

JOBS OPEN

GREENSKEEPER-WORKING SUPERINTENDENT take charge of private golf course in Midwest. Please send all particulars. Strictly confidential. Excellent salary. Write Box 104, c/o GOLFDOM.

WANTED: Greenskeeper Superintendent—private club, 18-hole golf course, 2 bedroom home on premises near Canton, Illinois. Send resume to Wee-Ma-Tuk Hills Country Club, R.R. 2, Cuba, Illinois 61427.

GOLF COURSE SUPERINTENDENT for a new Municipal, 18 hole, Course. Construction to start in summer of 1973; employment to start at the same time. Send resume to City Manager, City Hall, Dodge City, Kansas 67801.

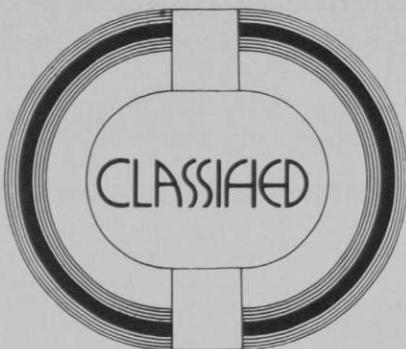
WORKING SUPT. WANTED—18 Hole Semi Private Golf Course—Southern Wisconsin; Send Resume. Write Box 117, c/o GOLFDOM.

WAUKEGAN PARK DISTRICT Bonnie Brook Golf Course Pro-Manager. 18-Hole Municipal Golf Course, Waukegan, Illinois. Salary, commission, lessons and fringe benefits. Send resume and salary requirements to John Hlade, Director, 2000 Park Drive, Waukegan, Ill. 60085. (312) 662-

WANTED: EXP. Landscape Equipment Operator's minimum. Substantial golf course construction background—able to shape greens. References requested. Good salary with future. Contact Mr. Smith, 6301 Hwy. 290 West, Austin, Texas 78746. (AC 512) 892-2151.

ACCOUNTANT/OFFICE MANAGER for Country Club in Northern New Jersey. Desirable position with growing company. Send resume incl. salary in confidence. Write Box 120, c/o GOLFDOM.

HEAD PROS, ASSISTANT PROS, GREENS SUPERINTENDENTS, CLUB MANAGERS thinking of changing location? If you are looking for a new club, don't depend upon word of mouth or other ineffective, and time consuming employment methods. Our company offers you the most confidential, efficient, nationwide employment service available in golf today. Call or write INTERNATIONAL



GOLF SERVICES, P.O. Box 12851, Houston, Texas 77017. (1-713) 734-6372.

JOBS WANTED

ONE OF WESTS' TOP SUPERINTENDENTS presently employed, wants to change clubs. 27 years experience, G.C.S.A.A. member. Write Box 101, c/o GOLFDOM.

PGA PRO SUPERINTENDENT-MANAGER, 20 years experience, family man, knowledge of course construction, desires change. Write Box 102, c/o GOLFDOM.

GENERAL MANAGER RESORT COMPLEX including country club, marina, restaurants, etc. seeks new challenge. Resume on request. Write Box 103, c/o GOLFDOM.

CLASS A SUPERINTENDENT DESIRES POSITION. Superintendent at Municipal Golf Course 4 years. Age 47, married, two children. Salary open. Write Box 105, c/o GOLFDOM.

PRO EMERITUS—LIFETIME OF EXPERIENCE. Wants placement on seasonal job for '73. Honored credit and good references. Write Box 106, c/o GOLFDOM.

PRO OR PRO-MANAGER—Degree Business Admin. 6 yrs. Head Professional Class A, P.G.A. Member. Excellent Merchandiser. Write Box 108, c/o GOLFDOM.

PRO-MANAGER available for Golf or Country Club. Thoroughly familiar with All Phases of Golf. Write Box 111, c/o GOLFDOM.

YOUNG GREENSKEEPER desires Position. 3 years experience in golf course maintenance. B.S. Degree in Business Administration. Excellent golfer. Write Box 112, c/o GOLFDOM.

