

The gift of Spring on Christmas Day

Your club is packed with players who would love to receive or give a beautiful gift box of Titleist golf balls on Christmas morning. And Christmas is a time for giving. Help your members make short work of filling out their Christmas gift lists by reminding them that *you're* the man to see for dozens* (personalized with individual or corporate name) of America's #1 golf ball.

So, mention Titleists by the dozen as wonderful Christmas gifts. You'll be spreading a lot of cheer around.

All orders sent directly to us listing your name and club name will be fully accredited to you.

 **ACUSHNET SALES COMPANY**
Sold thru golf course pro shops only

For more information circle number 145 on card



*Also in half dozen gift boxes without personalizing.



Photographed at The Homestead, Hot Springs, Virginia.

Rent the best...Harley-Davidson.

Because Harley-Davidson doesn't cost any more to rent than an ordinary golf car. Rental fees are all pretty much the same. It's the cars that are different. And Harley-Davidson golf cars make the difference. Running, our gas car makes less noise than your own voice. And exclusive instant

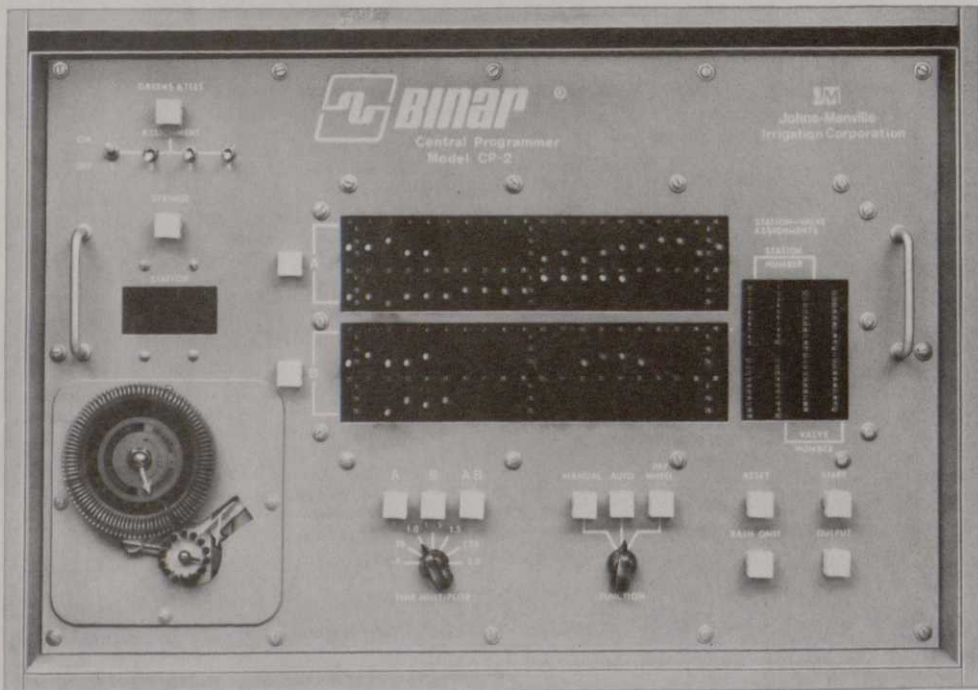
ignition eliminates idling. Gives you absolute silence on every shot. The electric runs farther between charges. That means you'll never be stranded out in the middle of the 16th. Gas or electric, both are the smoothest riding golf cars you ever played a round with. Cars designed to let you

put everything into your game. That's why it's Harley-Davidson, exclusively, at nearly 3000 clubs all over the golfing world. If your club isn't one of them, you might well be wondering why. AMF | HARLEY-DAVIDSON, Milwaukee, Wis. 53201.



For more information circle number 193 on card

Finally! An automatic irrigation system that simplifies installation, maintenance and operation.



Let us show you why "push-button" BINAR is the most advanced system in the industry.

SIMPLICITY OF DESIGN

BINAR'S TWO WIRE SYSTEM ELIMINATES SATELLITES AND A MAZE OF WIRES TO INSTALL.

ECONOMY OF INSTALLATION

BINAR PRACTICALLY ELIMINATES THE BACK HOE ON CONVERSION COURSES. LESS WIRE TO LAY.

FLEXIBILITY

BINAR GIVES YOU MORE COMBINATIONS OF IRRIGATION FLEXIBILITY THAN YOU EVER DREAMED POSSIBLE.

