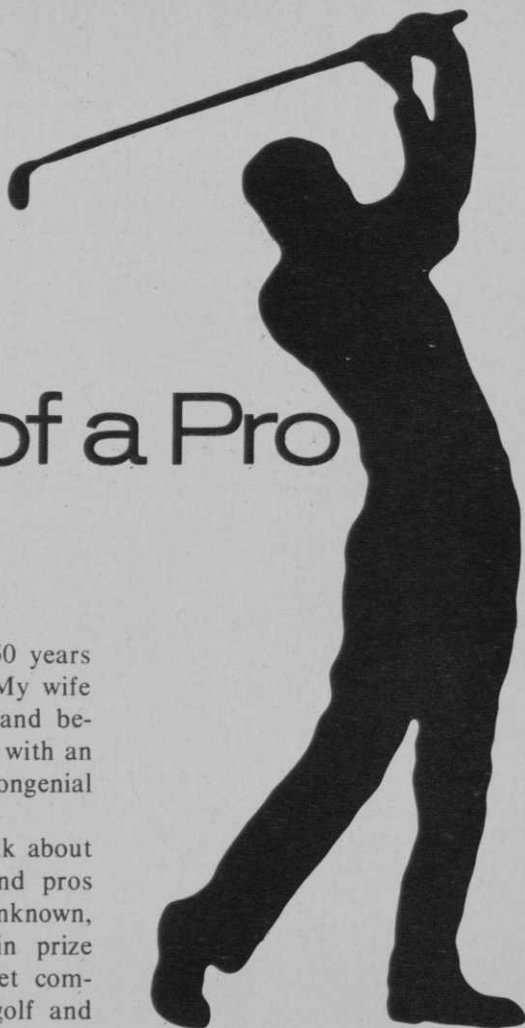
As a club professional, I always have tried to do more for my members and the club than I was paid for doing. Somehow I got the idea I owed that to golf. I am one of a family that has won national championships. I probably have inherited an obligation of service to the game. In these days of playing stars and managers exploiting golf and golfers to the limit, I am merely one of the Happy Golfers' Army.

It could be that even these days with the publicity accent on the "take" rather than on the "give" in golf business, genuine value to the golfer continues to be rated by what help the pro gives amateur golfers, and that encouragement and assistance will continue to be well re-

warded materially and respected by those the pro has served.

The success of the professional depends primarily on the kind of a job he gets. And what an accidental element that is, because so many pro jobs are over-sold. Young men usually go "blind" into pro jobs. Some of them are lads who think pro golf is an easy way of making a living. They may be hard-up and take any sort of a job. This applies to adept amateurs who come out of high school or college, can play fairly well, but not well enough to go on the tour. They haven't any idea what a pro job means, nor do the men who hire them.

These applicants fail to learn how the previous pro did on the job, whether he had been competent, diligent and pleasing, whether he had received patronage of the members, and what



The third article in the "Confessions" series takes a long, backward look at the pro business and asks the question, what is success? **ANONYMOUS**

chances are of improving the revenue. The fellow who is looking for the pro job also ought to have a good idea of what the expenses are. These days the expenses of pro department operation are greater than club officials and members realize and are increasing as members want more service and the pro's employees want more money, easy hours and privileges.

Officials and applicants for pro jobs are inclined to think of the job as paying more than it does. You may hear of a pro job yielding \$25,000 a year before personal income tax. When you stop to analyze the situation, there may be 250 active men and women members. That means the professional has to clear, before taxes, an average of \$100 a year per member. And that's for about a seven month season in midwestern and northern states. To do that, the pro would have to have a membership that averages in gross revenue well over \$200 a year per member.

Ask the club member, who thinks his pro gets \$25,000 a year out of the shop, if the member himself spends \$200 a year in the shop. Not many do.

When I first went to the club from which I retired, I was able to learn what the pro depart-

ment grossed the previous year. I knew something was wrong because the club had the type of membership that wanted the best of everything and was willing to pay for first-class merchandise, service and instruction.