PGA GOLF PROFESSIONAL—GENERAL MANAGER—College graduate, sharp businessman, 32 years old, married with family. Experienced teacher and promoter of golf. Excellent references, credit rat-

ing, public relations ability and moral character. Seeking similar position at established country club, preferably in Pennsylvania or nearby state. Write Box 113, c/o GOLFDOM.

PRO SUPERVISOR, 20 years Class "A" PGA. Good Reference. Complete Equipment to Stock. Pro-Shop—Club Racks—Cash Register—Desk—Filing Cabinets. Pull Carts—23 Electric Cars. Good Credit. Sober Minded. Excellent Teacher. Write Box 114, c/o GOLFDOM.

GOLF COURSE SUPERINTENDENT 15 years experience in all phases of turf maintenance and construction. GCSAA Member. Excellent references. Desire northern climate. Please use Box 115, c/o GOLFDOM.

GOLF PROFESSIONAL—31, married, M.A., 9 years experience, 4 as Professional, 5 as Assistant; PGA Business School. Write Box 116, c/o GOLFDOM.

PRO—SUPT—MANAGER PGA MEMBER 18 years. Desires small club. Good golf promoter. Write Box 118, c/o GOLFDOM.

PRO OR GREENSKEEPER OR COMBINATION. Thoroughly experienced, mature. Moderate income satisfactory. Season or yearly. Eastern section preferred. Write Box 119, c/o GOLFDOM.

COMMITTEE MEMBERS AND CLUB OWNERS save your club time and money. Whenever the need arises to replace or hire new personnel let us help you. We have qualified personnel for all club positions—head pros, assistant pros, club managers, greens superintendents. Our company offers you the most confidential, efficient, nationwide employment service available in golf today. Call or write INTERNATIONAL GOLF SERVICES, P.O. Box 12851, Houston, Texas 77017. (1-713) 734-6372.

BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy a golf course? Want to sell a golf course? Write to us—we specialize in golf course transactions. McKAY REALTY CO., 15553 N. East St., Lansing, Michigan 48906.

Individual wants to SELL 50% INTEREST IN 9 HOLE COURSE IN NEW ENGLAND. Many extras. Write Box 107, c/o GOLFDOM.

WANTED, manufacturer to build and sell a small tractor unit for golf course greens. A new concept in greens maintenance. Machine is presently in the field running as a Tri Plex greens mower. Designed and developed by a Golf Course Supt. Have Pa-

tent Pending. Interested in outright sale or royalty. Contact Frank E. Ekas, 851 Ekastown Road, Sarver, Pa. 16055. (412) 353-1142.

REAL ESTATE

NINE HOLE GOLF COURSE with grass greens & one practice green. Club house with Beer & Liquor Permits. For information write or call: **PACKARD REALTY**, Lawton, Iowa 51030. Phone: (712) 944-5177 or (712) 944-5519.

FOR SALE: 18 HOLE CHAMPIONSHIP GOLF COURSE. 12,000 sq. ft. clubhouse, pool, tennis, 150 acres in fast-growing south New Hampshire. Qualified buyers only. Write Box 110, c/o **GOLFDOM**.

USED GOLF CARS FOR SALE

USED GOLF CAR CLEARING HOUSE. We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. **NEDA** Northeast Dealers Association, 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

MISCELLANEOUS

LEARN AUTOMATIC IRRIGATION—Complete self taught course and textbook on fundamentals. Design, operation, maintenance, installation, pipe, equipment. Latest developments in automatic golf course irrigation. New Edition now only \$49.50 postpaid. Calif. add tax. Send check, order or request for free outline. **LARSON COMPANY**, P.O. Box 4453, Santa Barbara, CA 93103.

FOR SALE: One M422 Ditchwitch 12"; one Ryan Spikaire; two Jacobson Greensmowers; one West Point Verticutter. **TWIN PONDS GOLF CLUB**, New York Mills, N.Y. 13417.