EASE OF OPERATION

SIMPLICITY OF DESIGN ALSO MAKES LEARNING TO OPERATE BINAR AS EASY AS ADJUSTING A COLOR TV.

LOW MAINTENANCE

NO VANDALISM, SOLID STATE AND MILES LESS WIRE TO GO WRONG.



**Johns-Manville
Irrigation Corporation**

P.O. Box 279, Manasquan, N. J. 08736

1973 BUDGETING AND PLANNING ISSUE

GOLFDOM

VOL. 46, NO. 10, OCTOBER/NOVEMBER, 1972 INCORPORATING GOLF BUSINESS
TIMES MIRROR A PUBLICATION IN THE TIMES MIRROR COMPANY'S FAMILY OF SPECIAL INTEREST MAGAZINES

ARTICLES

- SELL YOUR BUDGET** preparing the budget is only half the battle. the other half is selling it to club officials/by jerry clausen _____ **27**
- PRO SHOP BUDGETING: A PLAN OF ATTACK** think of the budget as a yardstick by which you measure your financial progress/by patrick d. williams _____ **31**
- MAINTENANCE EQUIPMENT: WHEN IS REPLACEMENT A MUST?** there is a point at which a piece of maintenance equipment is no longer economical to operate. here are some authoritative guidelines for judging when to propose replacement in your budget/by p. robert scagnetti _____ **37**
- PUTTING THE DAMPER ON WINTER INJURY** water is the key to preventing winter desiccation, but how to retain it over the cold, dry period is the problem. here are programs tailored to individual course conditions/by dr. james b. beard _____ **44**
- HOURS METERS CAN PAY OFF** superintendents might consider adding hour meters to their list of equipment purchases. they can avoid the twin concerns of wasteful overservicing and damaging underservicing _____ **57**
- FOOD PRICES: WHAT'S AHEAD IN '73?** club managers will find it harder than ever to keep food costs down and dining members from complaining/by william loomis _____ **59**
- THINK TENNIS IN '73** this year budget planners might do well to listen to the ever increasing calls of game, set and match in addition to the more familiar cries of fore/by douglas lutz _____ **60**
- THE VALUABLE ART OF LABEL READING** superintendents may not be getting the most from their chemical dollars, simply because they are not reading the product labels properly/by john t. waddington _____ **66**

SPECIAL PRO SECTION

- 10 WINNING MERCHANDISING IDEAS** golfdom's "buy it at the pro shop" contest uncovered some unique and imaginative merchandising programs and ideas to help the professional get members' support for his pro shop _____ **34**

DEPARTMENTS

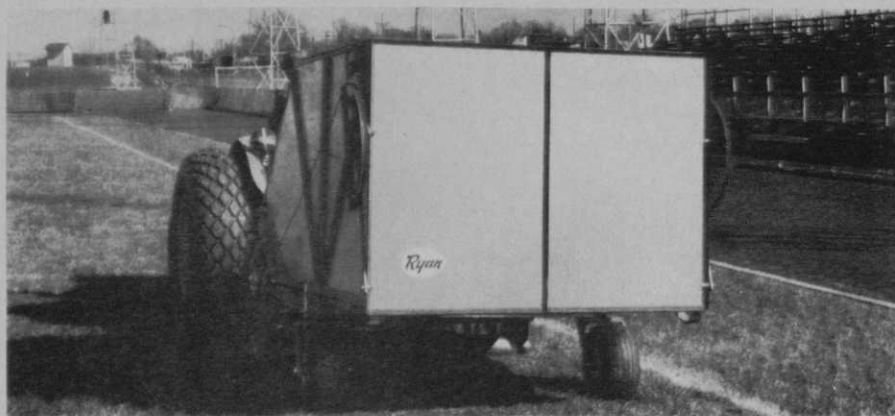
- | | | | |
|-----------------------------------|-----------|---------------------------------|-----------|
| NEWS OF THE INDUSTRY _____ | 52 | NEW PRODUCTS _____ | 74 |
| COMING EVENTS _____ | 69 | CLASSIFIED _____ | 76 |
| PEOPLE IN THE NEWS _____ | 71 | ADVERTISER'S INDEX _____ | 78 |

