



The Titleist still costs \$1.25.

Here's why. We haven't raised the price of the Titleist golf ball. And the reasons are simple.

For one thing the golf ball is the highest turn-over item in the pro shop. We didn't want to hurt that turn-over by pricing it higher. And if we'd raised our price, a golfer might have been tempted to save money on a pair of cheap shoes. Or maybe on a set of not so great clubs.

It's the golf ball that builds traffic in the pro shop. We don't want the golf ball to be what builds traffic in the downtown stores. Because we're in this together. In the pro shop. And only in the pro shop. And that's where we want to keep the golfers.

ACUSHNET SALES COMPANY 
Sold thru golf course pro shops only

For more information circle number 140 on card



The only work car as good as our golf car...Harley-Davidson.

And you know how good that is. You see more and more Harley-Davidson golf cars on America's top courses. We build Utilicars with the same care, the same idea that only "perfect" will do. The same way we've been putting power on wheels for over 67 years. That's why they're such hard-working, long-lasting cars. So

economical to own and operate. And why they're so widely accepted for industrial uses. Choose from six body styles, cabs and other options to match your jobs. Choose gasoline power with simple, reliable automatic transmission plus instant ignition starting that ends wasteful idling. Get a demonstration

today from your Harley-Davidson dealer... the place to go for fast, dependable service, too. And be sure to look closely at our brand new high strength industrial bumper (not shown). It's tough. Or write: Manager, Commercial Car Division, AMF | HARLEY-DAVIDSON, 3700 West Juneau Avenue, Milwaukee, Wisconsin 53201.

For more information circle number 172 on card

**18 years and millions of
spikes later...at East
Lake C.C., Atlanta.**

N282

**spikeproof
Wilton carpet
...still fresh-
looking,
unscarred.**

This unretouched photo, taken 18 years after installation, is the most convincing salesman possible. N282's specifications are the same today! This famous carpet is performing just as perfectly in busy spike shoe areas all over. Jacquard Wilton custom woven in your colors with club emblem, initials or special patterns. Or select from our extensive library of country club designs, also in your colors. Maintenance is simple . . . the tight weave keeps dirt and caked mud on top. Available even in limited yardage orders.

**SEND COUPON FOR FREE CARPET
SAMPLE AND LIST OF CLUBS USING IT**

Philadelphia Carpet Co.
Allegheny Ave. & C St., Philadelphia, Pa. 19134

Please send free sample of N282 spikeproof carpet
and brochure listing clubs where it is installed.

Name _____

Club _____

Address _____

City _____ State _____ Zip _____

PHILADELPHIA
Carpet Company

Since 1846, the quality of elegance underfoot

Weaving Division: Allegheny Ave. & C St., Philadelphia, Pa. 19134

GOLFDOM

INCORPORATING GOLF BUSINESS

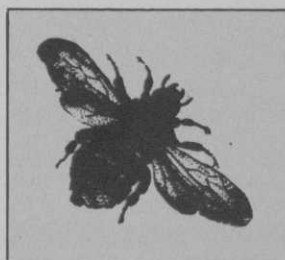


A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 45 NO.7

JULY, 1971

Articles



- 26 **Clubs and the Law: Stay on Top of the Action** Jack P. Janetatos
Clubs that discriminate are going to face more and more law suits aimed at changing their policies. The courts will ask: To what extent may a right be exercised when it conflicts with the rights of others or with the good of society?
- 30 **Beating the Chemical Bans** Jerry A. Olson
Many forward looking golf course superintendents have solved the restrictions on turf chemicals by finding effective alternatives. The superintendent is also in the position to decide the destiny of these controversial chemicals
- 34 **Will They Remember The Course or Only the Score?** Bill Smart
When nature doesn't bless a course with charm and character and finances don't permit building in those qualities, there are still some relatively inexpensive and unique touches that can be added to make a course memorable
- 37 **Emergency First Aid for Insect Stings**
Bees, wasps, yellow jackets and hornets have poisonous stings. For the non-allergic person, getting a sting can be uncomfortable, for those who are allergic, a sting can be fatal
- 38 **What is the Average Pro Shop?** Vincent J. Pastena
If your shop doesn't have a dressing room, you have lots of company. And you are among the majority if you've had business training

Departments



- 8 **Letters**
- 44 **Coming Events**
- 45 **Literature**
- 46 **News of the Industry**
- 49 **People in the News**
- 50 **Classified**
- 52 **Advertiser's Index**

Viewpoints

- 11 **Accent on Management** Ken Emerson
- 14 **Swinging Around Golf** Herb Graffis
- 18 **Turfgrass Research Review** Dr. James B. Beard
- 23 **Grau's Answers to Turf Questions** Fred V. Grau

Cover

Designed by Ellen Bernstein

GOLFDOM, Incorporating GOLF BUSINESS, July, 1971. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 45, No. 7. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Senior Vice President; David Rowan, Senior Vice President; Mortimer Berkowitz, Jr., Senior Vice President; John Fry, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1971. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa 50302. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDYMAN, HOME GARDEN, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00. Foreign \$5.00 per year.