GOLF AND COUNTRY CLUB CONSULTANTS. Is your club and/or golf course realizing the profit it should? Let us observe and advise your key management. **CARSUM CONSULTANTS, PGA—CMAA—GSA**, Chesapeake, Rt. 2/4, Lusby, Md. 20657. (301) 326-3282.

WANTED: 8 Cushman Gas Cars—Metal Bodies—As is. **Midway Land Co.**, Box 398, Midway, Pa. 15060. (412) 796-2500.

NEED PRACTICE BALLS? Give golfers the same golf balls on the practice tee, they buy in your Pro shop. **Raven Golf Ball Co.**, 6148 Thorneycroft, Utica, Mich. 48087.

NEW BREED from page 79

lens. If you can get hold of a club member or a board member or a green committee member who's a doctor, you can learn to relate the phenomena of turf to the living processes within the human body. Once he understands you, he'll bring along five others who respect him because he's a doctor."

Communication can sometimes be amazingly simple. Last fall, when visiting Northerners wondered out loud if Golden Horseshoe was losing its fairways, Dave Harmon simply mimeographed and distributed a note explaining that bermudagrass, like deciduous trees, normally goes brown and dormant as soon as night temperatures drop near 30 degrees. Writing the note took only a few minutes, but often a few minutes of explanation can turn ignorance into understanding.

Sometimes there's no way to persuade, and a superintendent just has to fight. When a green chairman balks or club members grumble, today's superintendent is much less likely to back down from something he really believes in. "I'll put it in writing," says Muirfield's Ed Etchells. "That's my request as far as I'm concerned. Then I'll go ahead and do it. Of course, it could go wrong."

It could go wrong. The fairways could be scalped into shock. The tees could be overrun, overnight, with brownpatch. The water could stop up in the creek and the concentration of algaecide would kill 2,000 fish in the lake. There are so many variables—soil, disease, insects, labor and weather—that's there's really no way to make plans, because each day is a new entry. There's no way to catch every loose end.

But somehow, a golf course superintendent has to. "You've got one chance out here," Etchells says matter-of-factly. "You kill it and you're done. Maybe you've got a club that's receptive to brown grass and will go along with you because you're a nice guy. But they're few and far between. If you lose that golf course, you've probably lost your job."

That's the other side of the coin, the reality that underlies the public relations. That's why supersalesmanship alone is not

enough to make a successful superintendent; the expertise has to be there first. And the dedication that makes somebody like Ray Ellinger, at 62, work 18-hour days seven days a week.

Why would a man want to make it in this kind of life? The challenge, of course. Tomorrow is always a fresh day, never a carbon of yesterday. To make it a success, a superintendent will probably be challenged to improvise, to take the initiative and to use his own judgement.

But there are other reasons, that are deceptively simple. Love. Pride. "When people come up and tell you how nice the course looks, it kind of makes it all worthwhile," says Dave Harmon. "You just have that desire to see it nice," says Ray Ellinger, "and the better it is the harder you are going to work to keep it that way."

Richie Valentine: "We're working with a living, growing thing that can die on us at moment's notice."

Don Clemans "We see wildlife here that people of Columbus wouldn't believe we see. I know the flowers, the weeds, the trees. I know the bugs. I know the grass. I know what is under the grass. I don't see it as a job so much as a life. It is a way to spend a life. And it is interesting enough that they don't have to ask if I'm here; they know it."

There are no walls, either. As much as today's superintendent is a businessman, he is also a lover of sky and grass and earth. "You know," says Ed Etchells, "I used to work in a store selling shoes. I just couldn't stand it. Here, you get pressures—my God, there are times when you want to pull your hair out and go sit in a corner someplace—but instead you can go outside, out on the course. And that makes all the difference."

In that respect, they aren't such a different breed from superintendents of 10 and 20 years ago. But the average golfer doesn't know that; he only knows the superintendent by his shadow, never having met the man.