VIEWPOINTS

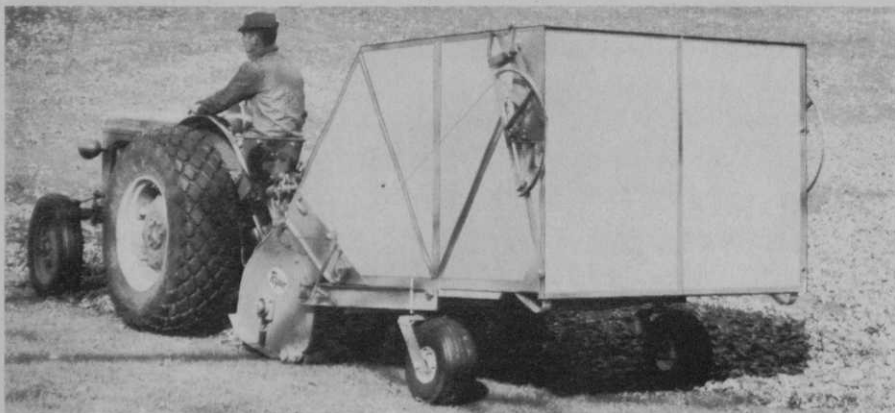
- SWINGING AROUND GOLF**/by herb graffis _____ **9**
- GRAU'S ANSWERS TO TURF QUESTIONS**/by fred v. grau _____ **12**
- TURFGRASS RESEARCH REVIEW**/by dr. james b. beard _____ **18**
- THE PROFESSIONAL APPROACH**/by patrick d. williams _____ **35**

GOLFDOM, Incorporating GOLF BUSINESS; October, 1972. Published monthly January through October, by Popular Science Publishing Company (a Division of the Times Mirror Company), 355 Lexington Avenue, New York, N.Y. 10017. Copyright ©, 1972, by Popular Science Publishing Company. Published simultaneously in Canada. Copyright under the 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, Editorial and Advertising offices, 235 East 45 Street, New York, N.Y. 10017. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Controlled circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, 235 East 45 Street, New York, N.Y. 10017. Members of Business Publications Audits, Magazine Publishers Association, and National Golf Foundation. Subscription rates \$5 per year. Foreign, \$6 per year. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.





The world's largest power rake . . .



that also sweeps turf debris



. . . and flail mows.

Got an acre or more of turf to maintain? Then you need the Ryan Grounds Groomer. It dethatches, sweeps and mows large turf areas. Even prepares seed bed for overseeding.

The tractor-drawn Grounds Groomer has vertical blades that slice and literally blow lifted thatch, leaves, twigs, pine needles and cones, and other debris into the big 5-cubic-

yard hopper. Even picks up eucalyptus leaves.

Reel is designed to dethatch while mowing. Reel is easily converted for complete flail mowing of rough grass. Reel can be raised or lowered from the tractor seat . . . and hopper can be dumped. Use the versatile Grounds Groomer all seasons for general turf maintenance.

Write for FREE Ryan Turf Equipment Catalog.



TURF EQUIPMENT CO.

Outboard Marine Corporation

1704 CUSHMAN DRIVE • LINCOLN, NEBRASKA 68501

For more information circle number 197 on card

E. S. DUFFIELD
PRESIDENT

ARNOLD E. ABRAMSON
PUBLISHING DIRECTOR

ROBERT J. ABRAMSON
PUBLISHER

JOE GRAFFIS SR.
ASSOCIATE PUBLISHER

HERB GRAFFIS
SENIOR EDITOR

VINCENT J. PASTENA—Editor

PAULINE CRAMMER—Managing Editor

JERRY OLSON—Associate Editor

PHYLLIS BORARSKY—Fashion Assistant

Editorial Consultants
HARRY OBITZ and **DICK FARLEY**—Merchandising

DR. MARVIN FERGUSON—Agronomy

RICHARD M. FERENCE—Art Director

RAGNAR JOHNSEN—Associate Art Director

JANE CICHY—Production Manager

MORTIMER BERKOWITZ JR.
Director of Advertising

BRADFORD ENGLISH
Advertising Sales Manager

Eastern Advertising Office
JOHN L. PATTERSON
ARTHUR MAY
PETER STROBEL
FRANK BRENNAN
Classified Advertising Manager

235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

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

Western Office
ROGER LEEN
30 Caledonia St., Sausalito, Calif. 94965
(415) 332-5300

