

BUCKNER MODEL CP-2 CENTRAL PROGRAMMER... MAJOR BREAKTHROUGH IN CENTRAL CONTROL

"Total control" is here.

With the Buckner CP-2 Dual Central Programmer, up to 600 individual sprinkler stations can be controlled from one location. The CP-2 can be operated automatically, semi-automatically or manually with 14-day programming.

Syringe an 18-hole golf course in less than an hour.

Only with the Buckner CP-2 Dual Central Programmer do you get an infinitely adjustable syringe cycle (1.7 to 5.0 minutes). You can override all programmed timing to syringe for dew or frost control with the flick of a switch. An 18-hole course can be in playing condition in less than an hour. This feature alone makes other central programmers seem like crude prototypes.

Sophistication means simplification.

The CP-2 is the ultimate in sophistication. It controls up to 30 Field Controllers from each of two separate and independent sets of controls. It offers adjustable station timing, 0 to 60 minutes, for different soil and turf conditions; instant "off" of all stations when "omit" is desired; automatic starting and stopping of pumps. An automatic rain switch is available.

This sophistication in the CP-2 Dual Central Programmer led to the design of a less complex, low cost field controller, the FC-10. The FC-10 simply activates up to 10 stations at the command of the central programmer for the programmed time.

Compare Central Control with conventional design.

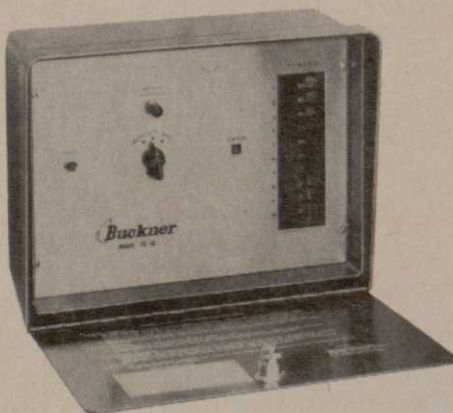
On a typical 18-hole course, a conventional automatic system would

require 12 No. 711EP controllers to operate 143 automatic valves. Each valve on the greens and tees would be on a separate station, but two of the fairway valves would be manifolded together on each station. Each controller would have its own timing program.

The same course, with a CP-2 system, has 23 FC-10 Field Controllers, reducing the distance between valve and controller. All Field Controllers are wired, by a 2-wire system, into the CP-2 Central Programmer, where operation is controlled.

The superintendent can quickly and easily check every sprinkler from the Field Controllers, because they are closer to the valves.

FC-10 FIELD CONTROLLER



A CP-2 system costs \$530 less.

The CP-2 system costs less to install on this course for several reasons. First, because the FC-10 Field Controllers are simpler, they are less expensive. And because they can be

installed closer to the sprinklers they control, more than 40,000 feet less control wire was needed in this installation. So the total installation cost was \$530 less than for the conventional system.

A CP-2 Central Control system costs less to operate, too, because it requires less time, less manpower. "Total control" is achieved by one man, from one place. There's no need to make the rounds of remote controllers, except for occasional inspection. You apply water only when you need it, only in the quantity required.

We can show you the advantages of having a Buckner CP-2 Dual Central Program system. Send in the coupon, and we'll arrange a demonstration.

Buckner

A Division of General Sprinkler Corp.
909 W. Nielsen Ave., P.O. Box 232
Fresno, CA 93708

Here's my name and phone number.
Please arrange a demonstration of
the CP-2 Dual Central Programmer.

NAME

TITLE

CLUB

TELEPHONE

ADDRESS

CITY/STATE/ZIP



Great putts are sunk on **AGRICO® greens**

That's because most golf superintendents rely on Agrico Country Club Fertilizers for top-notch greens.

Agrico greens are thick, smooth, springy, and true. The kind that builds putting confidence . . . brings out the best in a golfer. That helps keep your members enthusiastic about your course . . . a golf superintendent's dream.

Write us about Agrico's Custom-Tailored Golf Course Program. Maybe we can make your dream come true.



AGRICO® COUNTRY CLUB FERTILIZERS

AGRICO Chemical Company, Memphis, Tenn. 38117
Division of Continental Oil Company • Phone (901) 682-1561
Sales Office: Carteret, N. J. 07008 • Phone (201) 541-5171

Your last lawnmower.



People seldom replace Locke lawnmowers. We planned obsolescence out in the beginning, and we still manufacture every reel, sprocket and gear ourselves. Some of our mowers are still mowing strong after 35 years of constant service.