Twenty years ago Westcoaster pioneered electric golf cart development.



Now meet the son of the pioneers.

The Westcoaster S-71 has been tailor-made to surpass course operators' most stringent requirements for safe, economical, maintenance free and profitable operation. Its dramatic low profile and lightweight fiberglass body put the center of gravity where it belongs—low. The same low profile means only a 6-inch lift to set heavy and cumbersome golf bags securely within their carrying well. Standard automotive type

steering and 4-wheel stability allow the powerful, direct drive motor to carry your customers in sure-footed comfort all day. And quietly, too. The hypoid drive virtually eliminates drive train noise while reducing costly wear.

Special features that you would pay more for on other vehicles are standard on the Westcoaster S-71. Like individually adjustable vinyl seats, with our exclusive full-width storage pocket on the back;

our built-in refreshment holders; our large, molded storage well for accessories; and our carefully designed instrument panel that allows instant, fingertip access to the controls. Optional—a rakish, vacuum-formed plastic canopy.

Sound like a profit maker? You know it. Write for our 8-page brochure—we'll have it in your hands almost as soon as we can put a fleet of S-71's on your course.

Westcoaster

Subsidiary of Otis Elevator Company

P. O. Box 8600, Stockton, Calif. 95204 • (209) 948-2751

For more information circle number 220 on card

ARNOLD E. ABRAMSON—Publisher
ROBERT J. ABRAMSON—Associate Publisher
JOE GRAFFIS, SR.—Associate Publisher

VINCENT J. PASTENA—Editor
HERB GRAFFIS—Senior Editor
PAULINE CRAMMER—Managing Editor
JEAN CONLON—Fashion Editor
JERRY OLSON—Associate Editor

Editorial Consultants
HARRY OBITZ and **DICK FARLEY**—Merchandising
DR. MARVIN FERGUSON—Agronomy

FRANC ROGGERI—Executive Art Director
MARTIN TROSSMAN—Art Director
ELLEN BERNSTEIN—Art Editor

JOHN FRY
Senior Vice President, Editorial
PETER J. ABRAMSON
Vice President and General Manager

DOROTHY M. SHEEHAN
Assistant to the Publisher

LAWRENCE MURPHY
Circulation Manager
Administration and Promotion

WARREN E. BRIGHT—Production Director

Western Office
ARTHUR H. MORSE II
Vice President, Western Operations

WILLIAM RUDE
680 Beach St., San Francisco, Calif. 94109
(415) 441-1222, 1223, 1224, 1225

MORTIMER BERKOWITZ, JR.
Director of Advertising

WARREN J. HEEG, JR.
Advertising Sales Manager

Eastern Advertising Office
BRADFORD ENGLISH
ARTHUR MAY
VINCENT ATHERTON
ROBERT P. DAVIDSON, JR.
235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

FRANK BRENNAN
Classified Advertising Manager

DAVID M. BENFORD
Manager, Synergy Status Sports Group

Midwestern Advertising Office
LEE CASHIN
Manager, Midwestern Operations
LES KRANTZ
MIKE GUERINO
TOURISSE GREENFIELD
400 West Madison St., Chicago, Ill. 60606
(312) 346-0906

Advertising Representatives
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Detroit, Michigan
ROBERT W. MORIN
19400 West 10-Mile Rd., Suite 216
Southfield, Mich. 48075
(313) 354-0630
Florida & Caribbean
924 Lincoln Road, Suite 203
Miami Beach, Fla. 33139
(305) 538-0436
331 Piney Ridge Road
Casselberry, Fla. 32707
(305) 831-0334
Georgia
2045 Peachtree Rd. N.E., Suite 315
Atlanta, Ga. 30309
(404) 233-5077
Canada
1255 University St., Suite 343
Montreal 2, Que., Canada
(514) 866-2551

Golf Course Architect "Andy" Anderson Builds His Dream Course—Chooses SKINNER



SUNRISE

CLARK ROAD—SARASOTA, FLORIDA

NATIONAL GOLF CLUB

World Wide Golf Enterprises, Inc.