Advertising Representatives
METROPOLITAN PUBLISHERS
REPRESENTATIVES, INC.
Florida & Caribbean
924 Lincoln Road, Suite 203
Miami Beach, Fla. 33139
(305) 538-0436
4407 Vasconia
Tampa, Fla. 33611
(813) 839-0082
Georgia
2045 Peachtree Rd. N.E., Suite 315
Atlanta, Ga. 30309
(404) 233-5077
Canada
1255 University St., Suite 343
Montreal 110, Que., Canada
(514) 866-5381

Detroit, Michigan
SALES MOTIVATING ASSOCIATES
ROBERT W. MORIN
19400 West 10-Mile Rd., Suite 216
Southfield, Mich. 48075
(318) 352-8333

Your third step to healthier turf 3

Fall is the time to take it



If you're following the DuPont TERSAN 1-2-3 Disease Control Program, you've already got spring and summer turf diseases licked.

Now's the time to prevent fall diseases—take your third step to healthier turf, the application of TERSAN SP on tees, fairways and greens.

TERSAN SP gives superior control of Gray Snow Mold and Pythium. These diseases will be the major problem, depending on your area, during the fall and early winter months.

TERSAN SP, like the other DuPont TERSAN fungicides, is non-mercurial, low in human toxicity and has a large safety factor on turf.

Now is the time to take the third step in your DuPont Disease Control Program or, if you haven't been on it, it's the time to start. You'll find the TERSAN Program is highly effective, economical...and *complete*. Prevents or controls all major turf diseases on all common grasses all year long.

NOTE: Applications of DuPont TERSAN 1991 turf fungicide should be used in the late fall and early spring in areas where Fusarium Patch (Pink Snow Mold) is a problem.

Your golf course supplier has complete details on the program and a supply of TERSAN fungicides. Give him a call today.

With any chemical, follow labeling instructions and warnings carefully.



TERSAN[®] SP
TURF FUNGICIDE

For more information circle number 154 on card

THE INNOVATORS FROM TORO CAN SOLVE YOUR GOLF COURSE TURF IRRIGATION NEEDS!

The name and reputation of TORO are synonymous with the products and systems it has innovated specifically for golf course turf irrigation. About the only thing two golf courses have in common is eighteen holes. Everything else is different—tees, greens, fairways, rough, traps, terrain—no two alike except the 18 holes and the need for the optimum turf irrigation system.

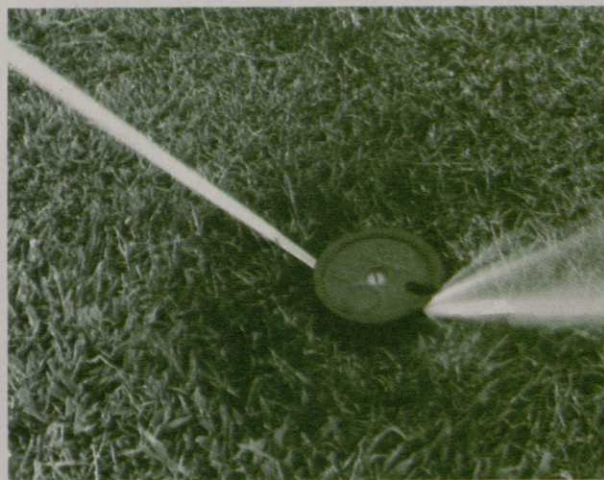
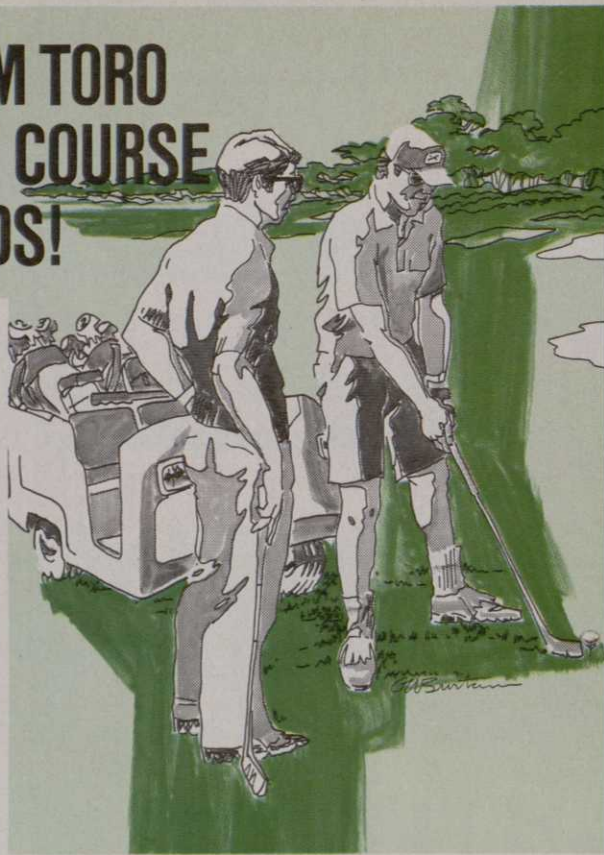
TORO has designed and advised on the installation of more automatic golf course irrigation systems than any other manufacturer and with good reason. Over the many years that TORO has been working with golf course superintendents it has been confronted with every conceivable kind of turf irrigation problem.

