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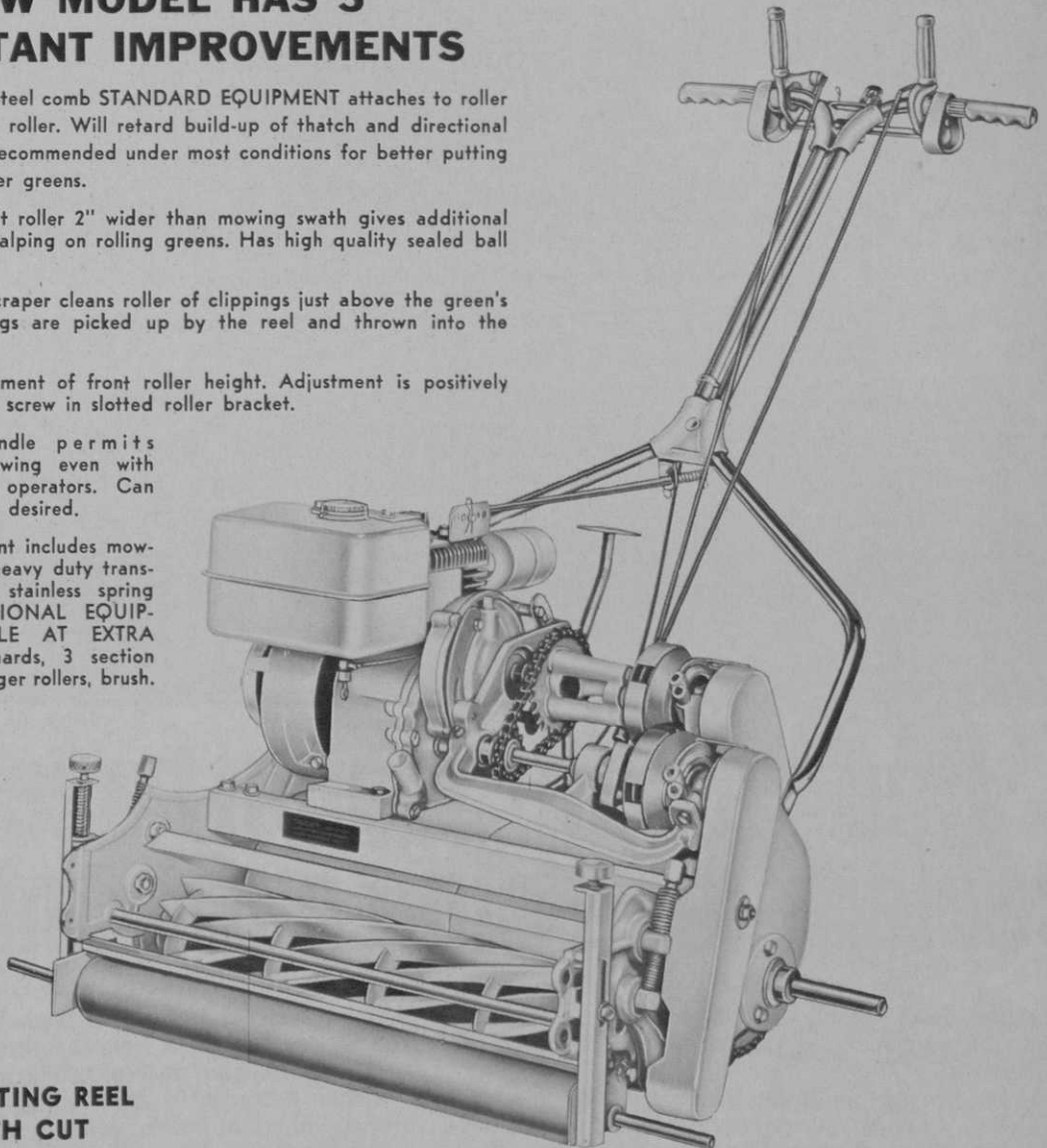
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When it comes to an irrigation system, remember the two important points: 1. Get a good contractor. 2. Look for the bid that specifies Certain-teed pipe.