And since then, we've made countless minor improvements that make them last even longer and cut even better.

Recently we came up with one more thing to make your job easier. It's the Locke Mowing Time Computer, a handy gadget that lets you figure approximate mowing time for any lawn, using any lawnmower.

We'll send you one, along with information on why the Locke Mower is the final choice at so many golf courses. Just send us the coupon.

Please send me the Locke Mowing Time Computer, and information on the Locke Mower. I enclose 25c for postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

Locke Manufacturing Company
1085 Connecticut Avenue
Bridgeport, Connecticut 06607



G-B

The one that lasts

For more information circle number 228 on card

Remember Rumpelstiltskin – the little guy who spun hay into gold?



There's a twentieth century version of this story that can turn all your 1970 golf equipment into dollars! It's no fairy tale and a lot easier to pronounce—GOLF Magazine!

GOLF's March issue will work its magic on 450,000 top golfing families with a special equipment section that will make buyers out of browsers. After the enticement of GOLF's comprehensive and instructive equipment coverage and its showcase of colorful equipment advertising, golfers will be itching to rid themselves of those old sticks and head straight for their pro shops for a buying spree.

And the pro shop support does not begin and end with GOLF's March issue. GOLF is going to try its level best to make sure you sell everything—right down to the last golf ball. Throughout the year, GOLF will be creating better customers for you with equipment-related articles and advertising of the pro-line merchandise you sell.

The GOLF reader is your best buying prospect. He plays more and spends more. Therefore, GOLF could be the best salesman you've ever had. It will pay off in solid sales for you to get GOLF into your members' hands. And here's an opportunity to do so through this special "no risk" deal.

At absolutely no obligation to you, we will send a specially designed merchandising rack containing 15 copies of the current issue of GOLF. For each copy sold

you keep 24¢; send us 36¢. Each issue will be sent to you as it is published. All unsold magazines are fully returnable for credit. No cash in advance. There's nothing but profit for you. Fair enough? Write today for your copies and let GOLF do a job for you right in your pro shop.

GOLF

WORLD'S LARGEST GOLF MAGAZINE

GOLF, Dept. 969
235 East 45th St.
New York, N.Y. 10017

Please send 15 copies of each issue of GOLF, as published, and a free rack to me at once. I want to put GOLF to work in my shop. I pay only for copies I sell, and all unsold copies are fully returnable for credit.

NAME

CLUB

ADDRESS

CITY STATE ZIP

COMING EVENTS

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

National Golf Show, Civic Auditorium, San Francisco, Calif., February 11-14.

Cornell (New York) Turfgrass Conference, Cornell University campus, Ithaca, N.Y., February 23-26.

Penn State Turfgrass Conference, Penn State campus, University Park, Pa., February 23-26.

Midwest Regional Turf Conference, Purdue University, Lafayette, Indiana, March 2-4.

Annual Fine Turf Conference, Highpoint Motor Inn, Chicopee, Mass., March 4-6.

Annual Turfgrass Conference, Roosevelt Motor Hotel, Cedar Rapids, Ia., March 9-11.

1st International Panorama of Golf, Riviera Hotel and Country Club, Palm Springs, Calif., March 12-15.

Maine Mid Winter Turf Conference, Steer Inn Motor Lodge, South Portland, Me., March 18-19.

Rocky Mountain Golf Management Seminar, Boulder Country Club, Boulder, Colo., March 30.

Annual Hardware Show, Coliseum, New York City, October 12-15.

THE WORRY-FREE **LESTER-MATIC** CHARGER

Even your greenest employees can keep carts fully, dependably charged with a Lestermatic. Foulups are eliminated.



Set it and forget it. Works automatically. Charges carefully, precisely to give you maximum battery hours. Proven a wise investment by courses nationwide. See your distributor or write for complete specifications.

BATTERY STRETCHER

LESTER ELECTRICAL

625 West A St.
Lincoln, Neb. 68522

LESTER EQUIPMENT

151 West 17th St.
Los Angeles, Calif. 90015

For more information circle number 215 on card

INDESTRUCTIBLE

New Invention...

RANGE BALLS 22¢ EACH

Revolutionary new solid-state range ball construction. Almost impossible to cut, crack, break, chip, peel, smash, nick or smile.

Triple coated with velvet-white polyurethane enamel.

Wash them, scrub them, the more you wash the brighter they get.