And take it from TORO, they can provide from their vast store of product technology and on-site problem solving the optimum system for your course. Using the proper combination of central, satellite, and syringe controllers and the exactly right sprinkler head for every coverage situation, TORO can do the right system right—the first time.

TORO innovated the valve-in-head sprinkler for individual head control and to prevent low head drainage, the spectacular 2-speed sprinkler head for uniform coverage and water conservation, the Vari-time central-satellite control system for automation of complete golf course turf irrigation systems; the use of non corrosive materials in sprinkler head and valve designs—the list is endless—and there's more.

The Innovators at TORO have even more outstanding and sophisticated products on the boards and in tests. Later this year you will be introduced to the new TORO Varitime 4000 central controller that is light years ahead of anything on the course today.

Why don't you call John Skidgel, on his nickel, at TORO, and let him tell you how the Innovators from TORO can solve your golf course turf irrigation needs. His number is 714-688-9221. And, don't forget, the Innovators from TORO got their name by being first.



TORO[®]

The Toro Company

Irrigation Division
P.O. Box 489
Riverside, California 92502



SHAFT PIONEER RETIRES

Gurdon Leslie has retired as vice president and general manager of True Temper's golf shaft division. He started out with the company in 1928 working for Win Withington and Bob Cowdrey in a little barn of a plant at Geneva, Ohio. Steel shafts were an adventure then. Breakage was common and dangerous. Bristol, now gone, had pioneered with steel after experimenting with steel fishing rods. Then American Fork and Hoe, now True Temper, got in as a sideline to its farm and garden tool business. Then came Union Hardware, which remains, and Kroyden and Heddon which have departed from the golf shaft business.

Leslie had a genius for molding mechanics, metallurgists and club-making experts into the development of the steel shaft. Leslie's unusual talent in translating feel into mechanics was demonstrated early when he made steel shafts for Billy Burke who won a U.S. Open championship with them in 1931.

An award should go to *Sunset Ridge CC*, Winnetka, Ill., for staging a major championship (the Western Open) as though the gallery were guests instead of customers. You don't get that often these days as golf is big business instead of entertainment. *Sunset Ridge* was founded 50 years ago by young men who couldn't afford to join the clubs where their fathers were members.

The Western Open was a financial success this year. The champion, Jim Jamieson, gave \$2,000 of his prize money to the Western's Chick Evans Caddie Scholarship Fund, the beneficiary of the event. Now, the Western Open, which should be one of the top championships of the year, is sandwiched be-

tween the U.S. Open and the PGA, and the scheduling of the Tournament Players' Division of the PGA, has downgraded the event even more. The Western Open in 1975 will be in Chicago at Paul Butler's new course, Butler National, which George Fazio designed and built. The U.S. Open will be at Medinah, a few miles away. At this writing, the Western Golf Assn. has heard nothing from the PGA or the United States Golf Assn. about the coordination of dates.

Half of the slightly more than 9,600 golf courses of the conventional type in this country are nine holes. Of the nine-hole courses, 2,133 are at private clubs; 2,135 at daily-fee courses and 556 at municipal courses in 1971, according to the *National Golf Foundation* count. The count gave Texas the most nine-hole courses with 287. At the NCAA and smaller college championships, many lads said, "I started to play on a little nine hole course in . . ." and name a town you've never heard of. You begin wondering if better junior golf promotion isn't being done at little country courses than at most of the larger private and public city courses. Now and then you may come across amazing jobs of course maintenance done by the pro, superintendent or manager who is maintaining a nine-hole course and running a small clubhouse. Not a dollar is wasted. Yet, rarely do you hear of anybody getting credit for what's being done for golf at a nine-hole course.

