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Cushman. Proven performance.

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Third, our warranty. A warranty that covers both parts and labor for one full year.

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GOLFDOM

THE BUSINESS MAGAZINE OF GOLF

VOL. 48, NO. 8, AUGUST 1974, INCORPORATING GOLF BUSINESS

ARTICLES

COVER STORY

Golf cars rest on a custom-made rack designed by Cleveland, Ohio equipment dealer, Paul Myers. The front section of the car is supported under the frame while the rear wheels rest on special holders. This unique arrangement allows a forklift to pick cars off the rack, and eliminate the use of pallets. The rack is constructed of Republic's standard rack steel in 12-foot sections. Each section has a capacity of 12 cars and Myers estimates the cost of the rack at \$10 per car. His golf car leasing business includes about 900 cars which his company picks up and services weekly. An eight-man maintenance crew handles the service and repair duties. The four-tier storage system not only maximizes use of warehouse area but can be easily dismantled and moved to different locations.

SO FAR IN '74 It's not the best of years, golf businessmen say, but it's not the worst. For a report on the state of golf business so far in 1974, GOLFDOM surveyed and interviewed club managers, professionals and superintendents around the country. The report is an 11-page special section _____ **9**

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OLD SUITS THE NEW It's really nostalgia, that certain something which can work into your renovation plans. The old bubbling stream, a swamp, a hill, a canal are as important to the scheme of "modernization" as the new ideas/by Douglas Lutz _____ **32**

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SWINGING AROUND GOLF

A BUSINESS WITH A NEW LOOK

GOLFDOM has a new publisher. And the new team comes onto the job as golf business is coming into a New Day.

The revolution has begun among the foresighted successful men in golf business. They see golf business as it is. It is the third largest recreation operation in this country. Hunting and fishing are first. Boating is second. Then comes golf business with a capital investment of \$4 billion.

The immense annual operating expense of a \$4 billion business has jolted men in the best jobs in golf into a realistic fresh look at their part of golf business.

The superintendent who is well fitted to a top job sees that he is responsible for the development of an expensive, intensively harvested crop of fine turf. The man has this executive position, not because he is in charge of a park, cemetery, landscaping contract, roadsides or airport grass, but because he is in golf business.

The professional who is doing well financially and has job security is employed, not because he is a merchant of clothing and shoes but because he is in golf business.

The club manager isn't hired because he is a good restaurant and bar operator, but because he is expected to make good in golf business.

The specialist in any department of golf business is only as good as he can mesh his operations with the other departmental gears in golf business.

The General Manager policy has grown among the 2,700 private 18-hole and larger clubs of the 11,000 golf facilities in the United States.

The general manager idea grew

at private golf clubs because elected, unpaid officials seldom had time enough to apply themselves to GOLF BUSINESS and have the knowledgeable command of this unique and exacting business as they had of their own businesses of professions.

GOLFDOM grew to become one of the nation's foremost business magazines because it never regarded golf business as a part-time job. Its editorial policy was, and is of the entire golf business picture, and not merely any one section of it. The Golfdom identification of golf business as an entity has been confirmed by the immense growth of well-managed golf business.

The owners of the approximately 4,000 daily fee courses in the United States run their places as a business often much better than private clubs are run. They are great users of GOLFDOM's editorial and advertising pages. The professionals, superintendents and managers who have the best jobs in golf and who operate as business executives in growing up, and staying up, have had the valuable habit of GOLFDOM.

You may notice that the advertisers who have been close enough to golf business to know what's really going on see the "bottom line" nicely in the black each year. They have been steadily telling their sales story to golf business in GOLFDOM.

The founders, and for nearly 40 years the publishers of Golfdom, did very much all right by themselves by working at golf as a business. They were close to the pros, the superintendents and managers and helped these men increase their incomes by being considered as essentials of GOLF BUSINESS, not as satellites.

continued



Photographed at Diamondhead Corporation's Pinehurst C.C., Pinehurst, N.C.

Harley-Davidson. Club champions again this year.

This season, as usual, more Harley-Davidson golf cars will be driving on more golf courses than any other make in the world. For example, Diamondhead Corporation is the owner and operator of the largest fleet of Harley-Davidson golf cars in the world. Why Harley-Davidson?

Because they're so good-looking? And so dependable? And so quiet?

Of course. But there's more.

Our 4-wheel cars, for example, have independent front wheel suspension, mounted on trailing arms. And coil spring shocks. The

rear wheels? Coil springs, hydraulic dampers, torsional stabilizer.

Both our four-wheel and three-wheel models deliver sharp, effortless steering. With tiller bar or steering wheel. And all Harley-Davidson golf cars are protected by molded rubber bumpers in the rear. Four-wheel cars also have heavy duty front bumpers while the three-wheel models employ chrome tubular steel front bumpers.

