# Reduce your total irrigation costs with push-together J-M Ring-Tite pipes.

Savings on a J-M pipe system begin the pipelines provide proven safe-guards moment installation crews push together the first two lengths of pipe. Due largely to the Ring-Tite joints, they go together quickly and easily: ends are wiped clean, rubber ring inserted in groove, end of next pipe length lubricated and pushed "home." So, small crews can install more pipe . . . in less time . . . at lower cost.

Then, once the pipe system is underground, maintenance savings begin. Because of their built-in flexibility, these against earth subsidence, line stress... even earth tremors. And, because their Ring-Tite joints are made without guesswork...and are tight when installed... they'll stay tight for the life of the system. This means built-in protection against leaks that could cause expensive repair work, waste water and interrupt play.

So whether you use TRANSITE® or PVC plastic Ring-Tite pipes alone or in combination, you get a proven pipe system designed to keep installation and maintenance costs to an absolute minimum. A system that over the years will resist corrosion and return maximum value for each dollar invested. Little wonder J-M Ring-Tite pipes are the most widely used pipes in turfirrigation today.

For more information on how J-M pipe systems keep down the cost of irrigation, ask for booklet 359A. Write Johns-Manville, Box 290-PG, New York, N.Y. 10016. Available in Canada and overseas. Cable: Johnmanvil. J

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TRANSITE IS

TRANSITE\* asbestos-cement pipe with factory-mounted Ring-Tite tapped coupling for sprinkler riser. Rubber ring in precision-machined coupling speeds installation, provides tight flexible joint, reduces maintenance costs.



The bell is an integral part of the PVC plastic Ring-Tite pipe. Here rubber ring is being inserted into groove in bell. Ring helps speed assembly, absorbs pipe expansion and contraction, triple seals joint against leaks.

# **Easy Rider**

## New smooth-riding Cushman Turf Minute-Miser

The Superintendent's dream come true! Now he can have a personal vehicle all his own that takes him smoothly and quickly to the most remote spot on the course, with plenty of room for small hand tools to keep his crews busy. To smooth out the bumps, the Cushman Minute-Miser now has trailing link coil spring suspension in the front fork, so the Superintendent rides comfortably from place to place. With its light weight and 6.50 x 8 turf tires, the Minute-Miser leaves no mark on the precious turf.

Cushman Moto	s, 903 N. 21st Street, Lincoln, Nebrasl	ka 68501
Yes, I am inter	sted in the Turf Minute-Miser.	
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It turns on a dime and puts you exactly where you want to be at speeds up to 15 miles per hour.

The Cushman Minute-Miser operates on a 6-hp aircooled 4-cycle engine. It has unlimited range and can work around the clock when necessary. It is easy to service; the entire-deck lifts up in an instant for easy access to the engine and all working parts.

A cargo box and tandem seat for another rider are optional accessories as are head and taillight, horn and side rub rails.

Get there in a hurry with the easy-riding Cushman Turf Minute-Miser...it's the personal transportation the Superintendent needs now, more than ever! See your Cushman Dealer for a free demonstration on your own course or send the coupon today!

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CUSHMAN

For more information circle number 196 on card



# Hard Worker

## New Four-Wheel Cushman Turf-Truckster

Put two passengers in front, and a big 1,000-pound payload in the rear, and turn this hard-working Cushman Turf-Truckster loose on your turf maintenance jobs.

Two mowers easily fit in the big box in the rear; with the easy-to-use loading ramp the mowers can be loaded or unloaded in a jiffy. As a matter of fact, two mowers plus two additional passengers fit easily in the rear; that's four men and two mowers traveling around the course at speeds up to 22 miles per hour.

The Turf-Truckster can do dozens of jobs around a golf course. It can easily tow a three-gang mower; the six-speed dual-range transmission and variable-speed fast-acting governor make it operate like a tractor, with engine speed and ground speed continuously adjusted for terrain and load factors. With the optional power take-off, the Turf-Truckster can become a mobile power



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source; add a specially-designed spray rig and you've got a fairway sprayer with hand gun. Add the 16-foot boom and the Turf-Truckster becomes an economical, ultra-useful greens sprayer. The big 8.50 x 8 terra tires won't hurt even the finest turf.

The Four-Wheel Turf-Truckster is available with a stationary bed or manually-dumping bed that allows it to be used as a low-cost top dresser.

See this new Four-Wheeler in operation on your own course! Get in touch with your Cushman Dealer or return the coupon today for all the information.

