Westinghouse golf cars were tested on the toughest courses to make sure they'd stand up on yours

Hills. Distance. Rough terrain. The Westinghouse electrics have power to spare. They're built to take it. Day after day. On a simple overnight charge.

For more information write: Westinghouse Electric Vehicles, Westinghouse Building, Gateway Center, Pittsburgh, Pa. 15222. MR-8-73

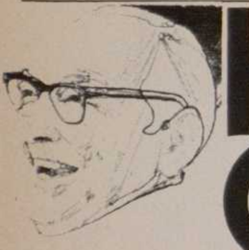
Westinghouse golf cars tamed the Bonneville Salt Flats. 33.9 miles without recharging.

Westinghouse golf cars topped Pikes Peak. A grueling 12.42-mile climb.

Westinghouse golf cars tackled the Baja. 50 miles of tou rugged waste. All tests sanctioned by the U. S. Auto Clu

Westinghouse helps make it happen

Circle No. 186 on Reader Service Card



HERB GRAFFIS
SWINGING AROUND GOLF

GOLF PRO OF THE YEAR: AN UNHERALDED AWARD

What is the most difficult of all sporting awards to win? What award is given for distinguished service to the most exacting of all sports fans? What award can be won only by a super-star competing with 5,000 stars? What is not only the hardest to win, but the least known of all awards in professional sports?

The answer is easy: The award is the PGA Golf Professional of the Year Bob Harlow trophy.

This year's winner, *Warren F. Smith,* is professional at the Cherry Hills CC of Englewood, Colo., a Denver suburb at which several national championships have been played.

Ralph Guldahl, Vic Gezzi and Arnold Palmer, all known to the enduring fame of record books, won championships at Cherry Hills before Smith became the professional there. The late Rip Arnold was Smith's predecessor.

The playing champions all accomplished historic feats with much less work, strain and worry than Smith has on his job at Cherry Hills. Walter Hagen, the man who put tournament professionals into Big Business, told me that the reason he quit being a club professional and became a tournament specialist was because tournament play was much easier work.

The golfing public has not been propagandized to appreciate that the Golf Professional of the Year award is by a long way the most difficult achievement among the multitude of awards in professional and amateur sports. There are about 800 pro football players, approximately 600 major league baseball players, maybe 300 collegiate football players and a few hundred pro and collegiate basketball players to choose among for awards by juries of coaches and sports writers.

The PGA Golf Pro of the Year award is made from among 5,000 home professionals who are screened by their peers in 37 sections of the PGA and a group from the PGA Advisory Committee, which includes a dozen highly respected members of golf clubs. No other professional sport has a keenly interested advisory board of similar capability, who are more ardently devoted to the best interests of their sport.

The Golf Professional of the Year must be a man who has shown exceptional ability and unselfish service to his club members and their families, his community and his profession.

continued on page 24

FUNGO(TM)-50

BRAND SYSTEMIC TURF FUNGICIDE

New Safe Turf Disease Control

Highly effective new discovery. Wide turf safety tolerance, even at higher-than- recommended rates.

Wide-spread tests show FUNGO-50 effective to prevent and control major turf diseases such as brown patch, dollar spot, fusarium blight, stripe smut, copper spot, red thread, and others. Effective as any organic fungicide known for turf disease control, FUNGO-50 is far less toxic to fine turf. Heavy overdoses have not discolored fine turf.

FUNGO-50 contains the methyl form of thiophanate, the new highly effective agent for preventing and controlling turf diseases.

DOLLAR SPOT

BROWN PATCH

PINK SNOW MOLD

Mallinckrodt®

MALLINCKRODT CHEMICAL WORKS
St. Louis
Jersey City • Los Angeles • Montreal

Ask your distributor for free Mallinckrodt booklet

Turf
Improvement and
Protection
System

Circle No. 177 on Reader Service Card

GRAFFIS *from page 22*

In those three areas, every home professional is expected to serve exceedingly well. The PGA has established that standard.

