

THE FORD DIFFERENCE

MAINTENANCE ADVANTAGES
THAT GIVE YOU LESS
DOWNTIME, MORE TIME
ON THE JOB.



Fact: Ford industrial tractors call for far less maintenance than some competitive rigs.

Look at the operator's manuals. Some manufacturers recommend oil changes as frequently as every 100 hours. Ford gives you a whopping edge: 300 hours is our recommended interval between oil changes.* Our

recommended interval between transmission oil changes is 1,200 hours. That's 200 hours longer than some other rigs.

Look at this advantage: some tractors call for daily greasing. Ford recommends greasing at intervals of 50 hours.

Ford maintenance advantages. They mean less

time stopped for lubrication—more jobs done at the end of the day. See all the other Ford differences that *cut downtime* at your nearest Ford tractor dealer!

NUMBER ONE ON WHEELS
FORD TRACTOR

*Maintenance times are quoted under normal operating conditions. Adverse conditions may dictate more frequent maintenance.

Your Ford industrial tractor and equipment dealer is listed in the Yellow Pages under "Tractors" or "Construction-Equipment." See him for information on how to buy, lease, rent or finance.

For more information circle number 266 on card



Eptam[®]: keeps sand traps neat and clean

Selective Herbicide

The sure, easy way to keep weeds and grass out of sand traps is to use economical Eptam granular herbicide. It saves hours of hoeing and saves a repeat application of post-emergence herbicides. It doesn't injure turf when sand is blasted onto the grass.

Spread Eptam, rake it in sand and water it in lightly and the job is done. You'll keep out more than 30 kinds of weeds for sure. Eptam controls many pestiferous plants, including nutgrass, quackgrass, chickweed, crabgrass, barnyardgrass, pigweed, purslane, foxtail and many others.

Eptam granular formulation	Rate* per 1,000 sq. ft.	
	Annual weeds	Nutgrass, quackgrass
5-G	2.75 lbs.	5.5 lbs.
2.3-G	6.5 lbs.	13.0 lbs.

*For granular applicator settings for one or two time applications per year, see Stauffer for details.

Biodegradable Eptam provides long-lasting weed control without injurious soil residue. Use it once or twice a year. See your local supplier now for Eptam. Stauffer Chemical Company, Agricultural Chemical Division, Westport, CT 06880.



Eptam[®] from

For more information circle number 276 on card



The tournament's tomorrow and Harry's forecasting a cloudburst.

Harry's the club's groundskeeper and a fine weather forecaster, too. Right now he's calling for rain even though the only thing as big as his hand in the sky is his hand.

Because Harry's also the club's rainmaker.

And by pushing the go button on a Certain-teed irrigation system, Harry can order up just the right soak needed to make the ground sparkling and ready for the next day's play.

If you're charged with keeping a brown-out out of the greens, Certain-teed can make everything pushbutton simple for you with a PVC/AC irrigation system. "PVC" and "AC" stand for polyvinylchloride plastic pipe and asbestos-cement pipe. Each does its own thing best: PVC for small, AC for large pipe diameters. Both are tough, rust- and corrosion-proof, and easy to install. You get FLUID-TITE® or deep-socket solvent-weld joints that speed connecting and never leak.

Whatever's best for your greens, you can get it all from one source—Certain-teed. Which means coordinated deliveries, good service, and everything working together. Ask your contractor to put Certain-teed into your irrigation plan specs. You'll never have another game cancelled for lack of rain.



**Pipe & Plastics
Group**

CERTAINTEED

A DIVISION OF CERTAIN-TEED PRODUCTS CORPORATION

Valley Forge, Pa. 19481

The Reliable Rain Makers

What's the Power-Bilt experience?

You probably know it by a lot of names. Some of the greatest names in golf today. Barber. Beard. Nichols. Coody. Brewer. Blalock. Ehret. Sandra Palmer. All members of the Hillerich & Bradsby Golf Advisory Staff. It's the experience of playing well. Of winning. Make your game a Power-Bilt Experience.



POWER-BILT

HILLERICH & BRADSBY CO.
Louisville, Kentucky

Sold in Golf Professional Shops only.
For more information circle number 173 on card

Light Weight - One Hand

RAKE-Ezee SAND TRAP RAKE

Short handle, light weight. Golfer can rake trap while holding club in other hand.