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By Jerry Marlatt

BACK WHERE IT ALL BEGAN

In London club managers will be able to see the modern and the historical, and learn something from both

The sharing of experiences between American club managers and their British counterparts is the major advantage of holding the 44th Annual Conference of the Club Managers Assn. of America in London this year. Added to this is the special knowledge that the roots of the American club system originated in that soil.

The conference will be held January 17th through January 23rd at the Grosvenor House hotel. One thousand participants are expected to attend, representing America's finest clubs and the various military clubs around the world. Because the headquarters hotel has long been filled, attendees will also be housed in the London Hilton, Dorchester, The Royal Lancaster and Britannia Hotel.

Education in its broadest sense is the theme of the conference, and club managers will be able to avail themselves not only of the educational aspects the conference offers, but a great deal more, which is easily accessible. For example, managers can begin Sunday morning with A Walking Tour of London or a visit to Westminster Abbey.

After the CMAA board meeting and the National Club Assn. reception, the first group of 250 will be taken by bus to the famed Gore Hotel for an Elizabethan dinner. In

an atmosphere created by straw-covered floors, oak banquet tables and pewter service plates, an authentic dinner of the Elizabethan era will be served.

Monday, January 18th, the NCA will hold its meetings, luncheon and tax clinic. The CMAA committees will also meet that day, and managers' wives will have a briefing session to acquaint them with the intricacies of London. In the evening there is an arrival party at the Grosvenor House—the opening night session. The Theme will be Welcome to Swinging London. Dress will be whatever was purchased that day in London—mini-skirts, bell bottoms,

tweed walking suit or a bowler hat.

On Tuesday, January 19th, no official business activities will be held. At 6 a.m., however, a special educational affair for early risers will begin. After breakfast buses will leave for one of three markets in the London area. One may visit Smithfield, the meat market, or Billingsgate, the fish market, or the famed Covent flower market and the adjoining Leadenhall produce market. Handled on a "first come, first served" basis—50

(Continued on page 94)



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CMAA

CONTINUED

persons to a bus—a different tour of London's markets will be offered on Tuesday, Wednesday and Thursday.

The remainder of Tuesday will be spent on a full-day tour of London to visit the Houses of Parliament, Tower of London, Westminster Abbey, St. Paul's Cathedral, Buckingham Palace and the changing of the guards. In addition, special arrangements have been made with several English pubs to accommodate groups of 50 to 150 for luncheon.

That evening, another 250 will again depart for the Gore Hotel; the remaining 750 will be free to dine in some of London's famous eateries—Claridges, the Ritz Hotel, Madame Pruniers, the Cheshire Cheese, Simpsons-on-the-Strand, the Guinea or Trafalgar Inns.

Business sessions and more education mark Wednesday's schedule. The 6 a.m. market tours will be followed by meetings, round table discussions and a question and answer meeting with English club managers. This will follow the annual Husbands and Wives Opening Luncheon. A prominent English club secretary will address the group on that day.

Thursday, January 21st, is the last chance to catch the early morning market tour. The seminar session later in the day will feature prominent speakers. From Paris will be M. Raymond Oliver, the entrepreneur of the famous Le Grande Vefour restaurant, one of 12 Five-Star restaurants in France. He is author of "La Cuisine" and is associated with food service on the French railroads. He also handled the French Pavillion food service at Expo and the Osaka World's Fair. His lecture will be on the Art of French Cuisine.

On hand to speak on Managerial Training Methods will be Dean Robert Beck of the Cornell School of Hotel and Restaurant Management. A second American educator will be Dean James C. Taylor of the Houston University Hotel and Restaurant Administration School.

In addition Colin Laycock of the Polytechnic Institute of Sheffield, England, will speak on English Training Methods.

On Thursday the annual Strategic

Air Command luncheon will honor the winners of the SAC club inspection program judged by CMAA members. The theme will be The Battle of Britain and will feature story-telling and tastings of beer, stout, porter and ale. On hand to speak will be Douglas Bader whose life has been chronicled first in the book "Reach for the Sky" by Paul Brickhill, then in a movie.