This vehicle is not intended as a licensable on-street vehicle.

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Yes, I'd like to	know more about the	Four-Wheel Turf-Tru	ickster.
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# **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 marbleized 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."



### Lewis Line GOLF EQUIPMENT

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Realistic wine pricing can increase your profits and build up volume, but more important to some members may be the special kind of ambience that wines create

#### By WILLIAM MASSEE

### Make Wines Work for You ties and a trained

Wine Pricing should make no contribution to loss," a wise manager once told me, "but you have to watch the accountants. They'll toss in percentages that raise wine prices above what diners would consider a good value. The aim is to build a volume that makes stocking wines worthwhile,



which means the kind of pricing that is somewhere between the figures for food and drink."

Some accounting systems ignore wines altogether (accountants do not seem to be wine lovers). Other systems work from formulas based on cost or selling price. But no system can measure the intangibles inherent in drinking wines-the elegance one feels and the comraderie that fills a room. Wines and good talk go together, and there's no place that is talkier than a country club.

Wines are a pleasure not a nuisance. Pricing should reflect this pleasure for both clientele and staff. No one thinks twice about ordering before-dinner cocktails; wines, therefore, should be priced so that it is easy and natural to order a bottle with the entree. A round of drinks for four may add \$6 or more to the check. If you figure about 16 drinks per bottle of liquor, each bottle returns \$24, or five to six times cost. Wine can never match that. Twice cost may be the best you can do. Additionally special glassware is needed as well as a special inventory, a wine list, special storage facili-

sities are worth the trouble, if only because members demand wines, now that they are fashionable. And when pricing is sensible, it's also profitable. One of the sim-

staff. These neces-

plest formulas is being inaugurated by Red Stieger, who manages the River Oaks CC in

Houston, Tex. He offers a short list of wines, perhaps eight popular regionals and charges a flat price for each. A customer can order a white Burgundy or a red Bordeaux or a pink wine, each at the fixed price. When a wine proves unpopular or a wine runs out, another is substituted. This takes care of most members' demands. He has other stocks for special occasions and the few wine buffs among the membership.

This gets down to the basic point: What do you want to charge for a good wine? These days, good reds from the towns of Burgundy, the Rhone districts and the small chateaux of Bordeaux may cost from \$18 to \$36 a case. Taking the high figure, you might sell a selection of wines from this range for from \$5 to \$7 a bottle. Taking \$6 as your selling price, average return will be about three times selling cost. This is a little high for a Liebfraumilch or a Chianti or a Beaujolais, but reasonable for a Volnay, Moselle or St. Emilion. It also serves to encourage your clientele to try wines that are more than run-of-the-mill.

#### WINES

Continued

What's more important, such pricing gives you buying flexibility among a large variety of wines. It lets you experiment as you find out what members want, while guarding against loss. This is the key to successful wine policy and is helpful in simplifying service, stocking and accounting.

The price I like is \$7 a bottle for wines in this cost range. Halfbottles would be priced at \$4. There is also the matter of selling wines by the glass-a California Grenache Rosé or a Beaujolais or an Alsatian Riesling for the price of a drink. Any wine you like that costs less than \$18 a case might best be marketed this way. Some clubs do well with eight-ounce carafes of such wines. These might be priced around \$4. Such merchandising makes it easy for somebody who might like a glass of wine with a sandwich or a salad, or makes it possible to include a glass of wine with a special luncheon dish or with a steak.

This kind of pricing is much simpler than taking a set markup on cost of 50 per cent or 100 per cent, or whatever. Wine prices vary so widely that bookkeeping becomes a nuisance, and you find yourself quibbling with yourself about whether to charge a little more for this, a little less for that, to balance the prices on your wine list. Set a price that is reasonable to you and your members and easy for the staff to cope with. Then concentrate on a small selection of wines. This will please most of the wine-drinking members. They will quickly find out which are the best buys on the list and will encourage experimentation by those members who don't drink wines and who may be afraid of higher prices or confused by long lists.

There's another pricing method used in some clubs that also builds up wine volume. With this method clients are charged what amounts to corkage, cost being rounded out to the nearest dollar, plus \$3 or \$4 tacked on as a service charge.

One drawback to this system is that inexpensive wines can become overpriced and expensive wines underpriced. What's more, the wine list has prices all over the lot, which have to be changed every time cost changes. At first, club members accept this, because they know just what wines are costing the club. However, there are always members who can't see why corkage should be charged and who resent it.

