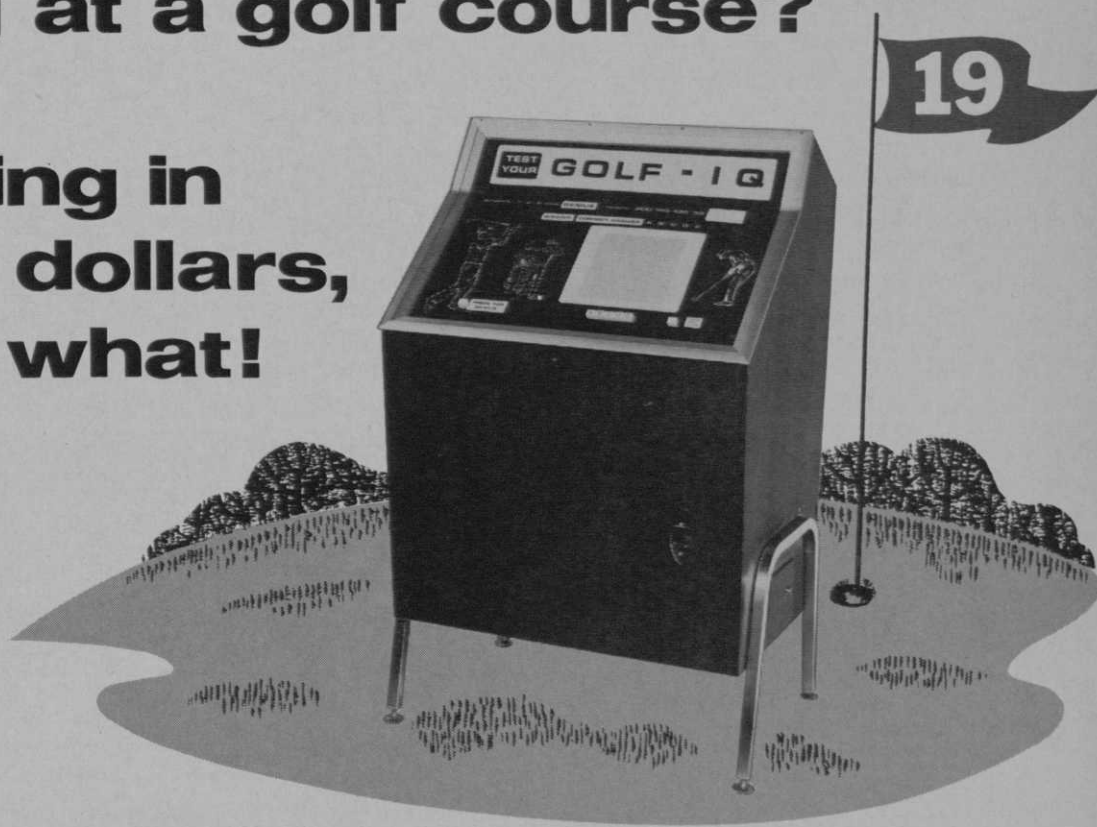


What's a coin-operated game doing at a golf course?

Bringing in extra dollars, that's what!



Here's how your club or pro shop can net an extra \$1000 this season without any effort or investment on your part...

Just let us install new TEST YOUR GOLF I.Q.—the fascinating quiz game that will have golfers gathering around for brainstorming and kibitzing and good golf talk. Then, every time the machine dollars are collected, you get a healthy percentage of the earnings **in cash on the spot!**

And TEST YOUR GOLF I.Q. isn't an ordinary coin-operated amusement device; it's a sophisticated quiz game, sturdily constructed and handsomely designed with a colorful panel and walnut-finish cabinet. The specially developed quiz film features 1600 authentic

multiple-choice questions on all aspects of golf, most of them illustrated.

TEST YOUR GOLF I.Q. promises to be a double asset—a real money-maker and an interesting conversation piece! Whether waiting to tee off or unlimbering at the 19th hole, scratch players and duffers alike will find it a stimulating challenge... and a new kind of golf fun.

For full information fill in and mail the coupon today... or, if you want to start those dollars rolling in right away, call us collect 414-332-8260.



NUTTING INDUSTRIES, LTD.

3404 North Holton St., Milwaukee, Wisconsin 53212

*Creators and Manufacturers of
Quality Coin-Operated Games and
Audio-Visual Learning Systems*

Marty Johnson, Marketing Director
Nutting Industries, Ltd.
3404 N. Holton St., Milwaukee, Wis. 53212

Dear Marty:

I'm interested in adding \$1000 or more in extra earnings to this season's income. Send me complete information.