HIGH DENSITY PLASTIC WEATHER-PROOFED



The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.

Sturdy, attractive, won't rust, yet low in cost. Rake-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write:

MFD. BY
NORTH CENTRAL
Plastics INCORPORATED
ELLENDALE, MINN.

For more information circle number 203 on card



REACTIONS TO GOLFDOM'S SURVEY

Thanks to superintendents, professionals, managers, club officials, course owners and public course executives who collaborated in GOLFDOM's Fourth Annual Golf Industry Marketing and Research survey, golf business recently has been engaged in critical self-examination.

"How do GOLFDOM's figures compare with ours?" many successful men in various facets of the golf business asked themselves and their associates after studying the returns reported in February GOLFDOM.

At spring sectional meetings of professionals, superintendents and managers the GOLFDOM survey figures were a leading subject of discussion. Some, naturally, questioned the figures that didn't make their own operations look any too good.

Sorry, but we can't help it. We know as well as anyone that no two golf operations are identical.

And don't blame us for the way the figures came out. They tell the story of a search for helpful facts.

Golf course equipment and materials dealers and manufacturers at the Golf Course Superintendents Assn.'s annual meeting in Cincinnati remarked that the GOLFDOM survey indication of a substantial increase in 1972 purchasing after a drop since 1969, was substantiated by buying at the GCSAA show.

The pro findings seemed to bear out what we've been saying about the need of professionals to discover ways of selling clubs. Little things, such as gloves, headcovers and knick-knacks, sold well, seemingly because they were spot-

lighted with attractive displays in pro shops. Professionals have found out that people buy rather than are sold apparel in pro shops and smart selection of stock and displays are the money answer.

But the clubs—there was the aluminum shaft sales spree—then the drop. Now valuable new design factors are available, but too many professionals haven't been able to find the tie-up between the lesson tee demonstrations of clubs and the sales slip, so clubs often have to sell themselves by advertising to bring buyers into the pro shops.

Sales managers and a few advertising agency executives have been talking about the GOLFDOM marketing picture in its possible slants concerning the trend toward new, more expensive cast heads. There are design experiments as drastic as those of the Ogg-mented head in which Willie Ogg years ago adapted an old Scottish idea of toe-weighting to balance hosel weight.

As we've pointed out, the price of top-quality sets of irons and woods are higher than the United States Golf Assn. allows for amateur prizes, so there's going to have to be an adjustment made somewhere, sometime.

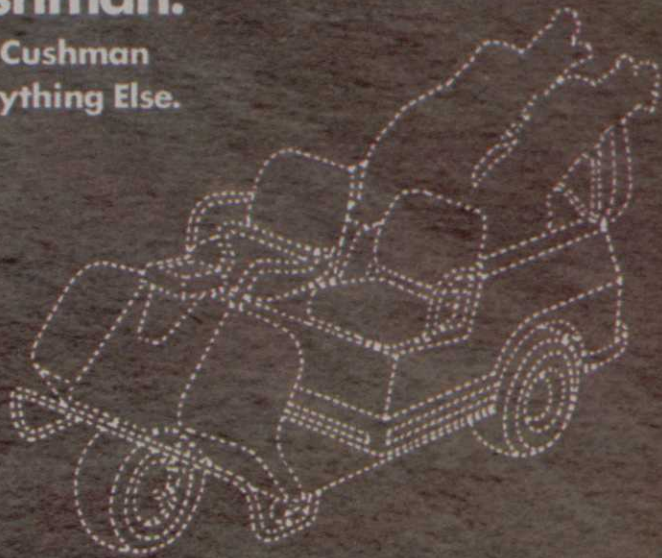
As one who has read numerous "feasibility studies" of public utilities in which brokerage houses suggest I risk a few bucks, I've got to say the "feasibility report" that made the plainest sense in dollars is the one Fred L. Stewart of the National Golf Foundation submitted to Eugene Thomas, general manager Pearl River Valley Water Supply District, about a contemplated course in the Jackson, Miss., metropolitan area.

This is one of those very rare bus-

continued on page 79

Test drive the 1968 Cushman.[®]

Compare a used Cushman
to a brand new Anything Else.



A rebuilt, 4 year old Cushman looks as good and performs as well as a new Anything Else.