I studied the membership, learned what they expected from a pro, gave it to them and tripled the business my first year there. The next year, I was offered a contract with everything I possibly could ask. That was the only written contract I had in 29 years at the club.

I'll admit I was lucky in working with and for men and women who were well qualified as officials and committee heads of first-class clubs. Some persons seem to be almost born that way. With discreet direction and diplomatic education by a professional whom they realize is a capable and conscientious specialist, they are invaluable both to their club and to its pro.



Being a pro and a club official have changed greatly. Paperwork now is an expensive part of pro business. Accounting for merchandising control, tax, insurance and employee management is a big item that has to be paid for out of the pro's revenue for merchandise and lessons, club cleaning and storage, his salary guarantee and what supervising golf car operations may yield.

The duties and expenses of a modern pro department operation have changed; so now the pro job at a first-class club generally is that of a golf director.

Toward the end of my active career, I didn't have time for as many lessons as I wanted to give or even to play at least nine holes with many of our members.

I'd started in pro golf making clubs and I've never stopped making sure that clubs I sell fit my customers. Learning what the player requires on the lesson tee and by playing with him or her, the experienced professional is able to supply the buyer with valuable, helpful clubs. That type of service from a competent pro is worth a lot of money and strokes to his members.

The member ought to be able

continued on page 86

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Top Pros and the Products they Endorse

This is the only century in which a well-known name will sell a product. The assumption is that whoever buys it is buying not only quality but prestige.

The following is a list of some of the many and various types of merchandise* to which top touring pros lend their names.

Tommy Aaron

Munsingwear shirts; Spalding clubs, golf balls

Frank Beard

Amana Refrigeration Company; Hillerich & Bradsby Power-Bilt clubs; Kentucky Fried Chicken Corp.; Munsingwear shirts

Julius Boros

Astro Turf (consultant); Bellows-Valvair (consultant); Buick Motor Company; Liberty Mutual TV hunting and fishing series; Munsingwear shirts; Wilson clubs, bags, golf balls

Billy Casper

Chrysler Corp.; Cyclo-Massage massage equipment; Etonic shoes; Family Record Plan; Fox Knapp rainwear; Lectron Industries Billy Casper Golf Computer; Maytag Company; Palm Beach sports coats, slacks; Revere Sportswear sweaters, shirts; Sports-O-Tron golf accessories, gloves, practice retrievers; Wilson clubs, bags, golf balls

Bob Charles

Dunlop golf equipment; Etonic shoes; Golf Pride grips; Munsingwear shirts, sweaters.

Bruce Crampton

Dunlop golf balls, clubs, bags, gloves; Etonic shoes; Flexi-Grip Golf Pride grips; McGregor-Doniger slacks, shirts, jackets; Sports-O-Tron golf accessories

Al Geiberger

Munsingwear shirts; Scovill Mfg. Company; Skippy Peanut Butter; Spalding clubs, golf balls

**In the time between writing and publication of the list, contractual changes, which would affect specific endorsements, may have occurred.*

Dave Hill

Etonic shoes; Munsingwear shirts, sweaters, slacks, jackets, socks; Ram clubs

Bob Lunn

Etonic shoes; Golf Pride grips; Izod sweaters, socks, slacks; Sacramento Brand Tomato Juice

Bobby Nichols

Etonic shoes; Hillerich & Bradsby Power-Bilt clubs; Munsingwear shirts; Bobby Nichols Country Club Car Wash; T-S-K dry cleaning

Jack Nicklaus

A.J. Industries golf carts; Dynabal golf accessories; Hart, Schaffner & Marx blazers; Hat Corp. of America hats; Host Pajamas sleepwear; MacGregor clubs, golf balls; Peerless shirts; Plymouth Shoe Company shoes; Poplar Hosiery hosiery; Spatz Brothers boys' jackets; Stern, Merrett Company ties; Jack Summers & Company, Ltd., golf accessories; Robert Lewis Weatherwear men's rain jackets