Name _____ Position _____

Club or Affiliation _____

Address _____

City _____ State _____ Zip _____



Paying the Architect: Commission or Fee?

By HENRY COTTON

Golf course architecture can be a lucrative profession. It seems to work the same way the fashionable de luxe world operates: If it is expensive, it must be good. This kind of reasoning usually applies to diamonds and fur coats, but I have always worried that it might also be applied to golf course architecture: The more costly the job, the more money for the architect. By the rules of human behavior, this means extravagance pays.

It must be glorious to be let loose on a piece of beautiful ground, with an unlimited expense account, and be able to paint a picture, for that is what designing a course means to me; to be able to make fresh starts *ad lib* and alterations, more *ad lib*, to plant hundreds of big trees without waiting years for them to grow, to be able to build photogenic sand traps and be able to ignore the ex-

pense of getting the necessary amount of soil to raise them. But after all, is it no less skillful to be able to achieve the same on a shoe-string budget? Then the architect has to seek out every natural feature and somehow incorporate it.

I wonder how some American architects would react to being asked to build a course where the total cash in the kitty comes to under \$80,000. The problem then becomes one of cutting your suit according to the cloth available, and improvising all the time. It even comes to digging sand out of a sand area on the course, even if it is poor quality, of saving the ordinary top soil for green surfacing, of using every tree on the site, especially if it is open land, of using pasture land for natural fairways, even if it is full of weeds and uneven to save preparation and seeding costs, and of somehow using every natural feature, even if it is not exactly where it should be.

Building up greens, usually small, also has to be limited, and sand traps come out on the miserably small side, purely for economic reasons. Naturally, the result is a mediocre course that will take 10 years to get into decent shape. But at least golf can be played on it. After all, it is the architect's job to build a golf course.

Working for a fixed fee, I think, is a very honest way to operate, but a bonus should be given for all the money saved beneath the money target. I have built courses for a fixed fee and I have built courses for a percentage (usually 10 per cent of the gross cost of construction). When I work for a fixed fee, I must have expenses for the visits

Britain's Henry Cotton believes golf course architects should be rewarded for cost savings, not encouraged to spend more to inflate commissions

paid, otherwise if I am called on too often the project is no longer financially profitable. The maximum number of visits should be limited, with perhaps three as a minimum. I am perhaps not sufficiently interested in money to want to build up fabulous construction costs, although I do realize a well-constructed course, with extra good foundations to greens, can run away with a lot of money.

Penina in the Algarve, South Portugal, where I live in the sun on the course I built, has just about the best greens in the world. They are huge, 900 to 1,200 square yards and only cost about \$3,000 each. But they are so true and weed free, they have to be seen to be believed. They are already famous. The course was built on a rice field and is only three years old, but already holes wander through forest glades, which are not yet five years old.

The Penina course cost about \$350,000, not counting part of the 360,000 trees and shrubs we planted to form hazards, avenues and backgrounds for the holes. A vast sum went into underground drainage. The trees mainly are eucalyptus. They have grown over 35 feet in four years and will help lower the water table as they drink up the water while maturing. Already the holes on this featureless, flat and formerly soggy area are looking like part of the forest I dreamed one day of creating when I first slipped and skidded along the little earth walls dividing the paddy field, as I looked over the site.

We saved money by making water hazards instead of sand areas. To create water hazards, we just got a long arm and dug out the soil. This soil is a great help for tee and green building and several beautiful lagoons have been created. Golfers, I find, do not mind losing a ball in the main wide water hazards, but they hate losing one in a narrow, muddy ditch.

Another thing I am also proud of at Penina: Once the first green was ready for cutting, I taught the workmen (we had 150 men and women building the course at one time), how to cut, to apply dressings and how to cut the hole through a board. Now they never fail to do this, which makes holing out a treat because there are no lifted cup edges.

I never allow the greens to get soggy in the summer, although we pump one million gallons a day onto the course. We only lightly water the greens so that they

never show footmarks near the pin, even after a hundred or more players have holed out. Nor does a pitching ball tear out big holes in them. It just marks them enough so that the turf needs to be forked up. I made the greens big, so that they could be elevated (to make sure there was no danger of flooding), but the elevation cannot be noticed. Since they are big, they can be played to even when dry and there is room to pitch. The hot Algarve sun does not scorch them because by not building too many knobs on or around the green, there are no high points to dry out, which calls for extra water, which in turn floods the hollows.