While the men are engaged, the wives will be taking a tour of Hampton Court and Windsor Castle and will enjoy a delightful luncheon at the Mitre at noon.

That evening the last 250 persons will depart for the Gore Hotel.

Friday the 22nd will be the final conference day and will feature two speakers. Dr. Gladwell of the Polytechnic Institute will relate what he has learned from the American club managers after spending a few days with them. Dr. George Shipp will speak on the work of the English Training Act and how it has helped train and make available personnel in the goods service industry. Eldon Griffiths, Minister of Sports, will address members on the activities of the English sports clubs.

Interspersed among these activities will be CMAA's final business session, candidates luncheon and the election of officers. Here will be opportunities to thank Commander Tyres of the Naval and Military Club, Robin Mackenzie Smith of the London Convention Bureau, Wilf Best of the Recreational Managers Assn., Frank Travers of the United Trade Press and Peter Berners-Price of the Grosvenor. All of these men helped to make CMAA's preliminary trips to London productive in putting the conference together.

Afterwards the formal reception and dinner dance will be held in the great hall beneath the soft lights of those giant chandeliers.

Saturday, January 23d, is departure day for most. The farewell breakfast will be held while the CMAA board is wrapping up their business and greeting new officers and board members in some other section of the hotel.

London will be an educational happening for all who attend. The decision to hold the 44th Conference outside the United States was a great one for CMAA because the lives, experiences and minds of its members will be broadened and will extend to the origin of our American club heritage. □

A LONDONER'S VIEW

Club managers will find this city a marvel—varied and endlessly fascinating

One of the delights that London offers to visitors is its pubs, a uniquely British tradition. Inside some you'll hear accents as varied as the mixture of people that inhabit the city itself. Or you can find one in the West End, such as **The Grenadier**, where the socially prominent hang out and the atmosphere is a bit stiffer.

What to order in a pub? Unless you want to experiment with beer, you order pretty much what you order in an American bar: gin and tonic, whiskey and water (whiskey means scotch), although you may

If you want true English beer, ask for mild or bitter. These are British beers which have more or less hop flavor. Some people prefer them mixed and order mild and bitter. These are usually dispensed from a small keg or, if it's a very old pub, from old-fashioned beer pulls.

Here is a list of some famous and interesting pubs in or near the center of London:

Dirty Dicks at 202 Bishop's Gate, is more for appearance than anything else, although it is a working pub. It boasts proudly that it hasn't been cleaned up in 200 years. It is literally enbalméd in spider webs, cat mummies and dust, and that is its trademark.

The Lamb and Flag at 33 Rose Street in the heart of the theater dis-



hear the British types near ordering gin and ginger (meaning ginger-ale), gin and orange, gin and lemon and any one of a dozen other exotic concoctions.

Unless you want to experiment with beer, remember that there are four or five basic divisions. If you want American type beer, though it may not be chilled, you will find they are usually labeled "lager" and often "export." Lagers are usually sold by the bottle as are Guinness, that is stout, and the other various makes of stout, which is a dark, thick, strong ale.

trict is a picturesque relic of Elizabethan times. You can still have hot toddy among old lamps, prints and historic notices.

At the **Sherlock Holmes**, 10 Northumberland Street, which is a modern pub, you can have normal pub fare in a sort of Sherlock Holmes museum, if you don't mind the hound of the Baskervilles staring at you from a case beside the three orange pips.

The Waterman's Arms at 1 Glenaffric Avenue (a taxi is necessary to get to this one), offers a music hall band and loud jollity every night.

The Prospect of Whitby, down by the docks, is immensely popular, offers guitar playing and an immense historic past.

For visitors who are looking for night life, night clubs (they are clubs) will for the most part admit visitors with a passport on temporary membership. Some famous ones are: **Churchill's Club**, 160 New Bond Street, which has extravagant floor shows and dancing with hostesses. **Danny LaRue's**, 17 Hanover Square, which offers the world's most famous female impersonator. **The Eve Club** at 189 Regent Street and the **Gargoyle Club**, 69 Dean Street, both of which offer high-class strip and skin shows with hostesses if you like.