Championship & Par 3 Golf Courses — Remodeling — Land Planning
2708 DeSoto Road, Sarasota, Florida 33580
DESIGNERS AND BUILDERS OF OVER 200 GOLF COURSES IN AMERICA

For more information circle number 245 on card

Power for the Course



Performance Power that is! The versatility afforded by the Bantam 8 Hydro-seeder and attachments gives you water where you need it most, and permits use in a variety of tasks from seeding . . . fertilizing . . . irrigation . . . to application of limestone.

ATTACHMENTS

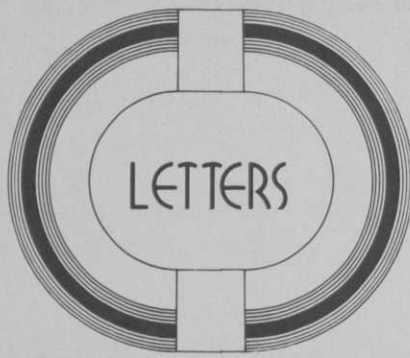
Extension Hose
allows access to those "hard to get at" areas.

Remote Valve
permits control of flow at the end of the extension hose . . . eliminates the need for a man on the unit.

Irrigation Attachment
for spot and temporary irrigation.

FINN EQUIPMENT COMPANY

2525 DUCK CREEK ROAD
CINCINNATI, OHIO 45208
PHONE: 513-871-2529



The real issue?

In the April issue of *GOLFDOM* ("What's Behind Nader's Attack on Golf?" p. 53) you printed an editorial concerning my letter to Governor Mandel of Maryland about preferential assessment of country clubs. Your statements indicate a lack of awareness of the real issue involved in that letter and in the report prepared by Michael Kinsley.

The editorial stated that the real question is one of the wisdom of the use of preferential assessment to maintain green spaces. This is clearly not the issue at hand. The real issue raised by the preferential assessment law is who should be paying the \$25 to \$45 per member subsidy of these clubs. Should this cost be borne by the wealthy members or should it be borne by the average middle-income homeowners who could not become members even if they wanted to?

The issue of green spaces raised by your editorial and by Lt. Governor Blair Lee is also a false issue. Clearly, green space legislation is desirable. But the issue here is, given the country club's present location, should membership dues be raised or should the public subsidize the clubs? The answer is obvious. Members of these clubs would in most cases be more than able to pay an additional \$25 to \$45 in membership fees. These clubs would be forced to sell only if their membership were unwilling to pay the increased dues, thus making the operation of the club uneconomical. Almost all of the clubs referred to in the Kinsley report, especially the most prestigious, have waiting lists. Thus, there would be little or no reduction in actual membership if the cost of membership were raised.

The editorial also emphasized the feature of the Maryland preferential law that provides for a rollback in

taxes for up to 10 years. First, the rollback provision is limited to only the 10-year period immediately preceding the date of sale of the land. Thus, if a club had been in existence for 30 years, it would be liable only for the immediate preceding 10 years. Second, there is no provision for interest on the unpaid taxes. Mr. Kinsley pointed out in his report that the real value of the back taxes is reduced by almost 75 per cent because of the failure of the law to require payment of interest. Finally, the rollback provision is grossly inadequate, compared to more modern methods of recapturing back taxes. The most desirable provision, if the law is not to be repealed, would be to have a set percentage of the sales price be paid, in the event the club is sold.

The editorial further stated that the only alternative to the existing use of country club property is high density development. This clearly is not necessarily the case. Most property owned by the clubs is zoned for recreational use. It would require a positive act of the local zoning authority before the permissible land use of this property is altered. Thus, even if a country club were to relocate, the green spaces could remain green.

Finally, the editorial stated that most states were too bankrupt to purchase the country club property outright for park use. Mr. Kinsley pointed out in his report that Montgomery County, Md., can build a substantial golf course that will be *open to the public* with the money the country clubs in that county save in one year. Moreover, the \$600,000-plus that would have been received over the last four years is enough for the county to have built a modest county park.

The emotional and personal commentary in your editorial serves only to cloud the issues involved. A little thought would make evident that the already overburdened homeowner cannot justly be required to subsidize private clubs that he cannot join because of social, ethnic, religious or economic reasons.

Ralph Nader, Washington, D.C.
P.S. How about teeing off with another editorial that avoids earlier misunderstanding and clarifies the real issues? After all, no one is against golf!