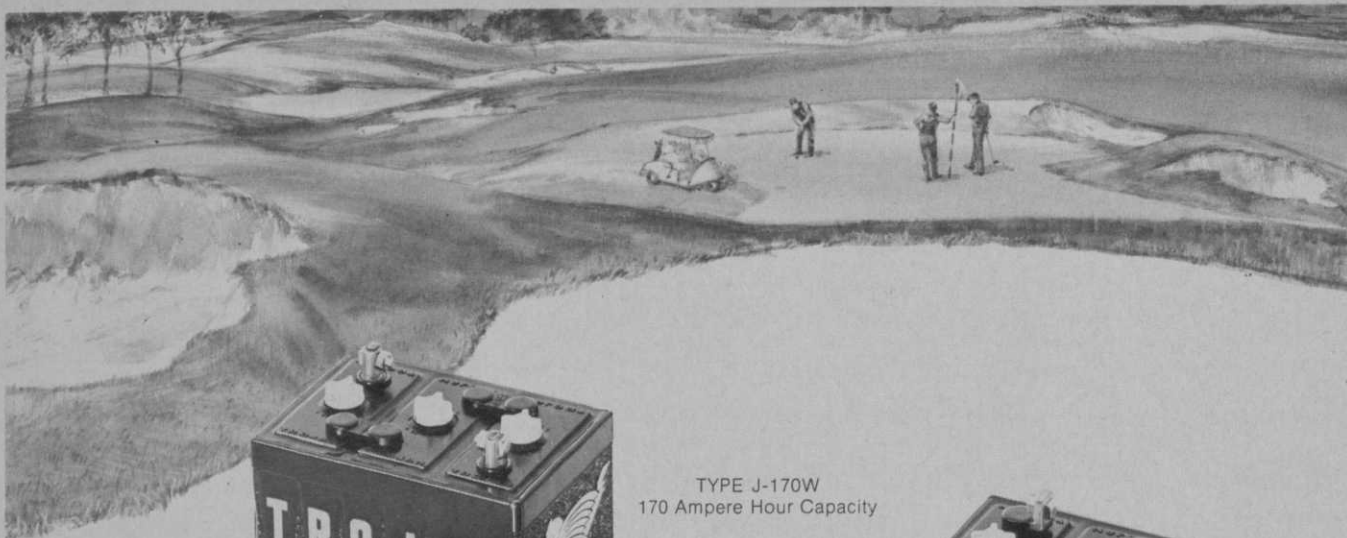
Penina's greens are switched every morning. The bentgrass mixture has developed no nap because a man takes them up with a spring bok wire rake, against the cut, as the mower follows along. Good soil was brought in from far inland for tees, greens and environs and a nine to 12-inch layer of local sea sand was spread over the fairways which extend from the tee to the green.

There are no dried up areas at Penina between the tee and fairway, such as one often finds on courses where water is costly or rare or both. Our plan is perhaps extravagant, but the course is very pleasant to walk and play on. Fertilizer is used eight times a year on the course, because the course is cut year-round. That means in midwinter the course is cut the same as in midsummer.

I have done many reconstruction jobs on older courses having only one starting point, the old out and back type, and have managed to work out somehow to get a 10th tee at the clubhouse. This sort of problem is a satisfying challenge, if it can be solved for a reasonable sum.

How can I be entirely against working for a percentage when it is the usual architects' proven practice in all sorts of different sections of life where architects progress? But it seems right to work for a fee where a person or group builds the course with their own labor and gives a substantial reward for money saved. Then the architect can be more than a link between the boss and the contractor, he can be completely on the boss' side as part of the promoting team in every way. □

Henry Cotton, MBE, is considered the best English golfer since Harry Vardon. He has won the British Open three times as well as dozens of tournaments the world over. He was captain (president) of the British PGA twice and is one of the founders of the British Golf Foundation. The author of several books on golf, he is one of golf's most respected teachers. He is now in phase three of his career, turning his interests toward golf course architecture. In addition to designing Penina, Cotton has designed three courses in Britain, one in France and one in Portugal. (Cotton is pictured top left at Penina accompanied by his "caddie.")



TYPE J-170W
170 Ampere Hour Capacity

TYPE J-190W
190 Ampere Hour Capacity

TYPE J-217W
217 Ampere Hour Capacity
This type one inch taller

...Join Our Top Threesome

DON'T HANDICAP YOUR GOLF CARS.

Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.