For a guide to jazz clubs, folksinging clubs, pubs of all types and the infinite variety of London night life pick up a copy of "What's On in London" at a newsstand.

For a guide to the best places to eat, pick up a copy of Egon Ronay's 1971 guide to hotels, restaurants, pubs and inns.

Like any great city London offers dining at all prices and from a totally cosmopolitan choice of restaurants. Remember that it is absolutely imperative to reserve space in all leading London restaurants in advance. One note: many London restaurants close at 11 p.m. After that hour, you must go to the clubs, which incidentally allow gambling.

If you're feeling really flush you can go to the **Mirabelle** at 56 Curzon Street. The Mirabelle is one of the world's great restaurants. Try the carré d'agneau en croustade (lamb pie) with a bottle of 1959 Chateau Ducru Beaucaillou. But don't expect to have dinner for two for less than \$25 to \$30, with wine.

If your tastes are for beef, lamb and mutton in the height of British tradition, at a less stupendous price, try **Simpson's in the Strand**, which is a London institution with Londoners. It has the finest beef, lamb and mutton served from trolleys. Dinner for two is about \$15 with wine. If you're in the mood for good simple fare and pleasant swift service for a bargain price you can try **Sweeting's** at 39 Queen Victoria Street. This is a Dickensian unsophisticated restaurant with wholesome cooking and friendly service. Dinner for two is no problem, \$4 to \$6, no wine.

(Continued on page 96)

ARE YOU TAKING ADVANTAGE OF ALL THE TAX DEDUCTIONS YOU'RE LEGALLY ENTITLED TO?

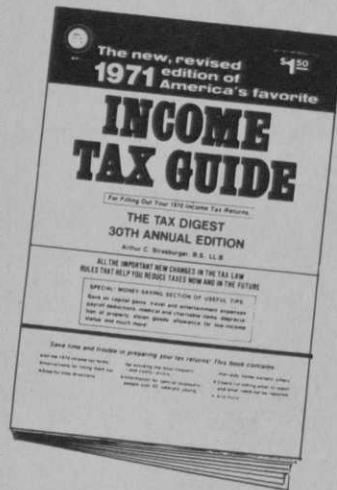
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London has all sorts of specialties, but its theater is its glory. This was Shakespeare's home throughout his productive years, and the London theater is at present in the most flourishing condition of any in the world. Fifty theaters in the West End present everything from "The Mouse-trap" by Agatha Christie (18th year) to musical theater. You can get a seat for as little as 35 cents, with top prices running to about \$2.90.

You can watch cricket at **Lords**, tennis at **Wimbledon** or see the Queen's pictures in the new gallery at Buckingham Palace.

At **Westminster Abbey** they've cleaned the interior, a job finished for the abbey's 900th birthday in 1966. Medieval paintings and gilt came to light which had been buried in grime for centuries.

You can watch a street artist draw Windsor Castle on the sidewalk or go to four race tracks. (Placing a bet British-style is an experience in itself.) You can listen to a militant pacifist at **Hyde Park Corner**.

The London markets have always been a wonder of the world. At **Covent Garden** you can come out of the opera at midnight, visit a nightclub and at 5 a. m. find the square full of wholesale fruit and vegetables. Covent Garden also has that rare pub which is open early in the morning. **Billingsgate** is a marvel of fish and profanity. **Portobello Road** on Saturday morning and **Petticoat Lane** on Sunday are street markets where whether you buy anything or not, you'll be fascinated by the spiels of the pitchmen and the incredible variety of London humanity.

Incidentally, it is not generally known that London Transport, which runs all London buses, subways and other public transportation, has a two hour guided bus tour of London which leaves from Buckingham Palace Road every hour or so on the hour.

Going to London in wintertime, you won't find the weather nearly as frigid as New York City, for example. London's climate is something like that of Nashville, Tennessee, in the winter. You will need a light coat, wool sweaters and gloves, but snow is rare and so is extremely cold weather. Warm pubs, fires and heat are not rare at all and it's a welcoming city. □

Highlights

continued from page 69

ment stores, he will see many familiar names.