It's because of the way the Cushman was built.

Its steel body was phosphate treated, then painted with multiple coats of isothalic enamel. Not only rust-resistant, it's stronger than other golf car bodies. And it's formed of panels, bolted together. Not a one-piece shell. So damaged parts can be repaired or replaced inexpensively, without the whole body needing work.

And the '68 Cushman came with standard features many of our competitors don't even offer as options on their brand new cars today. Some things you'll notice are an automatic seat brake, automotive steering, front and rear suspension and adjustable seats, to name a few.

As far as looks, we'll put our '68 up against anything. It won a national design award and was selected as a permanent part of the Smithsonian Institute's Industrial Design Exhibit.

The Challenge

But we don't want you to just take our word for all this. We want you to prove it for yourself right on your own course.

We'll bring a rebuilt Cushman to your course and you can drive it yourself. Compare it in performance and appearance to Anybody Else's newest car.

We think you'll find everything we say is true. Of course, there is a golf car on the market that is actually better than a rebuilt Cushman.

It's called a new Cushman.

If you'd like to take us up on our challenge, please write:
Cushman Challenge, Cushman Motors Division, Outboard Marine Corporation, 1006 North 21st Street, Lincoln, Nebraska 68501.

Cushman



TOTAL TURF CARE IS HERE!

Dacthal®

Start your Total Turf Care this year with Dacthal W-75 herbicide. Or use the convenient 5 percent granular form if you like.

Dacthal gets the jump on most annual grasses and broadleaf weeds. This preemergence herbicide prevents weeds as they germinate. Crabgrass and *Poa annua* don't have a chance. Yet, Dacthal is a truly selective herbicide that will not affect established grass. It's even safe for new grass when used according to label directions.

Just one application in early spring will control weeds for a full season. In the case of *Poa annua*, another application in late summer keeps this late germinating pest out of sight.

Don't worry about residue build-up either. Dacthal degrades in one season; it's not persistent in the soil.

Dacamine®

For those areas where broadleaf weeds are a problem, use Dacamine Turf herbicide to sustain your Total Turf Care. Postemergent Dacamine kills dandelion, plantain, poison ivy and most other broadleaf weeds.

Get a full course of protection against weeds and disease.

Dacamine is a special form of 2,4-D, non-volatile, yet very effective. It combines the weed-killing power of an ester with the safety of an amine. So Dacamine stays put—kills the weeds you spray it on but won't vaporize and damage valuable plants nearby.

Dacamine is an oil soluble concentrate. This allows it to penetrate waxy leaves and move all the way to the roots—killing the whole plant.

Daconil 2787®

Total Turf Care includes broad-spectrum disease control. Daconil 2787 is the one fungicide that solves most disease problems. Why use a group of fungicides to do what Daconil 2787 can do by itself?

Use Daconil 2787 to prevent or cure: Brown Patch, Copper Spot, Dollar Spot, Leaf Spot, Melting Out, Pink Snow Mold (in Washington and

Oregon only) and more. Many leading golf courses use Daconil 2787 in their disease prevention program.

Daconil 2787 has performed well on over 25 grass species and varieties. Excellent turf tolerance allows you to use it even in hot, humid weather.

Just mix Daconil 2787 with water and spray. You don't need a surfactant. It's compatible with many commonly-used pesticides. Follow label directions for exact usage.

Daconate®

Round out your Total Turf Care with Daconate postemergence herbicide. Get those escape weeds that slipped by your premerge. Daconate will effectively control crabgrass, chickweed, wood sorrel and other hard-to-kill weeds. It's economical, too.

Daconate is a ready-to-use arsonate liquid, pre-mixed with the right amount of surfactant for maximum coverage and control. Since it is an organic arsenic compound, it does not have the more toxic properties of inorganic arsenic compounds, such as calcium or lead arsenate. For best results, spray Daconate during warm weather when weeds are actively growing.

FREE!

Get this Total Turf Care dial to help you solve many turf problems. Just a twist of the wrist helps you identify a problem and select a treatment. Send the coupon today for your Total Turf Care dial. Always remember to follow the label directions when using any chemical.



Be Diamond Sure!

Agricultural Chemicals Division
Diamond Shamrock Chemical Company
300 Union Commerce Building
Cleveland, Ohio 44115

Gentlemen: Please send me _____
Total Turf Care dials.