For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

For more information circle number 195 on card

Managers: Looking Beyond the Clubhouse

CMAA plans to broaden its educational program with seminars on agronomy, irrigation and pro shop operations. The aim of the program is to acquaint the manager with all aspects of a club's operation and the problems of other club administrators

By JERRY MARLATT

Club Managers attending a new Club Managers Assn. of America educational workshop this year will be dealing with topics that one may expect to find on a seminar scheduled for professionals or superintendents. Agronomy problems, watering systems, the professional and his staff, the golf shop and services—these are just a few of the subjects to be covered in the area of outdoor recreation administration.

It is not the intent of CMAA to create golf pros or golf course superintendents out of club managers. But it has become readily apparent to the Club Management Institute, the educational wing of CMAA, that if the manager, the professional, the golf course superintendent and other "professionals" were to work in harmony with fiscal efficiency and an awareness of the members' wants, some basic education is needed. Therefore exploration, research and study has been given to this subject over a two-year period.

Before the course was developed, contact was made with the Professional Golfers' Assn., the Golf Course Superintendents Assn. of America and other related associations. Through their advice and suggestions, it is hoped that the

workshop will appeal not only to the club manager but will be interesting enough so that the golf professional, the superintendent and perhaps even some of the chairmen will attend the portion related to their individual club.

The workshop will be conducted at four specially selected sites. Other topics which will be covered in seminars will include swimming pool maintenance, tennis courts, skeet ranges and other recreational

facilities of a club. Although actual workshop fees have not been worked out, CMAA hopes that by paying only one-fourth of the registration fee, an interested person from any CMAA member club can attend at least one day of the workshop. There may even be an interest on the part of the professionals in clubs that do not have club managers and they would be welcome to attend at the non-member rate and also on a proportionate daily basis. All of the details of such charges are available by writing, Ed Lyon, Executive Director of the CMAA at 5530 Wisconsin Ave. N.W., Washington, D.C.

CMAA began this program because of real problems that have been encountered by some members. One member found himself without a golf professional during the middle of a season. For over three months, the club operated without a competent pro. Another manager was faced with operating a golf course which had just suffered the death of its superintendent, and no qualified second man had been left in his passing. Another manager was faced with the building and staffing of a tennis facility in a new club, which had

Continued on page 66

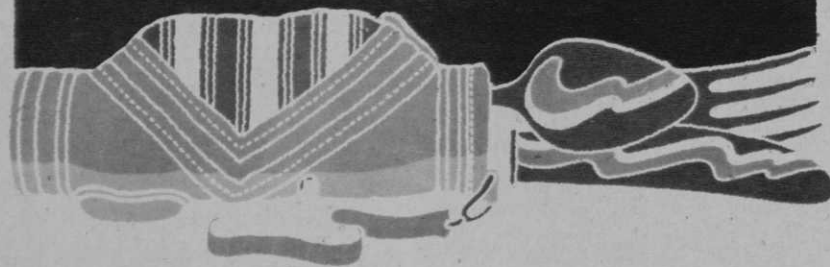
A schedule of events

A tentative schedule of events is as follows: July 20 to 23, University of Houston, Houston, Tex.; August 10 to 13, Cornell University, Ithaca, N.Y.; October 12 to 15, University of Chicago, Chicago, Ill.; October 26 to 29, Portland State University, Portland, Ore. All of the dates are arranged for a Sunday night arrival at the site, classes Monday through Thursday, with a late afternoon departure on the final day.

All workshops will convene at 8:30 a.m. and continue until a 10:00 a.m. coffee

break. After the intermission, classes will run until 12:00 noon. From 1:30 p.m. until 3:00 p.m. will be the first afternoon session, followed by a 30-minute coffee break. The final afternoon sessions will run from 3:30 until 5:00 p.m. All luncheons as well as coffee breaks are included in the registration fees. On the opening day and the third day there is customarily a dinner held either at the workshop site or at a nearby club. The dinners are also included in the overall fees and the cost would be added if one merely attended that particular day.

Carol Mann's favorite dish



By ANN MANN

Mrs. Mann, mother of champion golfer Carol Mann, offers two of Carol's longtime favorite dishes. Unfortunately, they are served only as often as Carol's grinding schedule permits her to visit home.

MARYLAND FRIED CHICKEN

(90-year-old recipe)

Chicken pieces (cut up)

Flour

Salt

Pepper

Paprika

Put flour, salt and pepper and paprika in a brown paper bag. Then place the chicken pieces in the bag and shake well.

Heat vegetable oil in skillet until very hot, place three or four pieces of chicken in skillet (don't crowd). Fry until light brown—about five minutes on each side.

Place chicken in another brown paper bag to absorb grease.

Serve.