Did we say quiet? Our gasoline cars are quieter than a voice in normal conversation.

For More Details Circle (106) on Reply Card

Another nice thing. Our electric cars will run longer between charges. (Because they use less power at low speeds.)

Four-wheel, three-wheel. Gas or electric. Harley-Davidson golf cars are the champions. By popular vote. Naturally, we'd be happy to meet you at the nineteenth hole. And show you our scorecard. AMF Harley-Davidson Milwaukee, Wisconsin 53201



Harley-Davidson



The going was tough when the founders of GOLFDOM were establishing it as the golf business magazine.

Now the bright golden age of golf business is arriving for those who can see a market as golf business and not merely separated elements of grass maintenance, store keeping at the first tee and running a restaurant and saloon at the 19th tee.

The smart men of today and tomorrow in golf business are learning how to operate Golf Business more efficiently, coordinate departmental operations intelligently, buying wisely and, in the ultimate analysis, to boom golf instead of allowing golf to be priced and slowed down, out of the market.

Watch these development in GOLFDOM so you will know what is happening in ALL of golf business.

SEE TOMORROW'S BUSINESS TODAY

In the next 10-15 years golf growth will be greater than any previous period because:

(1) Population authorities estimate a record movement of people away from concrete high density areas to living with grass.

(2) Despite high interest rates and construction costs the residential project, high rise or house-home type, that sell well are those with golf facilities.

(3) An alarming increase of mental disorders among adults, especially retirees, competent authorities describe as "concrete stir-craziness."

(4) Far more boys and girls are getting golf instruction and play in colleges than the highest number active as caddies.

At this time figures are loose estimates because golf business has been inadequate in accurate market data. That's being remedied.

GOLF BUSINESS EDUCATION

Unfortunately too few club officials and club owners have much of an idea of the educational programs for superintendents, managers and professionals. Some sales and advertising managers of companies in golf business know what has been going on in these programs. And maybe a few advertising agency account men handling golf business clients know what's doing in golf business

education.

Businesses are barely getting the educational program that golf business is giving itself in the schooling of golf professionals, course superintendents and managers.

The specialized training that club managers got in their colleges, that the superintendents got in the agricultural colleges and the professionals learned by experience now is being supplemented by business seminars in the 37 PGA sections and by the instruction in the PGA schools for more than 2,000 assistant pros.

GOLFDOM UP EARLY IN THE NEW DAY

GOLFDOM as the Golf Business magazine has been in a large measure responsible for setting the pattern of the New Day education that qualifies men as golf business executives, acquainted with all departments of the golf operation instead of being confined to one area.

GOLFDOM'S editorial policy and advice about knowing Golf

Business has helped some of Golfdom's good friends get rich in golf business.

Men Golfdom's founders first knew as assistant pros, or workers on golf courses or in clubhouses now have golf properties that exceed in value the wealth of the playing stars publicized as the "Golf Millionaires." These readers of Golfdom got wealthy in golf because they were and are Golf Business men. They are the type whose numbers will increase in the New Day in golf when the schooling of the pros, managers and superintendents is in line with the Golfdom editorial, circulation and advertising policy — get to know ALL golf business.

The money Golfdom has made for club and ball and golf wear advertisers has been big because Golfdom also made money for course equipment and materials makers and for the clubhouse suppliers.

Golfdom with its new publishers is for ALL of golf business in the golden day of golf business that's dawning. □

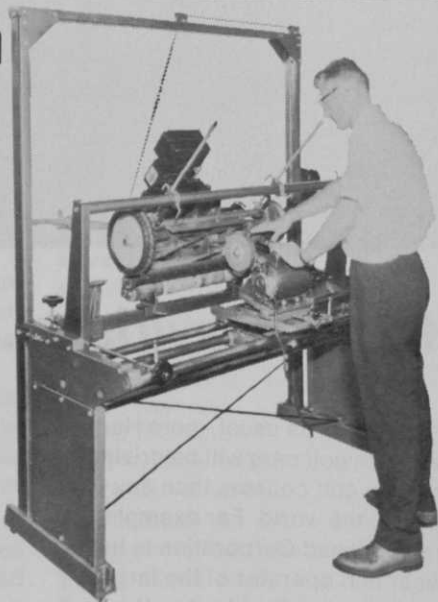
Precision Sharpen All Reels and Bed Knives *without dismantling* **MOWERS**

with

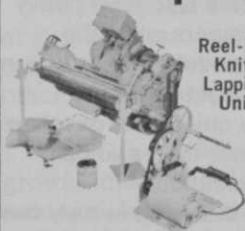
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Lawn Mower Grinder

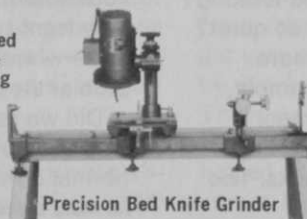
Easy to operate. Restores reel roundness, gives precise, smooth cutting edges quickly and simply. Grinds entire blade in one pass. Powerful winch lifts heaviest mower into place with ease: one man handles any sharpening job. No special training necessary.