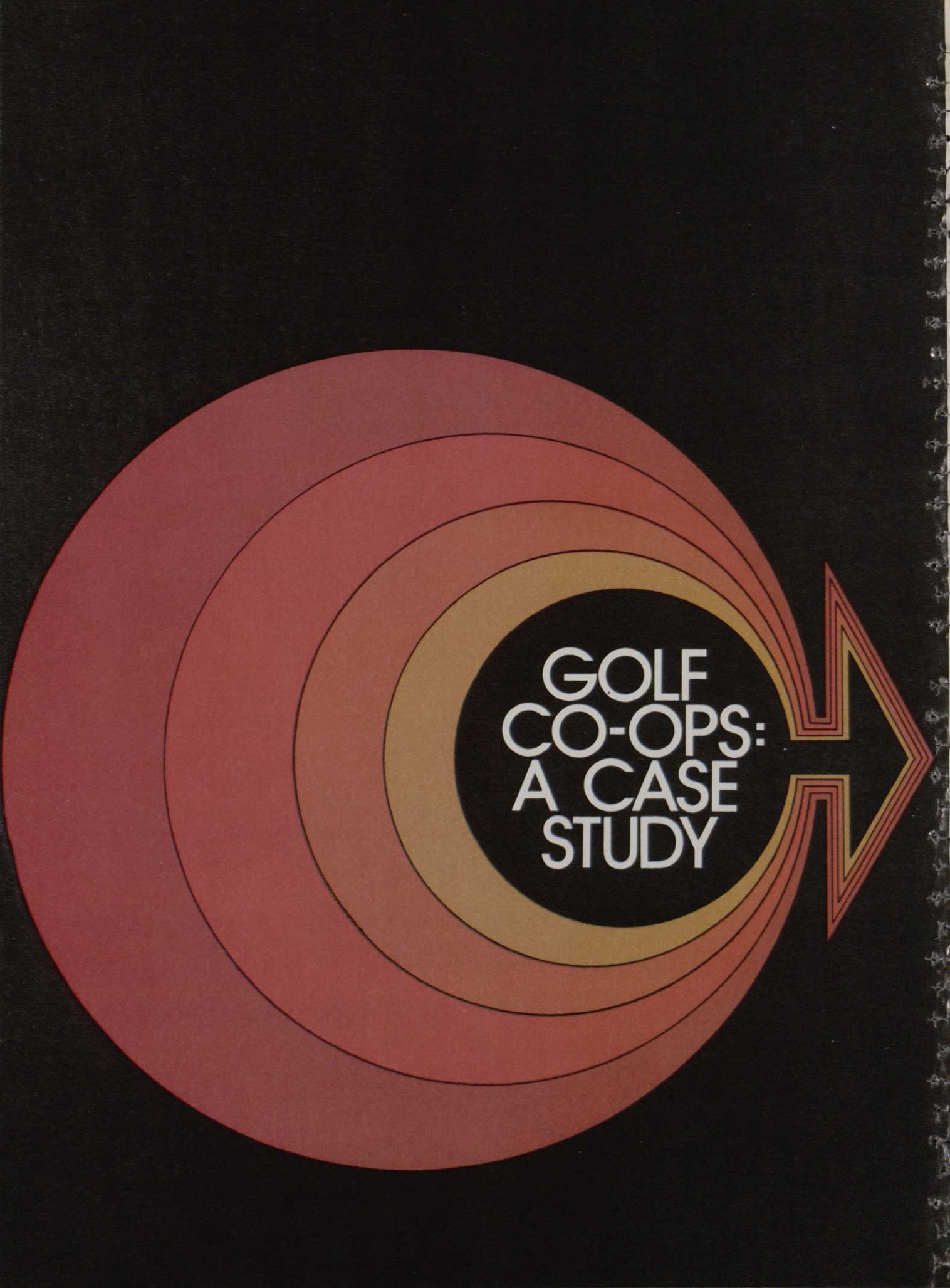
Name _____

Position _____

Street or PO Box _____

City _____ State _____ Zip _____

 **Diamond Shamrock Chemical Company**
A UNIT OF DIAMOND SHAMROCK CORPORATION



GOLF
CO-OPS:
A CASE
STUDY

On paper it's ideal. Two hundred golf professionals each put up \$250, then reap the harvest of cooperative buying—stock options and dividends, better wholesale prices through volume discounts, increased profits for the professional, greater selection and service in the hard and soft goods marketplace and perhaps lower costs to the golfer. So why have cooperatives flourished in other industries, but failed to exist for any length of time in the golf industry?