May-D & F, which adjoins the Hilton Hotel by a connecting restaurant which stretches across Court Place, provides lavish shopping. The name of the store is derived from the May Company, which combined with the old Daniels and Fisher's Company store. The Daniels and Fisher's tower, once a popular stop for sightseers, now stands deserted in lower downtown Denver, a subject of controversy between those who want to tear it down and those who want it preserved.

There isn't much the newcomer in Denver should avoid to have a good time. The snowcapped mountains visible from the city, the cool, crisp, unhumid air and bright sunshine thrill many visitors. Now and then these beautiful peaks are clouded by pollution, which is becoming a way of life in the city although several agencies are working to halt it.

One might, however, avoid riding a Denver tramway bus because fares are expensive—30 cents one way. Passengers also must present the driver with the exact change. The visitor with a car also might watch that his parking meter doesn't expire. Denver policemen are particularly zealous about giving tickets.

Unless the visitor is especially interested in seeing the Denver Mint, he might avoid that tourist attraction. Lines are long and there are better, more fun things to do in the city.

A sure bet for an interesting afternoon, though, is the **Denver Museum of Natural History**, located in City Park. The museum houses life-like reproductions of North American animals in their natural habitats and a complete history of the American Indian.

Another sight that shouldn't be missed, if a car is available, is the **Red Rocks Amphitheater**, west of Denver. Hewn out of rocks the amphitheater, one of the best in the country, is the location of the annual Easter Sunrise Service. Top-name entertainers also perform there.

So, whether the weather is good or bad, Denver should be a delight to the out-of-state visitor. Most Coloradoans consider themselves lucky to be living in a state where the sun shines most of the time and are glad to give the visitor a taste of that ole' Western hospitality. □

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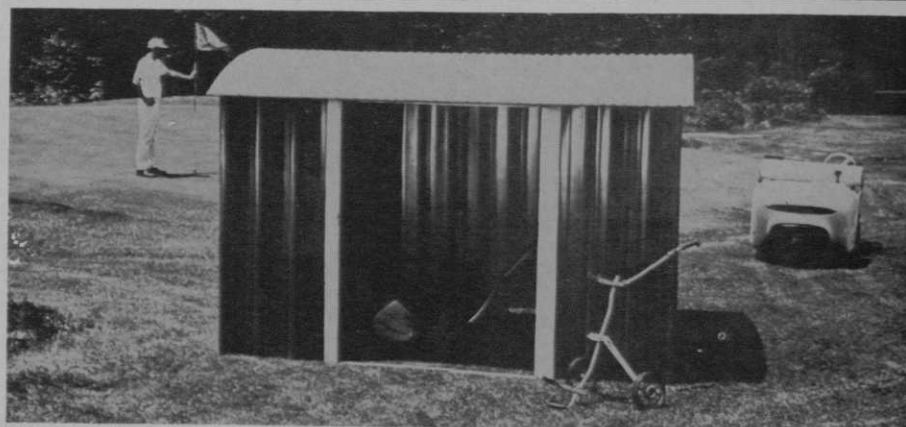
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NEWS OF THE INDUSTRY

Pro-only lawsuit: one out, three more in

Acushnet Sales Company has been dismissed from prosecution in the \$1.5-million Federal court suit, charging more than a dozen golf equipment companies and the **Professional Golfers' Assn.** with violation of Sherman Anti-Trust laws. (See GOLFDOM, June, p. 39 and July, p. 54.)

On a motion of the plaintiff **Golf City, Inc.**, a New Orleans retail outlet of golf equipment, U.S. District Judge James A. Comiskey dismissed Acushnet Sales Company. Golf City attorney Henry Klein said that Acushnet was dismissed because of a cash settlement with the plaintiff. He would not disclose the terms. However, Klein pointed out that Acushnet has not agreed to sell its "pro-only" line of equipment to Golf City.

Meanwhile, Golf City added three more defendants: Hillerich & Bradsby Company, Inc., Ben Hogan Company and Victor Comptometer Corp., parent firm of PGA Golf Equipment.

Klein explained that Golf City was negotiating with the three firms to supply equipment when the original suit was filed. He said the plaintiff realized none would do so and brought them into the litigation.