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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**

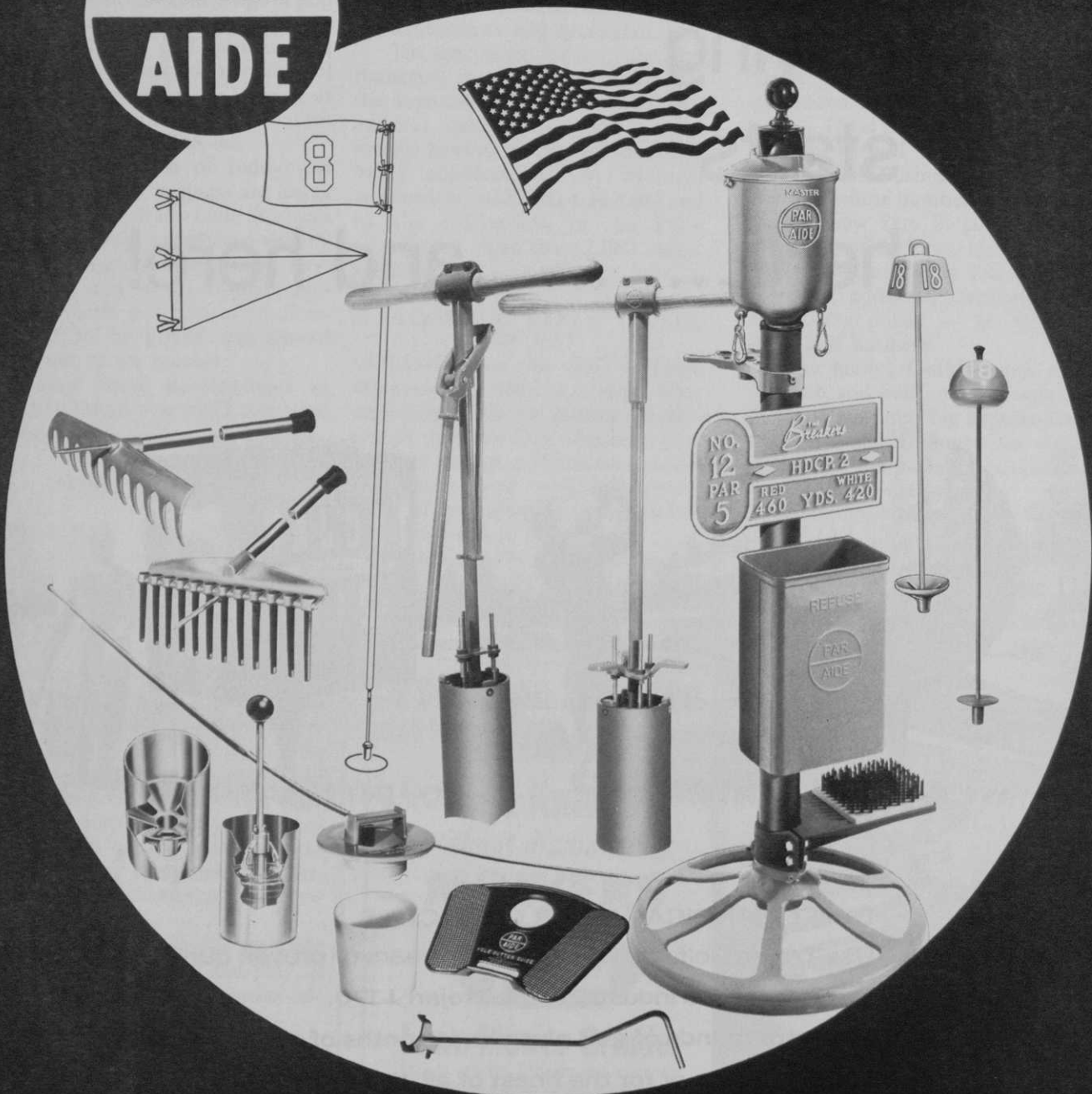
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Wherever golf is played...