Arnold Palmer

A.J. Industries golf carts, golf accessories; Bausch & Lomb sunglasses; Robert Bruce knit shirts, sweaters; Etonic shoes; Hal Joseph Hats; Leeds Luggage golf bags; Lewis Marx & Company golf games; Loomtogs women's golfwear; Arnold Palmer Golf Company clubs, golf balls; Arnold Palmer/Sears golf clubs; Pincus Brothers sports suits, blazer suits, country clothes; Kayser Roth socks; Sunstate Slacks slacks, shorts; Windbreaker Danville Company men's and boys' outerwear jackets, non-tailored leisure jackets, all-weather coats; Weldon Pajamas

Doug Sanders

McGregor-Doniger clothes; Pro-mark Signature gloves; Ram clubs

Dave Stockton

Footjoy shoes; Munsingwear shirts; Spalding clubs

Lee Trevino

Blue Bell hats, shirts, slacks, shoes, socks; Dodge Motor Company; Dr. Pepper Bottling Co.; Faultless balls, bags, clubs

Bert Yancy

Footjoy shoes; Golf Pride grips; Jockey shorts, PGA clubs

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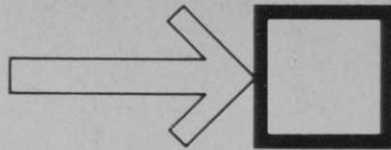
Nickel steel (FOB Des Moines)	Aluminum (FOB Des Moines)
100 — \$20.00	100 — \$12.50
250 — 35.00	250 — 25.00
500 — 52.50	500 — 40.00
1000 — 95.00	1000 — 75.00

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Supply Co.**

Des Moines, Iowa 50313

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COMING EVENTS

Central Plains Turfgrass Conference, Ramada Inn, Kansas State University, Manhattan, Kan., October 15-17.

National Sporting Goods Assn. Western Market, Las Vegas Convention Center, Las Vegas, Nev., October 24-25.

Ninth Annual Missouri Lawn & Turf Conference, University of Missouri, Columbia, Mo., November 5-6.

Professional Golfers' Assn. Annual Meeting, Safari Hotel, Scottsdale, Ariz., November 17-21.

Ohio Turfgrass Conference and Show, Sheraton-Cleveland Hotel, Cleveland, Ohio, December 1-3.

Oklahoma Turfgrass Conference and Show, Oklahoma State University Student Union, Stillwater, Okla., December 3-5.

Minnesota Golf Course Superintendents' Assn. Annual Turf Conference, Lafayette CC, Minnetonka Beach, Minn., December 4-5.

1970

Ten-Week Winter Turf Course, Rutgers University, New Brunswick, N.J., January 4-March 13.

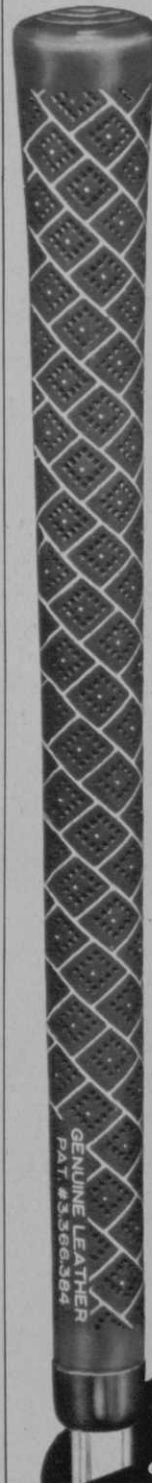
PGA Merchandise Show, PGA National Golf Club, Palm Beach Gardens, Fla., January 24-27.

Annual Virginia Turfgrass Conference, Sheraton Motor Inn, Fredericksburg, Va., January 27-28.

Club Managers Assn. of America Conference, Fairmont Hotel, San Francisco, Calif., February 2-8.

International Golf Course Superintendents Assn. of America Turfgrass Conference and Show, Rice Hotel, Houston, Tex., February 8-13.