There are 11 million golfers who would gladly hail the Golf Professional of the Year, but many of them never have been educated by the PGA to be aware that they are one group of fans who are getting something besides bunions on their fannies for what they pay professional athletes.

The old order is changing among intelligent sports fans and foresighted writers.

I heard the song of the new dawn the other day at my own club when a member said, "You talk about what fine boys these pro millionaires are, but they've never done a thing for me. I'll stay with my own pro. He gives me free tees."

One of the brightest, soundest business women in golf told me she had recently attended a meeting of club professionals.

"They were sedately dressed, carried attache cases and were quite solemn and coldly businesslike. They had little to say about golf itself. They were in contrast with the pros before them, who acted as if they were very happy to be working at passing along the fun of golf."

I was shocked at learning that this keen young woman had seen sharply what I had only felt. That great old idea about golf being fun—the idea that made the game and the business—is wilting.

Tournament pro golf is getting near to being just another trade. If a plumber should get $45,000 for four day's work, he would seriously damage the image of tourney golf.

The home professionals are suffering, or at least risking, the loss of a glorious asset—the fun of golf.

The money began to drop seriously out of the lesson business when lessons ceased being fun. The PGA teaching programs got to be as deadly as performances in surgical amphitheatres. The teachers talked to teachers and the pupil became a second thought. It still was fun to take a lesson from the old timers and a few of the younger men who realized that golf was supposed to be fun.

Pro shops have the Lord & Taylor, Neiman-Marcus air, and do a volume up to $500,000 a year.

That's wonderful, but what fun is it to members? I've never seen a cash register laugh.

It could be that what the smart, young businesswoman saw about the businesslike professionals now might be the key to a lot of the troubles of private clubs; people apparently have forgotten that the big idea of golf is fun.

Joe Dey certainly has earned his money in his five years as Commissioner of the Tournament Players' Division of the PGA.

In the first year Dey was with the PGA, he was worth to the journeymen all he got in his five years.

The fact is that when Dey came into the TPD, the golfing public and the home professionals were well fed up with the tournament players.

Unappeasable complaints came from the vocal minority of the tournament professionals who talked a tough game. After all, tournament golf had been made and mainly supported by the unpaid work of many thousands of amateurs, who conducted tournaments as tax-exempt operations for charities, boys' clubs and other welfare outfits. These people were getting more irritated than the home pros with the attitude of journeyman professionals asking for easier living and more money. The men and women amateurs who were the main supports of the tournament circuit and a basic reason for the TV deals, observed that the journeymen professionals were getting more money out of the tournaments than the causes under whose sponsorship the events were being played.

A more pleasant bunch of pro sports personalities never had been involved in such an unpleasant situation. The PGA had given virtual autonomy to the tournament group which comprised about 3 per cent of the association's membership. Yet the tournament committee never had been able to run its business satisfactorily to players and sponsors.

By 1965 it became obvious that pro golf was two businesses: the service and market development business of the home pros and the show business of the journeyman pros.

Hence it was decided that it would be better if the current journeymen split away from the PGA and a new, competing circuit was formed by the PGA. Baseball has benefitted by two leagues, so had pro football. Why not pro golf with an ample number of able and magnetic kid golfers coming out of colleges?

So, as early as 1965, the troubles of tournament golf had reached the stage of getting into print. The tournament situation was so thoroughly screwed-up inside and outside, that journeymen and home pros and sports writers were wondering who'd come up with the answer. The first answer suggested was the name of John Dey, for 34 years the United States Golf Assn. executive secretary.

After Dey was mentioned as the possible Answer Man for the tournament golf dilemma, some said Joe wouldn't take the job because he had dignity, serenity and a comfortable, if not opulent, salary with the USGA.

Then in 1968 the split came in the PGA, and the tournament players desperately needed a name to give them face again. Palmer, who was the most publicized pro since Walter Hagen, had been mentioned too often as a millionaire to qualify him as friend of the people.