A TOTALLY NEW IDEA IN BAG TAGS ...Your custom club design in full color in metal and featuring a unique personalizing system.

These all-metal Bag Tags are designed for Tournament as well as Professional Bag Storage use. Set in a sparkling gold embossed ring, your custom club crest or message is locked into the metal by the Nelson ANOLITE Process for a lifetime of beauty and use.

A new **exclusive** Nelson development in Bag Tag Identification lets you add player's name and other data instantly. Specially processed pad areas on the reverse side produce a sub-surface marking that cannot rub or wash off. Your markings are the equivalent of engraving. Simply write or print the information needed with a specially inked indelible pen provided. Eliminates slow, costly labels and tapes. Two Bag Tag sizes available: 3"- and 2 $\frac{3}{16}$ "-diameter. The smaller diameter also available with key chain attachment. Write for prices and delivery today.



Nelson SINCE 1946

GOLF & GREENS ACCESSORIES

For more information circle number 173 on card

You will never have to buy another tee plaque again because of changes in course yardages, par, handicap or hole numbers!



These new, versatile, rugged, die-cast aluminum tee plaques feature the exclusive Nelson instantly changeable number system.

SERIES 1100 CUSTOM CREST TEE PLAQUE . . .



The ultimate in a true custom Tee Plaque. Eliminates the high-cost penalty and expensive, delayed replacements of made-to-order castings. This solid cast Plaque measures 6" x 13" x 1/4" thick. Weighs 4 lbs. Special feature is the 5 1/2"-diameter insert with a custom reproduction of your club crest . . . in full club colors! It's embossed and it's all metal. The Plaque also features the fully changeable NELSON numbering system. Mounts easily and with assured security to any pipe or ball washer stand. Comes fully assembled with brackets and bolts. Send your scorecard and a reproduction of your club crest. Your choice of casting color at no extra charge. Allow 4 to 5 weeks delivery on the custom crest Tee Plaque.

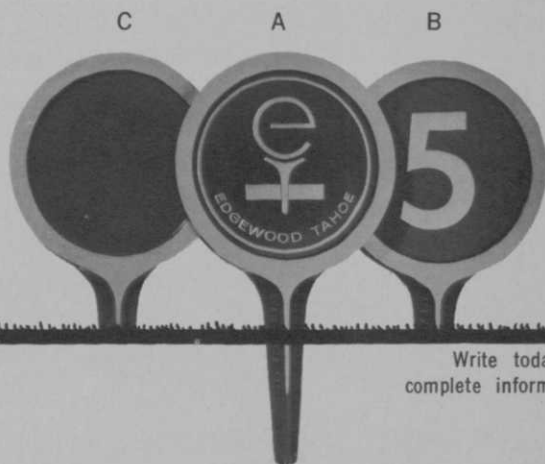
SERIES 1000 ECONOMY TEE PLAQUE . . .



They're in stock for immediate delivery! The ideal Tee Plaque for quality-conscious course managers on a budget. A big 9-inch diameter by 1-inch thick and a hefty 5 lbs. This solid-casting Plaque mounts easily with theft-resistant security to a pipe or ball washer stand. They're good for life! Forget about future changes in course numbering. The NELSON System lets you **change any number on the course without removing the Plaque from its position.** Replacement numbers are always in stock. Plaques are shipped fully assembled, ready to mount. Your choice of casting color at no extra charge. Just send your scorecard for numbering information. Your order will be shipped within 5 days.

SERIES 1201 CUSTOM OR NON-CUSTOM DIE-CAST ALUMINUM TEE MARKERS . . .

Ideal companions to either Plaque system above. Casting is 4 3/4" diameter by 3/4" thick, weighs 3 lbs. May be ordered with embossed metal custom club crest insert (Fig. A); Hole-number inserts (Fig. B); Plain, without inserts (Fig. C); Or combination of custom inserts and numbers. Casting are finished in red, white, blue or yellow. A cast-in 4-inch fluted spike keeps markers aligned with fairway. Figures B and C, shipment within 5 days; Figure A, allow 3 to 4 weeks.



Write today for complete information.

Nelson

GOLF & GREENS ACCESSORIES
DIVISION OF

NAME PLATE COMPANY SINCE 1946

3191 CASITAS AVE., LOS ANGELES, CALIF. 90039 (213) 663-3971 FACS CALL LETTERS: TDV

Longer
driving
starts
hereand here!



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.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...

GO ELECTRICALLY...GO TROJAN

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

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