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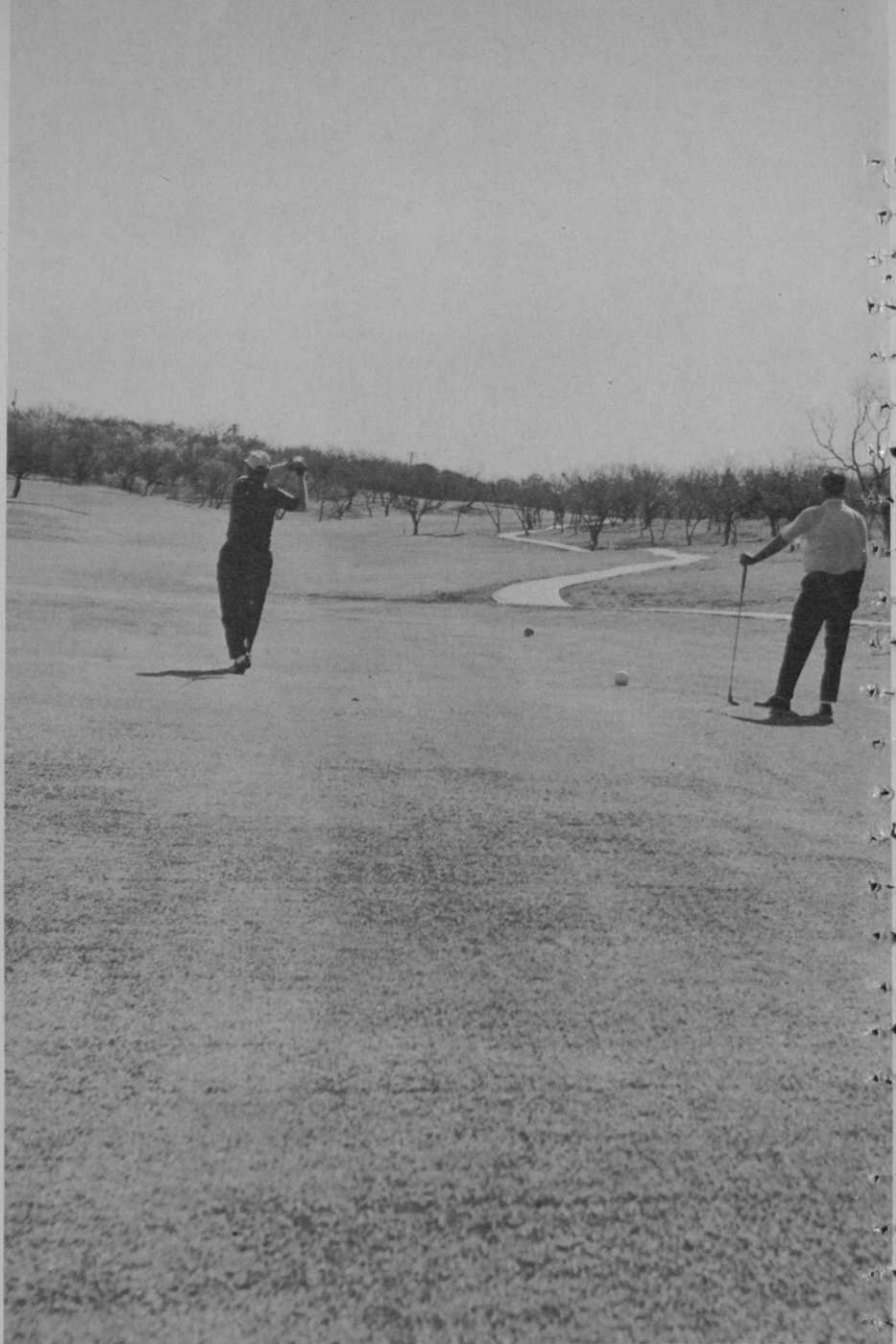


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Paving the Way for the Golf Car Bonanza

Now that golf cars are here to stay—and increasing in numbers—some country clubs have found that their present car paths are inadequate and have begun to replace them with concrete paths



PHOTOGRAPHS COURTESY PORTLAND CEMENT ASSN.