MARYLAND CRAB CAKES

1 pound back fin crab meat

2 egg whites

2 tablespoons mayonnaise

1 tablespoon mild, wet mustard

1 teaspoon salt and pepper

1 tablespoon Worcestershire sauce

Fresh parsley (half bunch)

Beat egg whites until stiff. Add mayonnaise, mustard and salt and pepper. Add crab meat and fresh parsley. Shape into cakes. Heat vegetable oil (about one-half inch) in a frying pan and brown the cakes. Drain cakes on paper towel and serve hot.

Makes six to eight crab cakes.

CLUBHOUSE

Continued from page 65

not been contemplated when the club opened. Still another club was remodeling its swimming pool and the pool director of 18 years was retiring at the same time. Many of the member managers became aware of their lack in knowledge of these operations.

So too, some clubs are finding that they must compete for the total disposable recreational dollar of the club member. In this area some clubs are adding skeet, snow mobiling, night tennis, heated year-round swimming pools, curling rinks, fishing lakes, day camps and gymnasium facilities. All too often the manager, the pro or the superintendent are the only areas to which the board can assign their staffing, operation and maintenance. So, there is a need for additional knowledge on the part of the club manager.

We also find, in the well-run, financially sound, member satisfied club an air of harmony, co-operation and efficiency among the manager, the professional and superintendent. Here too, whether the allied professionals are full-time or on a seasonal basis, there is close contact among all of the persons involved, and continued co-operation is required among any manager-golf professional-golf course superintendent team if any of the three is to progress. It is not coincidence that at a club with a golf pro who is financially successful the golf course superintendent and manager also are well paid. Nor is it mere happenstance that in the well-equipped shops you find the same interest on the part of the officers and board for good equipment.

If managers are to cope with the problems of spiraling inflation, decreased and unskilled labor, increased demands on facilities, technological developments, environmental controls and taxation, it is the informed and concerned professionals who will survive. □



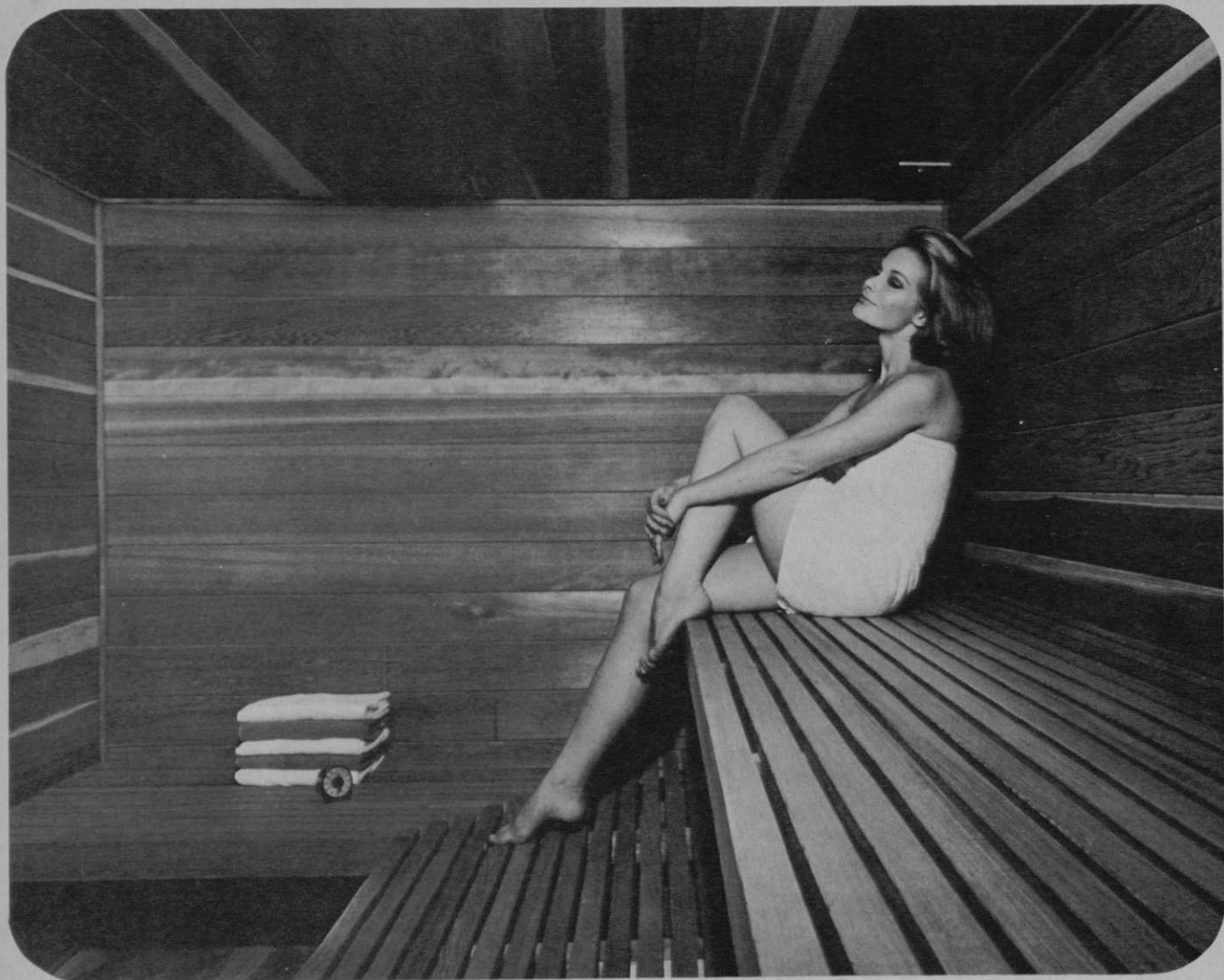
Wherever golf is played . . .