"Somehow we have got to educate the people," Don Clemans says earnestly. "Not to the point where they can run a golf course. But to the point that they begin to have faith in the people who do run it." □

ADVERTISER'S INDEX

ADVERTISER	PAGE
Acme-Iron Works	12
Acushnet Process Sales Co.	CII, 1
Agrico Chemical Co.	57
Ault, Edmund	80
Ball-o-matic	48
Bellante & Clauss, Inc.	80
Bodin Knits	30
Bridgeport Implement Works	80
Buckner Industries	10
Chemagro Corp	53
Chicopee Mills, Inc.	56
Club Car, Inc.	47
Cushman Motors	23, 65 thru 68
Datcon Instrument	77
DiFini Originals	3
Eastern Golf Co.	42
Eaton, Charles A.	40A thru 40F
Educational Golf, Inc.	43
ESB Brands, Inc.	4
E-Z GO Div. Textron, Inc.	8, 9
Fazio, George	80
Flintkote Co.	16
Foley Manufacturing	12
Godwin, Hiram F. & Son, Inc.	80
Gold Crest	24
Hahn, Inc.	63
Hancor, Inc.	71

ADVERTISER	PAGE
Handi-Hut (Melrose)	71
Harley-Davidson Motor Co.	20
Highland Colonial Bentgrass	11
Hills, Arthur	80
Hillerich & Bradsby	26
Hogan, Ben, Co.	29
Howard Rotovator	76A thru 76D
Hudson, H.D., Co.	78
Iberia Earthmoving Service, Inc.	80
Imperial Caps	18, 71
Izod Haymaker	CIII
Jacobsen, Mfg.	54-55
Jantzen, Inc.	25
Jones, Robert Trent	80
Jordan, Bob	80
Larson Machine, Inc.	21
Lester Electrical of Nebraska, Inc.	22
Loft's Pedigreed	CIV
Maddox Construction Co.	80
MacGregor/Brunswick	48A thru 48D
Mallinckrodt Chemical Co.	14
Mid-State Bolt & Nut	15
Miller, A.J., Inc.	44
Milwaukee Sewerage Comm.	70
Moody Sprinkler Co.	79
Motor Appliance Corp.	79
M-R Products	79
North Central Plastics, Inc.	71

ADVERTISER	PAGE
Oregon Chewings & Creeping Red Fescue Comm.	62
Oregon Ryegrass	6
Paperweights, Inc.	46
Par-Aide Products Co.	45
Pargo, Inc.	35
Parker Golf Gloves	48E
Putman, Robert Dean	80
Quantum Sportswear	48H
Ram Golf Co.	48J
Roseman Mower Corp.	61
Rudy Patrick Co.	13
Ryan Turf Equip.	5
Sandpro (The Toro Company)	7
Scott & Son, O.M.	18
Smith, David	48K
Smithco, Inc.	58, 59
Spear, Wm. J.	80
Sports Innovations	48L
Stafford, A.G., Co.	44
Standard Mfg. Co.	50
Telsco Industries	49
Texace Corp.	48M-48N
Thomson Co.	32A-32B
Trojan Battery Co.	39
Turf-Terra	22
Westinghouse Electric Corp.	19
Witteck Golf Co.	48I

GOLFDOM OFFICIALS AND MANAGEMENT MAILING FORM

IMPORTANT: Your cooperation with the information below will bring **GOLFDOM** to those responsible for your club's successful operation . . . and keep them up-to-date on the latest and most practical ideas on Administration, Management, Maintenance and Services. Please complete and mail this coupon—**TODAY**—to **GOLFDOM CIRCULATION DEPT., 235 East 45 Street, New York, N.Y. 10017.** We'll see that those who qualify receive **GOLFDOM** monthly, without cost.

Club or Course Name _____
 Mail Address _____
 City _____ State _____ Zip _____

Owner _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

President _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Manager _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Superintendent _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Professional _____
 Other Duties _____
 Street _____
 City _____ State _____ Zip _____

Turfed acreage of Golf Course and Club Grounds regularly maintained:
 Course Acres _____ Grounds Acres _____