By 1970 it is estimated that in the United States more than 10,000 public and private golf courses will serve thousands of golf addicts, many of whom now are tooling over lush layouts in two-man electric or gasoline cars. In all but a few instances the club garage or car shelter has replaced the caddie shack or stockade. This transfer to mechanization has brought new problems in course maintenance to superintendents.

With the advent of golf cars and their increasing numbers, primitive car paths began haphazardly to appear throughout the fairways of the land. They were made of gravel, chat, stone or asphalt. And problems of maintaining these paths increased right along with numbers of cars using the paths.

However, two country clubs in Texas and one in Oklahoma, at the latest count, are trying to remedy this situation by replacing crumbling asphalt trails with concrete.

The luxurious Las Colinas CC in Irving, Tex., located between Dallas and Fort Worth and the scene of the 69th Annual United States Women's Amateur Golf championship, has built approximately four miles of five- and 10-foot wide concrete car trails during the past year. These trails run from tee to green on 15 holes of the course. The other three trails will be built later this fall when the golfing season slows down.

Sam Moore, Las Colinas pro, says that all concrete trails, along with several prestressed concrete bridges, have replaced the asphalt trails, which were put in when the club was organized and built in 1964.

The Quail Creek CC, Oklahoma City, organized in 1962, originally built several miles of asphalt car trails, but is now replacing them with green concrete trails.

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Ridgewood's Otis Beck (opposite) oversees final stages of path construction. Next step: Applying wet burlap material to implement curving. Turn-around (far left) near Las Colinas' clubhouse is both decorative and functional and the No. 15 tee and fairway (top left) is in excellent condition because cars travel only on trails. A green path (above) blends with its surroundings and does not mar the view for the residents whose homes border Quail Creek.

PAVING THE WAY

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Ernie Vossler, Quail Creek's pro and a former touring pro, says that tee to green trails will be built over the next five years.

Possibly the pioneer of concrete golf trails in Texas is Odis Beck, pro at Waco's Ridgewood CC. Beck, who is tremendously proud of his modern path system, launched a pilot program of concrete car paving in 1966 and easily convinced the club golf committee and board of directors to include a concrete paving item in the annual budget.

By using permanent maintenance crews Ridgewood has been able to build concrete trails for approximately \$1 per running foot. Trails are five-foot wide and four inches thick. Only reusable forming lumber and ready-mixed concrete figure into the actual outlay of club funds.

Las Colinas, which has spent

about \$45,000 on its trails, had about half of them built by contract, but is now using its own crew to do the paving.

Quail Creek's project is being built under contract at 48 cents per square foot.

Ridgewood has paved about a mile of trails since the first pilot job. Plans for about the same length of construction are in the mill for the next two years.

Beck and members of the golf and greens committees had paved first those areas on the course where more drainage facilities were needed. Drainage improvements were worked into the paving program.

Beck says that course maintenance has been reduced since the concrete trails were built. Possibly the greatest advantage of concrete trails, besides cutting maintenance costs, is that car play is possible immediately after a heavy rain, whereas usually af-

ter a heavy downpour, only the walkers are allowed out.

Another factor that all pros consider is the reduced maintenance on electric and gasoline cars. There is less wear on the vehicles if they ride on a smooth surface.

"Repairs to asphalt trails were frequent," Beck says. "Concrete is easier to put down than asphalt because we don't need rollers to compact the surface."

A 25-year PGA member, Beck went to Waco 22 years ago as Ridgewood's first pro. Coach of Baylor University's golf team, Beck has developed several Southwest Conference championship teams and always fields a strong contender.

Moore, Beck and Vossler are in agreement that the concrete trails "ought to last forever" and comment that members operate the cars more carefully.

continued on page 87

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