Red Striped. Satisfaction guaranteed.

72 dozen per case. Shipped F.O.B.

Warehouse Jersey City, N.J.

For complete information write or phone

KABRIKO

51 MADISON AVENUE,
N.Y., N.Y. 10010

PHONE: 685-5998

World's Largest Overseas

Manufacturer of

Range Balls



For more information circle number 165 on card

Professionals

... fought back last summer's bad weather and sales lag
to top record revenues made in 1968

Gross Pro Shop Sales

Type of Course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$4,500	\$14.4 million	\$3,800	\$12.2 million	\$1,300	\$4.2 million
1969	\$5,700	\$18.3 million	\$4,000	\$12.8 million	\$930	\$3 million
Semi-private						
1968	\$4,600	\$11 million	\$2,700	\$6.5 million	\$1,000	\$2.4 million
1969	\$3,700	\$8.9 million	\$3,300	\$7.9 million	\$810	\$1.9 million
Hotel/Resort						
1968	\$1,200	\$460,000	\$3,400	\$1.4 million	\$960	\$384,000
1969	\$2,100	\$851,000	\$2,700	\$1.1 million	\$340	\$134,800
Public						
1968	\$5,000	\$8.3 million	\$2,600	\$4.4 million	\$630	\$1.1 million
1969	\$4,600	\$7.7 million	\$2,500	\$4.2 million	\$710	\$1.2 million

Type of Course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$2,600	\$8.4 million	\$3,300	\$10.7 million	\$2,300	\$7.6 million
1969	\$2,600	\$8.4 million	\$4,800	\$15.4 million	\$5,600	\$17.9 million
Semi-private						
1968	\$2,400	\$5.8 million	\$3,000	\$7.3 million	\$2,300	\$4.7 million
1969	\$4,700	\$11.4 million	\$4,900	\$11.7 million	\$2,600	\$6.1 million
Hotel/Resort						
1968	\$1,200	\$493,200	\$3,300	\$1.3 million	\$4,200	\$1.7 million
1969	\$2,700	\$1.1 million	\$5,400	\$2.1 million	\$3,700	\$1.5 million
Public						
1968	\$520	\$867,400	\$770	\$1.3 million	\$1,300	\$2.2 million
1969	\$980	\$1.6 million	\$910	\$1.5 million	\$520	\$870,700

Despite pros' complaints about bad summer weather over much of the nation in 1969, pro shop sales apparently rallied during the latter part of the year when many golfers enjoyed lengthy Indian summers. With only two

exceptions, total pro shop sales in each product category made some hefty increases over what many pros consider the record year of 1968. GOLFDOM's Second Annual Marketing and Research Study found that the esti-

mated 7,700 pro shops at the nation's regulation golf facilities sold \$247.7 million worth of merchandise in 1969—\$49.7 million, or 25.1 per cent, over 1968.

Examining the 1969 national

continued

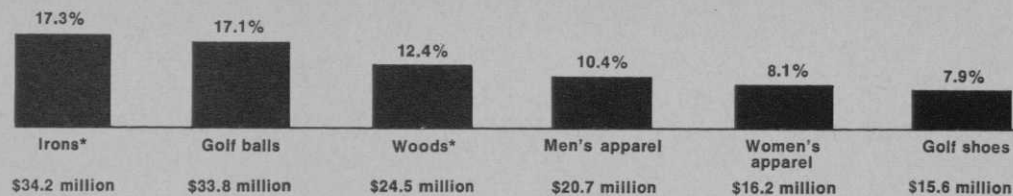
Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$650	\$2.1 million	\$1,600	\$5.2 million	\$580	\$1.9 million	\$4,600	\$14.8 million
\$680	\$2.2 million	\$2,300	\$7.5 million	\$430	\$1.4 million	\$6,800	\$22.1 million
\$590	\$1.4 million	\$990	\$2.4 million	\$370	\$881,500	\$4,700	\$11.3 million
\$710	\$1.7 million	\$1,900	\$4.6 million	\$580	\$1.4 million	\$6,000	\$14.4 million
\$150	\$60,000	\$740	\$294,000	\$210	\$82,400	\$4,200	\$1.7 million
\$210	\$85,600	\$550	\$221,200	\$220	\$86,000	\$3,800	\$1.5 million
\$200	\$328,600	\$1,100	\$1.9 million	\$520	\$859,000	\$3,600	\$6.1 million
\$220	\$363,600	\$1,100	\$1.8 million	\$220	\$358,600	\$4,600	\$7.7 million