The Par Aide spike brush guard rail assembly is designed to provide maximum safety and convenience to the golfer while cleaning spikes. Constructed of 1½" steel tubing. Available in single or double accessory groups.



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY
296 NORTH PASCAL STREET • ST. PAUL, MINNESOTA 55104



TO SAUNA OR NOT TO SAUNA

**One man's health craze may be
another man's hangover-reliever;
either way, it spells s-a-u-n-a.
Buying this new health heater may
require less than you think**

A few years ago, the swimming pool was the controversial item on the club budget. Today, it is the sauna bath. The questions asked by a club committee that is considering the addition of a sauna facility are whether or not it would serve enough members to justify the outlay; whether or not enough space is available in the building to construct a sauna, and how much of an assessment, if any, should the club levy to meet installation and maintenance costs.

The planning committee should remember that the sauna will serve not only golfers, but members who swim—assuming the club has a pool—women members and members' guests.

It has been found that women who use the course several times a week generally prefer using a steam bath cabinet to eliminate the prob-

By **MICHAEL V. SIMKO**

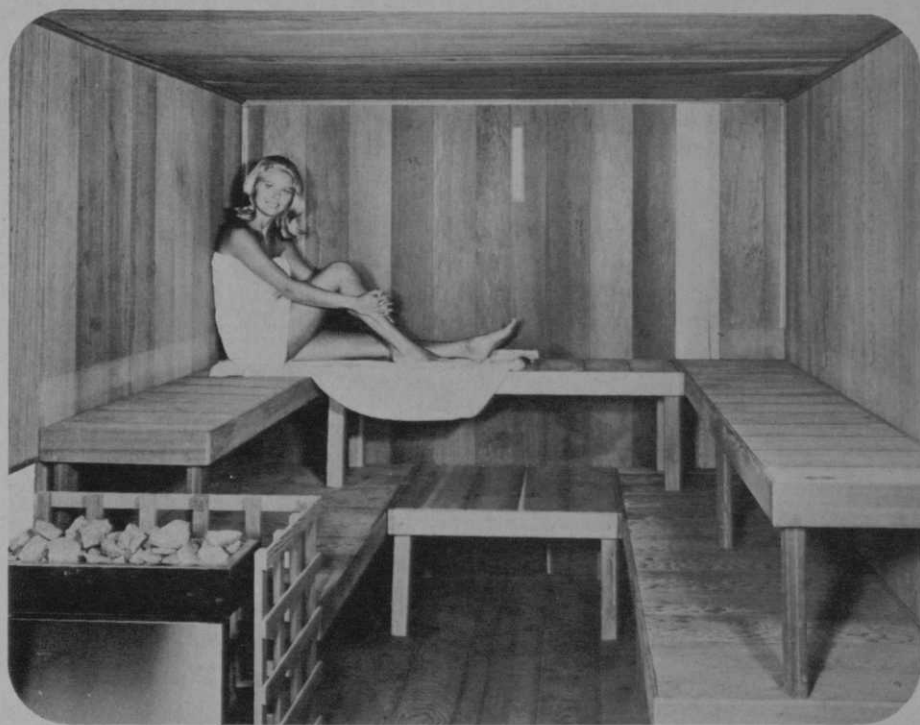
lem of perspiration ruining their hairdos. However, if a club wants both sexes to use a sauna, the problem of location becomes paramount, since the ideal place for a sauna room would be near the showers and generally in the locker room area. Most clubs have separate shower and locker facilities for both men and women; separate sauna facilities would seem the answer unless, of course, there is an area between the men's and women's locker rooms which is large enough to contain a sauna room. Then it would just be a matter of locking the right door on the right day. Another solution would be to limit sauna bathing to male members only.