Toro reports operating loss

Toro Mfg. Corp. of Minneapolis reported net sales of \$6,964,000 for the first quarter ended October 31 and an operating loss of \$61,000 for the same quarter. For 1969 the company reported first quarter net sales of \$5,380,000 and an operating loss of \$46,000.

The sales increase, according to David T. McLaughlin, president, was due to the introduction this year of a new two-stage snowthrower line. The introductory costs of the new line, however, and the company's increased operating expenses during the first quarter resulted in the loss. He added that the first quarter is "traditionally the slowest" and would not "provide a basis for projecting year-end results . . ."



Happy 50th!

Gene Sarazen is currently celebrating 50 years both as a golf professional and as a member of the advisory staff of Wilson Sporting Goods Company. Joe Wolfe, golf promotion director for Wilson, offers his congratulations.

Club consulting firm formed

Three Los Angeles club managers have formed a company, **Seeber, Castle, Lepp and Associates**, to act as consultants to membership clubs. Eugene Seeber formerly was assistant secretary and general manager of The Los Angeles CC; Emil Lepp recently retired as general manager of the Hillcrest CC, and Ashton Castle's experience was gained as general manager of the Jonathan Club and the Jonathan Club at the Beach.

Golf etiquette on film

The National Golf Foundation has available in 16mm color and sound a film entitled "Courtesy on the Course." The 18-minute film is designed for use in golf instruction programs or for special showings at conferences and conventions. The content of the film includes arrival and before-tee preparation, order of play, positioning and conduct, alertness to ball flight, divot replacement and violations that hinder play. For information on rates for preview, rental or purchase contact NGF headquarters at 707 Merchandise Mart, Chicago, Ill. 60654.

Victor sales, earnings up

Victor Comptometer Corp. reported record sales levels for the first nine months and the third quarter of 1970. Earnings for the same quarter also increased.

Sales in the quarter ended September 30th rose 12.4 per cent to \$44,594,339 from \$39,676,501 a year earlier. Earnings were up 10.5 per cent to \$2,239,761 from \$2,027,416 in the 1969 quarter.

Net sales for the nine months were \$121,879,196 compared with \$118,057,053 for the 1969 period. Net income was \$4,853,883 as against \$7,054,749 a year earlier.



Ike honored by USGA and PGA

A plan to honor the memory of Dwight David Eisenhower has been put into effect by the United States Golf Assn. and the Professional Golfers' Assn. of America. Called "Golf's Tribute to Ike," the plan will create funds through contributions to complete the financing of two institutions: the Eisenhower College, Seneca Falls, N.Y., now in its third year, and the Eisenhower Medical Center, Palm Desert, Calif., which is under construction. Although the mechanics are not yet worked out, contributions are likely to come from golfers through golf clubs and professionals.

J-M moves into total irrigation systems

Johns-Manville Corp. has strengthened its position in the irrigation field with the formation of a new subsidiary, the **Johns-Manville Irrigation Corp.**, which will market custom engineered turf and agricultural irrigation systems.

The new corporation is a consolidation of three firms acquired from Robert Trent Jones, Inc., the Binar Corp., Watermatics Corp. and the Chem-Blend Systems Corp. A.C. Smith, vice president for corporate growth & development, will be president of the new corporation and Robert Trent Jones will be a member of the board of directors.

Smithco adds Thuron

Smithco, Inc., Wayne, Pa., has acquired **Thuron Sprayer Mfg. Company** of Dallas, Tex. Thuron manufactures sprayers and spray equipment for golf courses, parks, state and agricultural use. Smithco has been involved in the development of small mobile work carts for golf course personnel, notably the Red Rider. The addition of Thuron will, according to Ted Smith, president of Smithco, enable superintendents and supervisors to acquire greater efficiency and improvement in turf maintenance operations.

GCBA defines membership, status

Officers and key members of the **Golf Course Builders of America** authorized the incorporation of the association at a special meeting held at the National Press Club in Washington, D.C. The association was formed last summer in an effort to bring together the men who build the nation's golf courses. At the meeting, chaired by president David Canavan, it was decided to seek an IRS tax-exempt status as a non-profit "business league" classification and to broaden the membership base by merging the general contractor and sub-contractor membership classifications. They will be known as "regular" members, and irrigation specialists, fumigators, turf contractors—those who normally work with general golf contractors—are eligible.