Golf gloves		Novelties & Gadgets		Other	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$1,400	\$4.5 million	\$1,800	\$5.8 million	\$2,000	\$6.4 million
\$1,500	\$4.8 million	\$1,400	\$4.5 million	\$2,300	\$7.4 million
\$980	\$2.4 million	\$770	\$1.9 million	\$1,200	\$2.9 million
\$940	\$2.3 million	\$1,900	\$4.5 million	\$660	\$1.6 million
\$1,200	\$476,000	\$330	\$130,000	\$3,300	\$1.3 million
\$2,300	\$914,000	\$1,100	\$444,400	\$4,000	\$1.6 million
\$690	\$1.1 million	\$260	\$437,000	\$220	\$362,000
\$1,000	\$1.7 million	\$540	\$894,000	\$490	\$815,700

See page 60 for explanatory notes on tables and graphs.

Gross Pro Shop Sales 1968 National Grand Totals

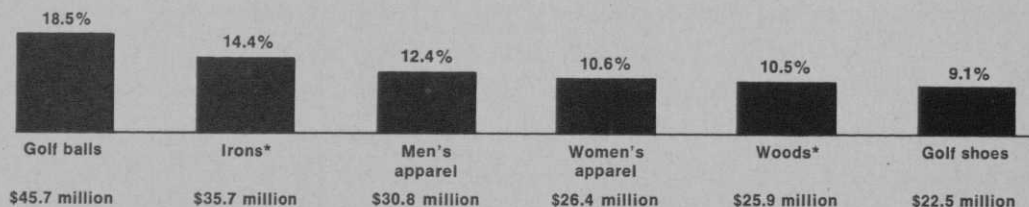
100% = \$198-million



*Sales of the four golf club categories combined totaled

Gross Pro Shop Sales 1969 National Grand Totals

100% = \$247.7 million (up 25.1% from 1968)



*Sales of the four golf club categories combined totaled

PROFESSIONALS

continued

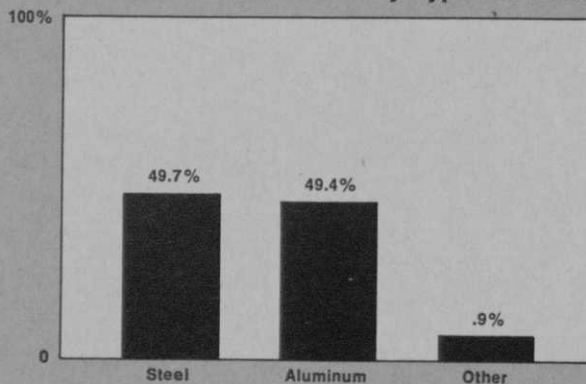
grand total for sales in each category revealed the following percentages of increase in dollar volumes over 1968: women's apparel, up 62.9 per cent; men's apparel, up 46.9 per cent; golf shoes, up 44.2 per cent; golf bags, up 43.8 per cent; utility clubs, up 43.6 per cent; golf balls, up 35.2 per cent; woods, up 25.1 per cent; novelties and gadgets, up 24.1 per cent; golf gloves up 15.5 per cent; irons, up 4.4 per cent; other, or miscellaneous, products, up 4.6 per cent. Putters and headcovers were the only two categories which showed decreases in total national dollar volumes—down 21.1 per cent and 13.5 per cent respectively.

Comparing these same 1968 and 1969 dollar volumes in terms of each product category's percentage of total national pro shop sales appears to back up pros who said that golfers were holding back on major purchases of new equipment last summer. This hesitancy apparently caused some re-shuffling among the leading dollar volume products. In 1969, irons dropped back to second place, constituting 14.4 per cent