Talk at the Professional Golfers' Assn. Merchandise Show in Florida indicates that an effort is again being made in several geographic areas to unite the bargaining and purchasing power of golf professionals. In this article we are not indicting or endorsing cooperative buying within the golf industry. Rather, we want to examine the intricacies involved in establishing, maintaining and supporting a cooperative made up of golf professionals.

A co-op would allow professionals in a region to band together pooling their resources, thereby receiving volume discounts and the pick of top quality merchandise along with better service from the manufacturer. Manufacturers don't object; instead of 200 separate billings, 200 separate shipments and 200 separate sales, they now have only one. They benefit by having lower selling, freight and handling charges and less paperwork. That's the theory behind golf co-ops.

Do the golf co-ops being formed today have the above principles in mind, or are they exceeding their capabilities by going into manufacturing, an area in which they have neither the expertise nor the knowledge?

There are so many misconceptions about the aspects of cooperative buying that it would be difficult to go into all of them in this article. Definitions differ on the

Golf professionals have expressed renewed interest in forming golf cooperatives. Charles Byrket, vice president of Carnoustie Products, Inc., shares his experiences in organizing a golf co-op among Indiana professionals

by THE EDITORS

scope the golf co-op should take. Perhaps clarification into the nature of the beast, the concept of golf cooperatives within the industry as it exists today, and into the attitudes of the professional and manufacturer can be gained from a man who has witnessed, been a part of, and watched the demise of what was once the largest working pro shop co-op in the United States.

Charles Byrket, vice president of Carnoustie Products, Inc., golf merchandise specialists, relates his experiences with a group of Indiana professionals who formed a working golf cooperative during 1969. Although Byrket still believes strongly in the principle behind cooperative buying in the golf industry for professionals, perhaps some of his account can give greater understanding of the problems involved in forming a golf co-op.

Byrket got into the golf business the same way a lot of professionals did. He was a good amateur sticker in Indiana, and when a friend bought a golf course in 1962, Byrket leaped at the offer to become head professional. He soon discovered that he was unaware of some of the practices and "codes" of the golf professional. "Some of the things I had observed as an amateur player had no relation to being in the golf business," Byrket says. "At a privately-owned public

fee course the job is not to direct club activities, but to direct the play. You're not as 'individual' oriented as a professional at a country club. The first thing I quickly learned was that I didn't know anything about the golf business and about the duties of a professional. For every 10 obvious duties of a professional, there are perhaps another 90 that go unnoticed by the members, but which must still be performed."

Byrket soon concluded, "the club professional is the most important single force in the golf merchandise world. He controls what he sells through his knowledge and years of experience by being able to exercise his professional judgement on the merchandise that he chooses to sell." With this in mind, Byrket began to formulate a plan for a golf cooperative.

1964

□ Byrket's program is discussed with area club professionals and the sectional PGA. "Everyone was waiting for the other professional to jump in," Byrket says. "Consequently, we got a lukewarm reception to start with."

1965

□ The program is discussed with a banker.

□ An attorney who specializes in cooperatives is retained by Byrket. "This was probably the most important step in the organizing of the company," Byrket says. "Without proper legal counsel we could not have proceeded. If we had proceeded without such advise we would have had serious legal difficulties with the state Securities and Exchange Commission.

□ Byrket studied the golf industry by talking to manufacturers, distributors, salesmen and other professionals to acquaint himself with all phases of the golf business.