Is your course new? Yes No

Size of Course: 9 holes 18 holes 27 holes 36+ holes

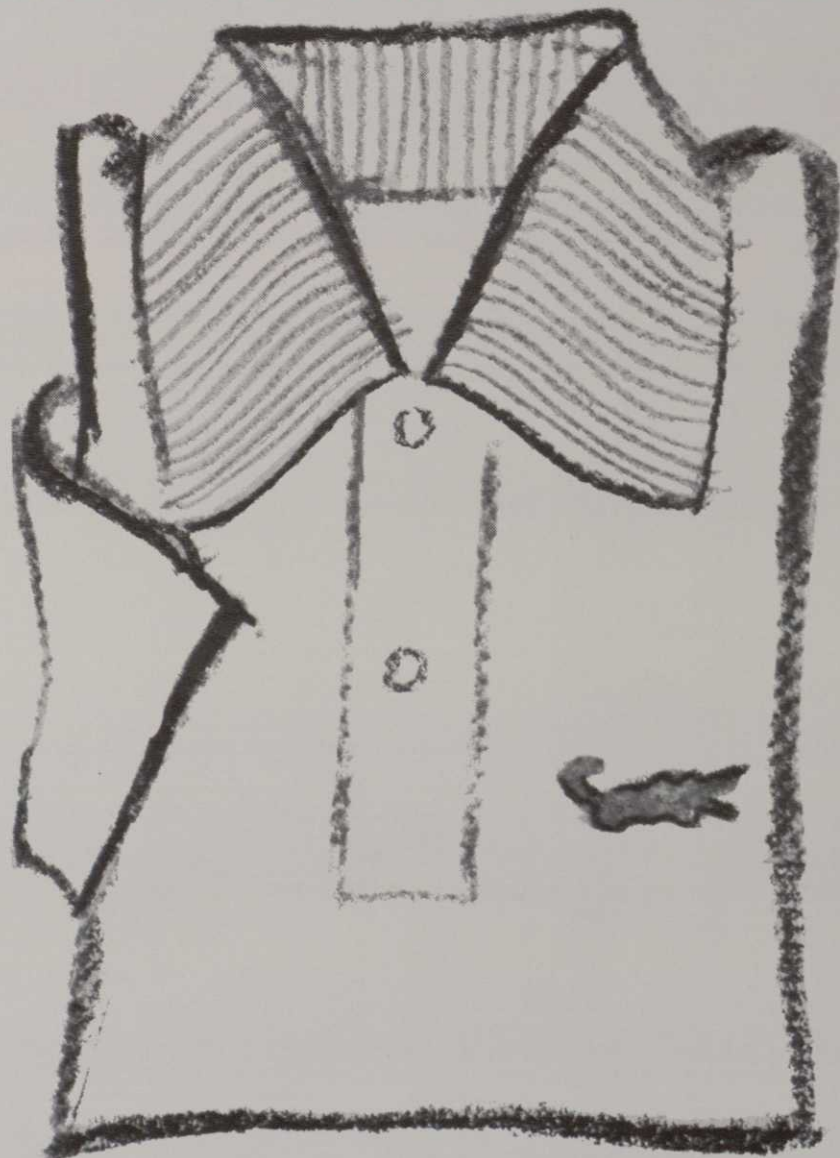
Is your Golf Course: Private Semi-private Municipal
 (city, state or county owned) Public Par 3 Military
 School Company owned Resort

Facilities at Course: Bar Restaurant Hotel Pool
 Tennis Courts Pro Shop

If Private Club check No. of members. If semi-private or Public indicate No. of players per week:
 100 or less 100-200 200-300 300-400 500-1000 Over 1000

Your Signature _____ Date _____

IZOD'S CLASSIC ALLIGATOR- INSIGNIA SHIRTS NEVER DIE.



THEY DON'T EVEN FADE AWAY.

Golfers tell us they've had them for years and years.
Everytime they come out of the wash they look like
they just came out of the box.
With Izod, you know that your customers look good.
So will your cash register.

IZOD/HAYMAKER SPRING 1973 CATALOG IS AVAILABLE

Contact Don Drotman, IZOD/HAYMAKER Golf Pro Division, or your Ernie Sabayrac Salesman.



IZOD^{LD}

498 Seventh Avenue, New York City.

For more information circle number 184 on card