Then the PGA civil war reached the point where lawyers for both sides took over. So for dignity and good name, Dey was offered enough salary and fringes to get him to leave the USGA.

Dey was the lucky and smart Big Difference for the tournament players. He got them back in good standing with the golfers who have money, power and influence.

The tournament circuit now operates just as it did in the pre-Dey days. The problems of sponsors, scheduling and the dangers of unsavory elements intruding haven't changed much. The prize money, considering the increase in golfers and inflation and favoring tax laws, hasn't increased. The international competition of tournaments and the exploitation by pro star management who are in golf only for the money are still serious and growing problems.

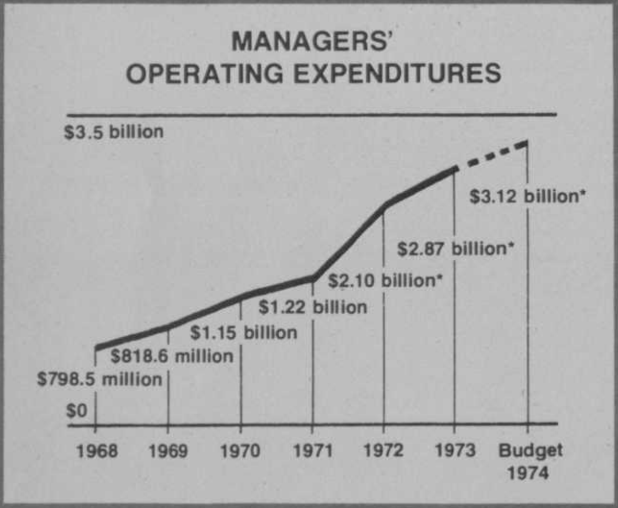
Only Joe Dey has been the big difference. Sure enough, Dey was the name the journeymen pros needed. □

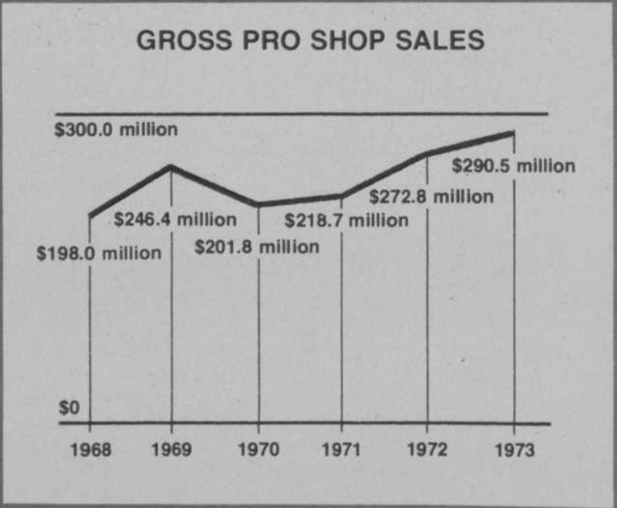
GOLFDOM'S 6th ANNUAL GOLF INDUSTRY MARKETING & RESEARCH REPORT -1973-

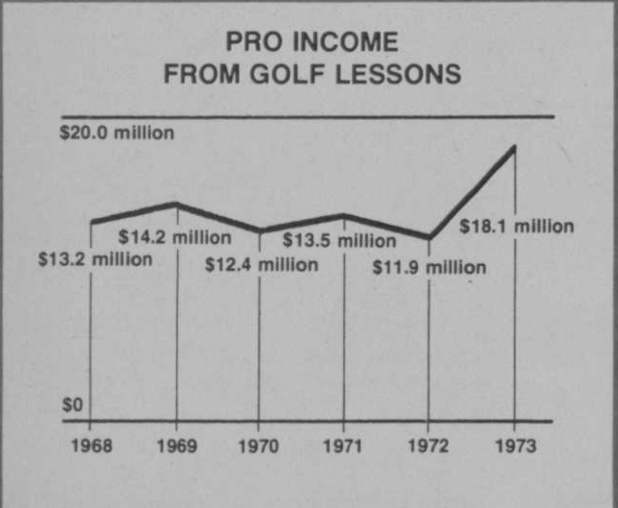
Confusion, uncertainty and doubt were rampant throughout the business world in 1973, as the Nixon Administration continued its freeze program of numerical phases designed to slow down the rate of inflation. The golf industry was not exempted from the national mood.