The size and cost for a sauna room, therefore, is determined by the number of prospective users. A club with a membership of 300 should be prepared to meet the demands of from 10 to 14 bathers at one session. Out of 300 members, possibly half might be interested in the sauna ritual, with the greatest demand occurring on holidays and Wednesday afternoons.

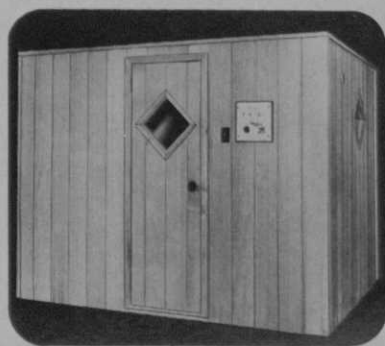
To accommodate a maximum of 14 bathers, the specifications should measure about 10 feet by 8 feet by 7 feet, with double-tiered benches and a double-glazed window as an added safety factor in the same size. Smaller saunas (4 feet by 6 feet) as well as larger (8 feet by 16 feet) are also available.

The sauna facility would not be complete without a rub room and lounging quarters, and a masseur or attendant should be available for further ministrations to the bathers. Massage tables run from \$160 to \$250, depending on the quality.

An 8-foot by 10-foot by 7-foot sauna room generally consumes



Am-Finn model, above, seats 15 people. Sauna exterior, below, matches redwood interior or adjacent walls (MacLevy Products). Viking model, opposite, is pre-built; assembly time is under an hour.



about \$2 to \$3 worth of electricity a day at a busy club. At a club where attendance is poor on weekdays, this figure would be reduced accordingly. Incidentally, people who don't use saunas regularly should start off with eight to 10 minutes and gradually increase their stay to 15 minutes.

MacLevy Products Corp., a leading manufacturer and distributor of sauna equipment, also recommends that the type of sauna heater used should be a convection type, rather than a fan forced heater, since the result is stratified heat. This means that the temperature on the lower bench should be lower

than the temperature on the higher bench. With a fan forced heater, the tendency is to have even temperatures, and people who are not used to saunas cannot tolerate the extreme heat when they first enter the room. To maintain even temperatures, all sauna rooms are operated by thermostat controls.

Although a club could generally construct its own sauna room or hire a local contractor to build it, a sauna room should be purchased pre-fabricated from a reliable sauna manufacturer. Not only is this a specialized field, but a large manufacturer could, because of his large volume, deliver a sauna room for less money than the club could build themselves.