Suppliers of golf course construction, including earth-moving equipment, irrigation pipes, sod and bark, will be classified as associate members. Associates will be entitled to three voting seats on the nine-member board of directors, and each associate member will have a one-third vote at general membership meetings.

Golfomat opens new headquarters

The **Golfomat Div. of Electronics & Mfg. Corp.** has opened new international and administrative headquarters at 816 North Saint Asaph St., Alexandria, Va., where a Golfomat indoor golf course unit has been installed as a demonstrator only for prospective buyers of the equipment.

According to the company, there are about 350 units installed throughout the United States and in foreign countries.

Wells Lamont opens Irish plant

Wells Lamont Corp. of Chicago, opened a new plant in Tralee, County Kerry, Ireland. Carroll G. Wells, vice president of the glove manufacturing company, said that gloves will be manufactured in the new plant primarily for the United States domestic market, but the plant could also serve as a base for possible penetration of the glove market in Europe.

The plant will employ 200 people and occupies 26,000 square feet.

Columbia merges with Pargo

Columbia Car Corp., based in Charlotte, N.C., has merged into Pargo, Inc., and will be called **Pargo, Inc.** Columbia Car had been manufacturing golf cars for the corporation with Pargo acting as a golf car leasing corporation.

Reasons for the merger, cited by Joseph J. Vilis, president, included a more efficient operation for electric golf car, electric industrial car and marine customers and simplifying operations with suppliers.

Two executive organizational changes also took place. R. Lloyd Walker was appointed vice president of sales and manufacturing and corporate secretary and Paul B. Maskus was named treasurer and corporate assistant secretary.

Temporary truce called on uniform ball

A potential dispute between **equipment manufacturers** and the **United States Golf Assn.** over the question of a uniform golf ball has been allayed, temporarily at least, by a meeting of the two parties at USGA headquarters in New York City.

The controversy centered around an announcement that the USGA and the Royal & Ancient had reached tentative agreement on a uniform golf ball, with a minimum diameter of 1.66 inches. This would be a compromise between the present United States minimum of 1.68 inches and the British 1.62 inches. The ball would retain the present United States and British maximum weight of 1.62 ounces.

In addition, the ball could not exceed a maximum initial velocity of 250 feet per second, thereby abolishing the present 2 per cent tolerance.

The New York meeting quickly followed a counter announcement by the **Golf Ball Manufacturers Assn.** that its members had "unanimously agreed to oppose an arbitrary change in the size of the 1.68 golf ball as not being in the best interest of the game of golf." According to one industry spokesman, British manufacturers had registered similar sentiments with the R & A.

The outcome of the meeting between a committee of the GBMA and the USGA is an agreement "to cooperate on further feasibility studies into the matter" of a uniform golf ball, according to USGA executive director, P.J. Boatwright.

If all had gone as planned by the USGA, the new specifications probably would have been in effect by early 1972. But American manufacturers claim that even if they were agreeable to the move, it would take them up to seven years to replace all the present golf ball molds, regain present production levels and build up inventories. On top of these production problems is the vast expense of re-tooling and the likelihood of having large inventories of obsolete golf balls sitting in manufacturers' warehouses.

At present, no deadlines have been set for completion of the feasibility studies or for another meeting between the GBMA committee and USGA.

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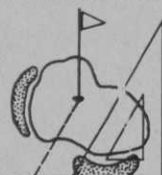
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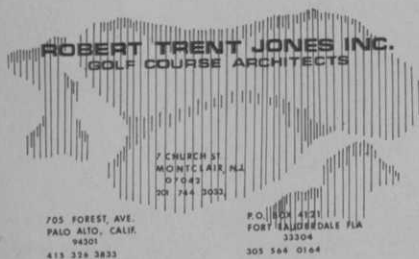
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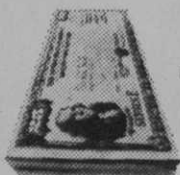
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