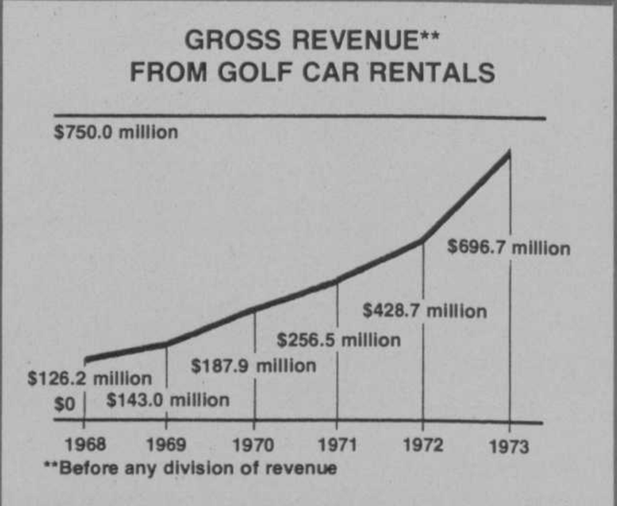
Before even sorting out the do's and don't's of Phase 3, club administrators and their product suppliers were hit with number four, complete with letter-designated stages. One apparel manufacturer summed up industry sentiment about Phase 4 when he said, "Frankly, I don't think our lawyers understand it and I seriously doubt if Nixon does."

Despite a lot of grumbling and prophecies of doom, GOLFDOM's Sixth Annual Marketing & Research Study indicates that the golf industry weathered admirably the economic imbroglio in 1973. As the six-year graphs below indicate, new "highs" were set on both incoming and outgoing sides of the