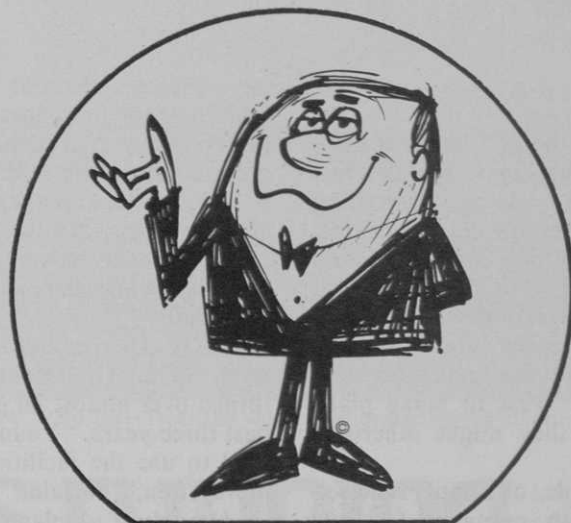


Since 1955, Par Aide's products have been serving the needs of golf course superintendents throughout the United States and abroad. Because these products have been functionally designed and are built to stand up under rugged use, it is just natural to find Par Aide equipment "wherever golf is played."

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Golf Business
**SO FAR
IN '74**

"Neither the best of years . . . nor the worst." From club managers. Professionals. Superintendents. Here is GOLFDOM's exclusive barometer on how the industry views 1974 — its impact in the first seven months; its promise in the remaining five. Material was prepared by Don Curlee (San Francisco), Joe E. Doan (Chicago), and Douglas Lutz (New York City). Their reports are based on extensive survey work along both coasts and through the heartland.



club managers

WEST

Everybody in the golf business talks about increased costs, but the responsibility for doing something about them rests with club managers, even if it's nothing more profound than raising prices for food, beverages and club services.

In some cases the economic pressure is forcing managers and boards in the West to make plans and changes they might otherwise delay.

For example, one San Francisco Peninsula club manager (Arthur Frey, Burlingame CC, Burlingame) described by its manager as "very social" is in the midst of a youth movement, with several activities reminiscent of those of 25 years ago or more — junior tennis and golf, a swim team, and the real possibility of teen-age dances.

The club budget is up 15 percent over 1973, and dues have been increased 12½ percent. "We've got a younger generation coming on", the manager (Frey) said, "and it means some changes."

He said committees must work harder to find new sources of revenue, and to avoid stagnation in club programs.

In contrast to superintendents in the area, who have at least one consolation in a plentiful labor market, managers consistently complain about the lack of trained help. As one (Frey) said, "Well trained chefs are very hard to find. European-trained people just aren't around; it may mean prefabrication of meals from central sources some day".

Another manager in the San Francisco area (Al Meillon, California GC, South San Francisco) said club income at the midpoint of 1974 was ahead of 1973, but admitted the food department is a ma-

ior concern. "Recent increases in both food and beverages make it very difficult to get our money back from the members," he said.

On one hand managers must encourage their members more and more to take advantage of club facilities, while increasing the prices repeatedly.

He is experiencing a youth movement also. His membership has turned over almost 50 percent in the past three years. "Younger members tend to use the facilities more, and more often," he said.

His club is planning modernization of the clubhouse facilities later this year, and favor seems to be growing for the construction of tennis courts, which could be the result of a more youthful membership.

An East Bay club manager (Peter Pinot, Round Hill CC, Alamo) has ridden the crest of the tennis popularity wave to new highs. With 15 courts and tentative plans for three more, he has 400 tennis members as compared to 500 golfing members.

He believes many other clubs could increase use of their existing facilities and increase revenue significantly by emphasizing tennis. As for maintenance: "Super!" he said. "All you have to do is hose down the courts and replace a net now and then, a far cry from the constant worry about golf course condition".

Although he may be oversimplifying the maintenance formula for tennis facilities, he does more than worry about the golf course, because he describes its condition as the best it has been in the club's 13 years. Playing is up, reflecting member appreciation for the course's condition.

The club also is involved in a \$250,000 remodeling program to update furnishings in the dining room, bar and kitchen, with restrooms and a snack bar on the course, the plan-

ting of several trees, 100 percent cart paths and recent repaving of the parking lot.

In spite of a dues increase the signs of a vigorous membership are more evident than ever at one San Francisco club (Peninsula CC, San Mateo, Glenn Scott, manager), and 1974 seems sure to surpass 1973.

He's at a loss to explain the improved membership and transfer sales, especially in view of a less than optimistic economic outlook. And somewhat surprisingly, most of the new members are over 40. A tentative plan drawn last year to offer special memberships in the under-40 age has been shelved.

He describes his club as very stable membership traditionally. "We work hard at analyzing our members' needs, and supplying them," he said. Committees are unusually busy, involving many members in club affairs. "When management, board and house committees understand the membership it works," he said. And it appears he's right.

CENTRAL

"Business in the first two months of the season was so good that it almost scared me." Thus, in a manner as succinct as his name, did Norman Norman, manager of Flossmoor on Chicago's far southside, describe patronage through the middle part of May.

"We were getting three or four visits a week from considerable percentage of our members, something I hadn't seen before in the six years I've been at the club," said Norman. "Luncheon business was up 15 percent or more due to better ladies' day turnouts and because women mem-

(continued on page 18)