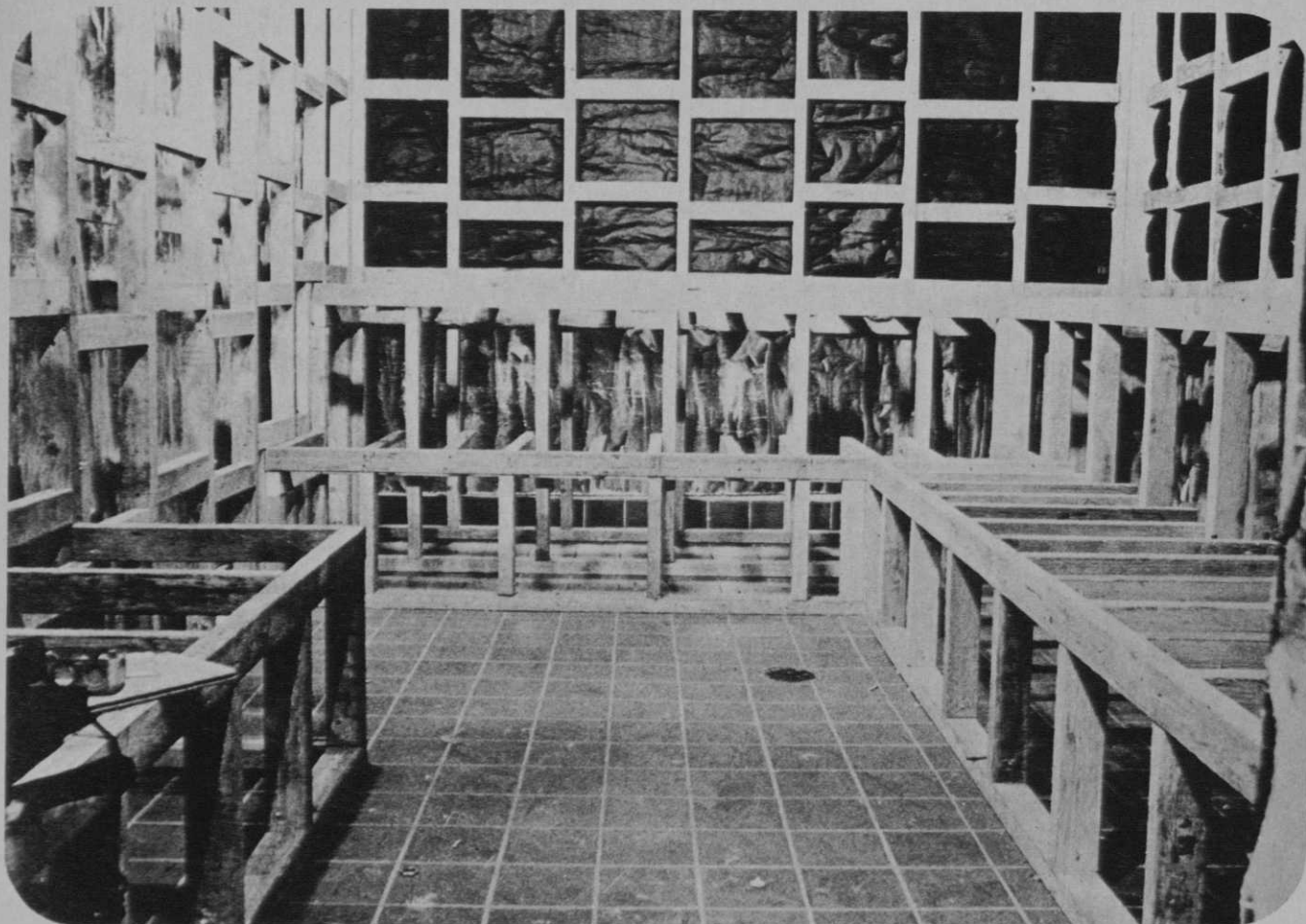
An 8 by 10 by 7 foot sauna delivered and installed should not exceed \$3,000. As an example, MacLevy's retail price for an 8-foot by 10-foot by 7-foot redwood sauna room is \$2,370. A sauna heater to heat a room this size would run about \$600, complete with igneous rocks, controls and thermostat.

Understandably, including sauna facilities in the blueprint of a proposed clubhouse will prove less costly than adding a sauna room to an existing structure.

A leading sauna company pre-

Continued

SAUNA *Continued*



dicts that saunas will shortly be an integral part of almost every golf club. Already, about 10 per cent of the public clubs and 25 per cent of the private clubs have saunas, according to this manufacturer.

Particularly clubs in the northern regions, which want to maintain the club as a basis of community activity by adding some form of health club facilities for both male and female members, are finding that the sauna is the answer. And the clubs which now offer sauna services report no regrets for having installed a facility that rates high with their membership. □

Dr. Simko, a Bridgeport podiatrist, is the former editor of the Podiatry Paragraph and is a regular contributor to professional journals and national magazines. His first novel, "Mila Nadaya," was recently published.

Custom-made sauna, above, is insulated with fiberglass, has aluminum foil reflective facing (Baths International).

Sauna manufacturers

Am-Finn Sauna

Haddon Ave. and Line St.
Camden, N.J. 08103

Aire-Lite Industries, Inc.

5048 E. 11th Ave.
Hialeah, Fla. 33010

Apextro Products Company

1770-72 Workman
Los Angeles, Calif.

Baths International

101 Park Ave.
New York, N.Y. 10017

Cascade Industries

Talmadge Rd.
Edison, N.J. 08817

Cecil Ellis Sauna Corp.

20 W. 58th St.
New York, N.Y. 10019

Continental Modules Corp.

301-T Rte. 10
Whippany, N.J. 07981

Green Hammer Metal Products

P.O. Box 113-T
Harrison, N.J. 07029

MacLevy Products Corp.

316 Fifth Ave.
New York, N.Y. 10001

Normandy Products Company

Butler & 40th
Pittsburgh, Pa.

North American Sauna Corp.

475 Northern Blvd.
Great Neck, N.Y.

Sauna Buffalo

Div. of Arrow Tank Co., Inc.
20 Barnett
Buffalo, N.Y.

Viking Sauna

909 Park Ave.
San Jose, Calif. 95126