Formally "certifying" managers, superintendents and professionals is logical, important and essential now as a guide to hiring in these times. Often I wonder if certifying the job isn't also far more important than is recognized. Through

continued on page 68



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 158 on card

Increase battery life with Lester MATIC Golf Car Battery Chargers

- Compensates automatically for line voltage variations. No taps to set.
- Superior capacity, allowing equalization of cells each cycle.
- Silicon diodes with surge protection for highest reliability.
- Convection cooled for maximum life—minimum maintenance.

Insist on LESTERMATIC Leader in Motive Power Chargers

LESTER ELECTRICAL
625 West A St., Lincoln, Nebraska 68522

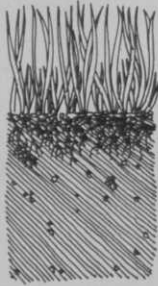
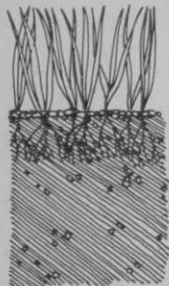
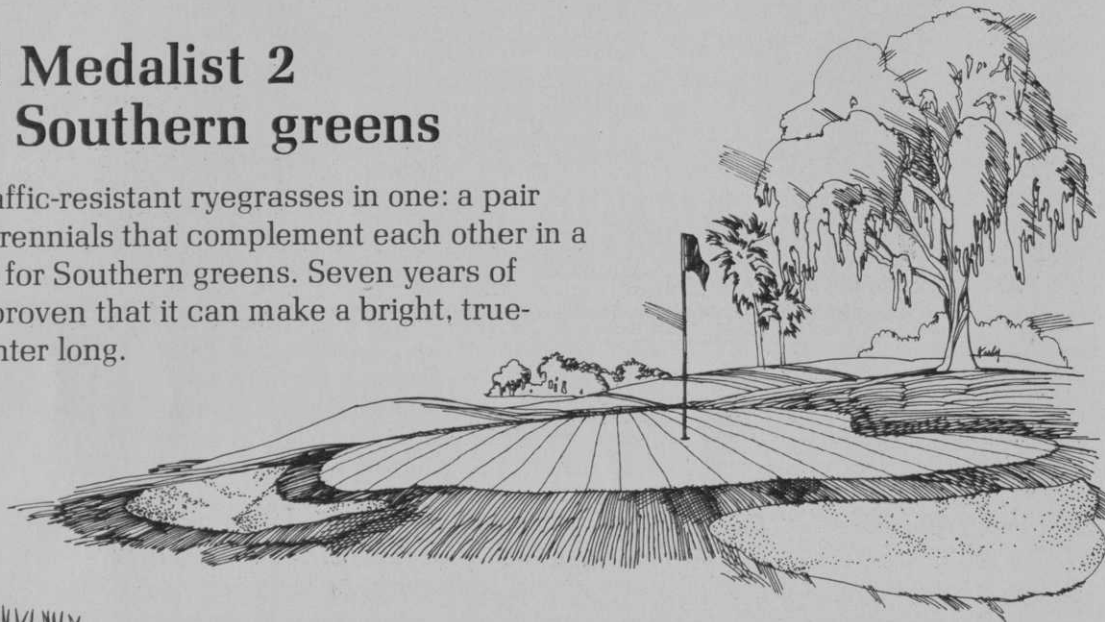
LESTER EQUIPMENT
2840 Coronado Street, Anaheim, Calif. 92806

For more information circle number 199 on card
10-11/72 GOLFDOM MAGAZINE 9

You're in for a

Fine-leaved Medalist 2 is ideal for Southern greens

Medalist 2 is two traffic-resistant ryegrasses in one: a pair of narrow-leaved perennials that complement each other in a formula that is ideal for Southern greens. Seven years of tests and use have proven that it can make a bright, true-putting green all winter long.



Gets up fast...and stays.

Because it is 100% ryegrass, you can count on Medalist 2 for fast cover — ready for play in just a few days. Cover begins when the bermudagrass fades, and lasts until transition in the spring.

Bright greens.

Medalist 2 can keep its color and texture through freezing nights and frosty mornings, and right on into early summer. In fact, many golfers say they can't really tell when the Medalist 2 goes out and the bermudagrass comes in.

Medalist 2 can take abuse.

Superintendents report Medalist 2 can withstand more heavy traffic than annual ryegrass and *Poa trivialis* formulations. There is less wear around the cup and faster recovery from "heavy play" days.