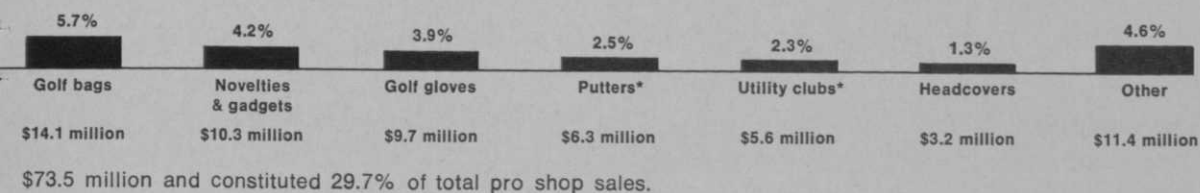
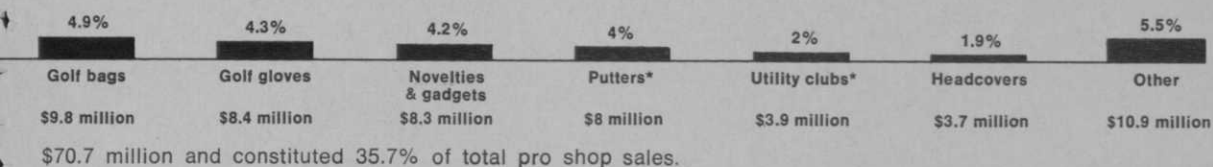
Golf Club Sales by Types of Shafts*

Type of Course	Steel	Aluminum	Other
Private	42.9%	55.3%	1.8%
Semi-private	54.3%	45.1%	.6%
Hotel/Resort	51.4%	48.6%	0%
Public	64%	36%	0%

National Golf Club Sales by Types of Shafts*



* Figures show percentage of total golf club sales accounted for by each type of shaft.



of total national pro shop sales, as compared to 17.3 per cent in 1968. Golf balls, a fast-moving item, moved up one notch to first place, accounting for 18.5 per cent of total national pro shop sales, versus 17.1 per cent in 1968. Men's apparel and women's apparel moved into third and fourth places, respectively, pushing woods back from third place in 1968 to fifth place in 1969. However, if all golf club categories are combined—irons, woods, putters and utility clubs—they constitute 29.7 per cent of total national pro shop sales in 1969, as compared to 35.7 per cent in 1968.

Pros were asked to break down their golf club sales by types of shafts. Overall response, combining pro shops at all types of courses, indicated almost an even split between conventional steel and aluminum shafts—49.7 per cent and 49.4 per cent of club sales respectively. Clubs with other types of shafts constituted only .9 per cent of the sales.

Pro income from golf lessons remained rather stable. Pros at private clubs had the greatest, but still a modest, gain, going from an average of \$2,500 in 1968 to \$2,800 in 1969. Public course

continued

Do You Earn Prize Money from Tournament Play?

Type of course	Yes	No
Private	55%	45%
Semi-private	31.9%	68.1%
Hotel/Resort	20%	80%
Public	33.3%	66.7%
Per cent of total response	41.2%	58.8%

Average Amount Won by Pros Who Earn Money from Tournament Play

Type of course	Average earned
Private	
1968	\$1,500
1969	\$1,400
Semi-private	
1968	\$2,500
1969	\$1,700
Hotel/Resort	
1968	\$1,100
1969	\$800
Public	
1968	\$1,200
1969	—*

* Insufficient response to derive valid average

PROFESSIONALS

continued

pros reported an average decrease of \$100 from \$1,600 in 1968 to \$1,500 in 1969. However, overall response, combining all course types, showed a 7.7 per cent increase in total national pro income from golf lessons.

Some 41.2 per cent of the pros responding indicated that they earn money from tournament play. (It should also be noted that some pros earn additional income through golf car rentals. See page 82.) Pros at semi-private clubs had the highest earnings averages from tournament play in both 1968 and 1969. □

Notes: This golf professional study does not include non-regu-

lation facilities (par-three, executive, etc.), since the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities or the nation's golf facilities, it should be understood that we mean pro shops at regulation golf facilities only.

The term "golf facility" itself refers to an entire golf establishment. Therefore, a club with two or more courses is considered to be one golf facility, since the courses are under the same management and share the same pro shop, clubhouse and other club facilities.

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major

golf equipment manufacturers, GOLFDOM estimates that there are a total of 7,700 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: 3,230 private club pro shops; 2,402 semi-private club pro shops; 400 hotel/resort course pro shops, and 1,668 public course pro shops.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals, since these are the sums of the unrounded figures.

Pro Income from Golf Lessons

Type of Course	Average per facility	National totals
Private		
1968	\$2,500	\$8.1 million
1969	\$2,800	\$9.1 million
Semi-private		
1968	\$800	\$1.9 million
1969	\$850	\$2 million
Hotel/Resort		
1968	\$1,100	\$420,000
1969	\$1,100	\$440,000
Public		
1968	\$1,600	\$2.7 million
1969	\$1,500	\$2.6 million

**Pro Income from Golf Lessons
National Grand Totals**

\$15 million