Given a fixed price for a group of good wines that should be popular, you are in a sound position to consider stocking some fine wines from the top vineyards of France and the Rhine in small lots that can be bought young and held until they are ready. If volume or



fashion warrants, you might consider a second list of wines that would sell for \$10 or \$12 a bottle, costing \$36 to \$80 a case. On many of these you would be making less than twice cost, but the return per bottle is high. This makes the more expensive wines attractive to knowing members and serves to upgrade those who are not familiar with them, but want to make an impression. A dozen wines of this sort—two or three cases of each—is an adequate selection, at a cost of a thousand dollars or so.

Prices of such wines should be raised a dollar or two each year, new vintages replacing old ones. This means a new list each year, the increased cost offsetting the amount of money tied up in your stock of wines. Many clubs fail to do this and end up by selling an old wine either at a fraction of its value or at a figure that may represent an actual loss to the club. The value of a wine purchased soon after bottling may increase 20 times over a decade, and the selling price should reflect at least some of this increase in value and rarity. Nothing is more attractive to wine lovers than old bottles at reasonable prices.

For a club just beginning to consider stocking wines, there is a tendency to put in two or three of the most popular regionals to see how they do. These are usually sold cheaply, representing a loss to the club, even when volume becomes substantial. Club managers tear their hair when they see themselves losing money on a volume of 20 or 30 cases a month, becoming progressively sadder as volume rises. It is as bad a practice to sell wines too cheaply as it is to sell bottles too dearly. Both ways are certain to fail.

When you decide to make wines a thriving part of your operation, select a few (no more than a dozen), price them so they do not contribute to loss (at least \$5 a bottle for wines in the \$18 to \$36 bracket), and set an initial quota (at least a case a week to start). After a few months, you should be able to raise the quota. If you can't, you might consider lowering the prices. This is better than raising them. With the pricing system outlined and a small investment, you can soon discover whether or not your club is interested in wines.

Wines are fashionable and can be profitable. A good club can scarcely afford not to extend to members the pleasures of the vintage and make a profit in the process.

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

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### **BUREAU OF OUTDOOR RECREATION :**

# A NEW Source of Funds ?

The BOR may be an alternative for those who were counting on FHA backing

#### By WILLIAM LOOMIS

WASHINGTON, D.C.—The blow to the construction of golf courses dealt by the Federal Government's Farmers Home Administration cancellation of its grant program (see "Washington Cuts Back FHA Loans," January GOLFDOM, page 69) may have been partially offset by the Interior Department's Bureau of Outdoor Recreation.

The Bureau of Outdoor Recreation each year parcels out to the various states, the District of Columbia and the territories a healthy chunk of money to spend on recreational facilities, including golf courses.

For the Federal Government's fiscal year 1970, now in progress, the BOR has \$58.9 million to give to the states and territories for recreational facilities. This is a wopping \$16 million increase over last year. This money is prorate among those entities that are eligible. For example, New York and California both get around \$3.5 million whereas American Somoa gets \$88,701.

This money can be used for golf courses. But the courses must be public to be eligible for Federal funds. In addition, the Federal money can be used only for the acquisition of land and construction of the course. Clubhouses and other buildings are not eligible for the funds.

Who gets the funds is up to the states and territories. Any group that wants to build a public course must take their case to state recreation authorities. If they approve the proposal, it is sent to the Interior Department in Washington for approval by the Bureau of Outdoor Recreation.

The Interior Department is in favor of allowing local authorities to use Federal money to build golf courses. Says one official, "After all they are an important form of recreation and they are attractive if they are landscaped properly."

However, Interior officials concede that in most states construction of golf courses has been undersold to state recreation authorities. Says another Federal official, "Golf courses don't seem to get a very high priority, although many states have gotten money for individuals and communities to construct them.

"Certainly, there is no hostility in Washington to the building of golf courses with these funds, so long as the states approve them," adds the official.

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Your soil sample will be analyzed in one of USS Agri-Chemicals' modern research laboratories. At the central research and development laboratory in Decatur, Georgia, chemists and agronomists are at work on new professional turf fertilizers. This continuing research effort is reflected in the superiority of VERTAGREEN fertilizers. There are two important reasons for the popularity of the **VERTAGREEN** Professional Turf Program among superintendents. One is the service provided by experienced turf specialists. The second is the completeness of the line of professional turf fertilizers and pesticides offered by the VERTAGREEN People. This team of people and products can help you solve many problems such as fertilizer and pesticide inventory control. Most important, the result will be obvious to your members ... in a more attractive, better playing course