1966-1967

□ Nine professionals in the Fort Wayne area agree to join with Byrket.

continued

CO-OPS *continued*

- Byrket now attempts to get the company incorporated.
- Papers are filed with the state and with the Securities and Exchange Commission.
- Professionals are notified that a co-op is being formed.
- The company becomes known as Golf Professionals, Inc.
- Meetings are held in the pro shop at the Indiana PGA championships to attract members. "I can't think of a worse place to hold a meeting," Byrket laughs. "Because I thought my idea had merit, I assumed the pro shop would be crammed with eager listeners when we announced the meeting. Instead, professionals kept coming in and out. Nobody signed up."
- A meeting is held a month later. All professionals in the area are called. One professional shows up.
- Byrket needs a securities license from the State of Indiana to sell stock. He goes to Butler University to get his license.
- Nine professionals finally agree to each buy \$1,000 worth of stock. They initially put up \$250, with the remaining \$750 to be paid according to an escrow agreement with the bank.
- Byrket writes a notice to 90 Indiana professionals regarding a meeting and outlining his plan. He is underwriting all legal fees because the company still has no money. Three professionals come to the meeting, none sign up. "The meeting was an unqualified disaster," Byrket says. "It was a long drive home."
- Byrket calls on professionals individually in the evening. Meanwhile, he is still handling all duties at the club where he is head professional.
- Byrket is allowed to present his program after the fall PGA section meeting is adjourned. "Of the 90 professionals in attendance," Byrket says, "when the regular meeting was concluded, 75 walked out. The only ones left were the ones connected with my program." No new signups.
- In the meantime, word is getting out about Byrket's unorthodox idea. "The professional has 30 other people calling on him and they are telling him that my pro-

gram has no chance," Byrket relates. "I don't blame them, I suppose I would do the same thing if I felt my security threatened."

1968

- By now all of 16 professionals are participating in the program. It is decided that \$1,000 is too much money. They lower the price to join to \$250.
- The structure and wording on the certificates have to be changed because of the price change. The stock issue has to be refiled with the state, the prospectus changed, subscription agreement changed as well as the escrow agreement with the bank.
- A goal is set for signing up 50 professionals at \$250 each by September 30, 1968. By that deadline, 34 professionals have signed up. Thirty-one come to a meeting to decide the fate of the golf co-op. "We couldn't extend the time limit," Byrket says, "we had already been at it for almost three years and hadn't gotten off of the ground."
- Participants form a golf company on October 1, 1968, called Golf Professionals, Inc. The bank releases funds in escrow to the company. The company has \$8,500, plus another \$4,000 pledged. The legal and accounting fees are paid. Another \$500 goes to pay for printing and stock certificates leaving a working capital to buy equipment of \$8,500.
- Byrket resigns his job as head professional to take on full-time responsibilities of running the co-op. He receives no salary, only a percentage of the sales, or a commission.

- The co-op makes purchases of specialty items, such as umbrellas, socks and tees. At no time do they approach any major company who already has its own system or method of distribution.

1969

- Byrket borrows money personally from the bank to get more capital. "I had to have a friend co-sign the loan," Byrket says. "The bank would never give a loan to such a risk-type new company."
- A drive is started to get 100 additional golf professionals into the program. Seven sign up. "We allowed professionals who had not joined the plan to take advan-

tage of the merchandise we offered," Byrket says, "because the more everyone purchased, the more capital this gave us and the more profit the plan members made. Nonmembers who purchased equipment did not receive any dividends.

□ At the end of the year, the company had actually made a small profit and returned to each professional stock certificates and cash according to the amount they purchased.

□ Byrket takes a part-time job at a brokerage firm to help meet his expenses.

1970

□ At the Florida PGA show Byrket makes an effort to get an additional 50 members from Indiana. "With the 50 members, this would have given us an additional \$12,000. I think the board would have voted me a salary," he says. "That still would have been survival money."

□ At this time, Byrket and the board of directors decide to reduce their inventory and pay off their obligations. This included Byrket's personal bank loan. Byrket, not the company, owned the bank \$25,000. The merchandise is sold and all obligations are paid off on time. After this was done, a decision was to be made to continue or cease operations contingent upon plans for new financing. "Although we had proven the theory of the co-op in the golf industry sound," Byrket says, "we could not get the internal financing to get the company on a sound financial basis."

□ In July 1970, all functions of the company stopped. "We ended up the operations with a small bank balance and inventory," he says. "Although the professionals did not get back their \$250 investment, those who participated as they should, got a good return on their investment. At no time during the operation of the company did we not pay our bills," Byrket emphasizes. "I never ordered merchandise on the expectation of selling it, collecting the money and then paying the supplier. I paid only on delivery."

Was Golf Professionals, Inc., a success?

continued on page 33