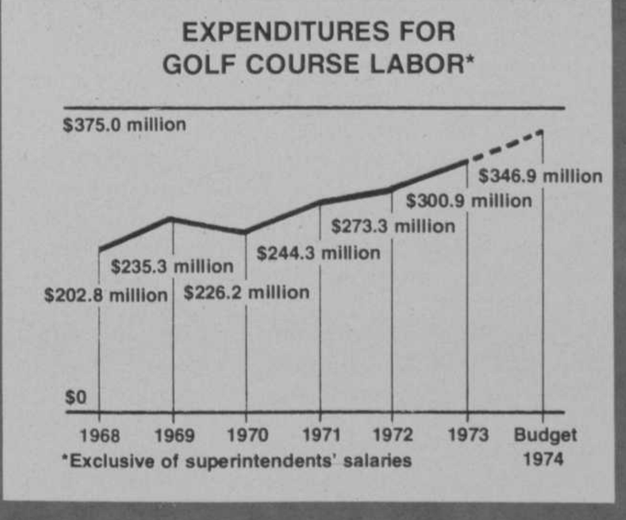


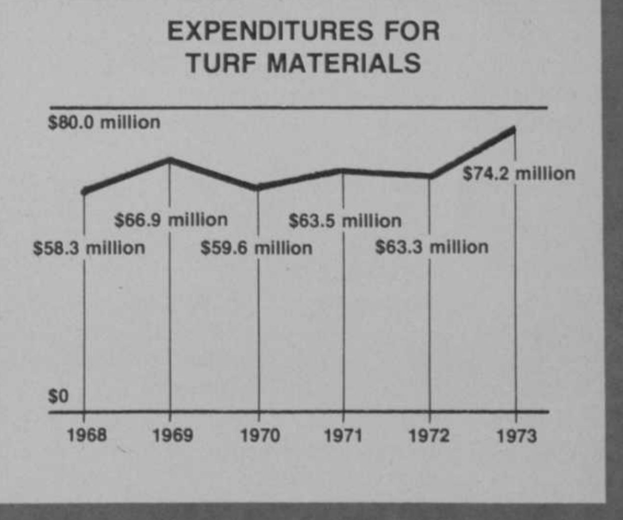


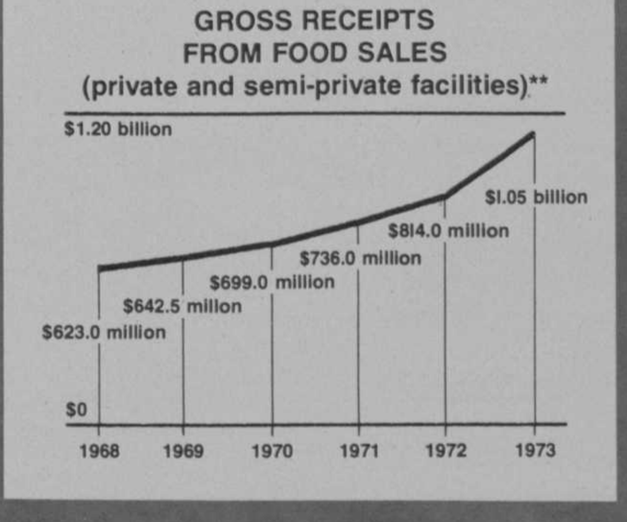
*Important: It must be pointed out that what appears to be an inordinate increase in operating expenditures is due to the inclusion of payroll costs in the 1972, 1973 and budget 1974 figures. In previous years, managers had been asked to exclude payroll costs from their responses. However, payroll costs in many cases can account for more than half of total operating expenditures.

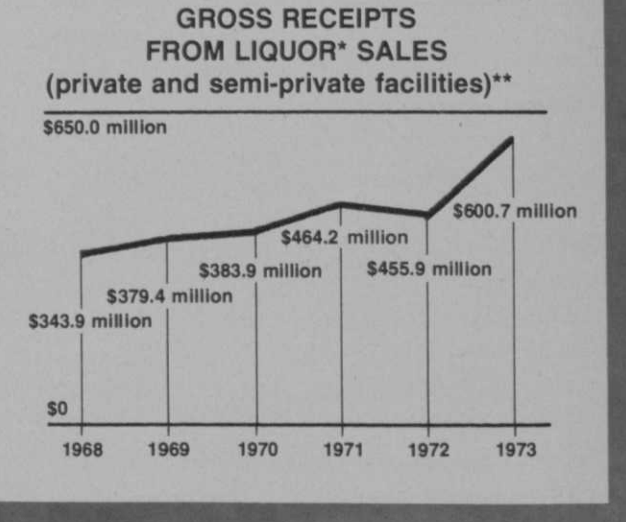
ledger. But in terms of growth percentages, the revenue areas generally outpaced expenditures. Considering spiraling costs, this was no small achievement on the part of club administrators and officials. Superintendents held tight reins on their spending for turf materials and labor, ending the year with relatively modest increases rather than the "sky high" amounts that were easily possible in 1973. Managers offset incredible rises in food costs with solid increases in food sales and extremely profitable liquor sales. Professionals, although faced with increasing retail competition, managed to break last year's sales record and did a particularly good merchandising job on major golf equipment. In addition, they broke the lesson business out of its five-year slump and achieved a healthy gain in this area.

The primary purpose of surveying the performances of the past year is to lend guidance for the next year. In 1974, however, a new monster has entered the picture, which could conceivably upset all predictions and established growth patterns. This unknown factor is, of course, "The Energy Crises." Some members of the industry, in trying to predict the possible effects of the present fuel shortage on golf clubs, look for parallels in World War II rationing conditions. The validity of this method is questionable because of the enormous changes that have occurred since the 1940s. Where there was manual course maintenance, there now is enormous machinery. Where there were caddies, there now are golf cars. Where the drive to a golf course was a matter of 10 minutes, it now may be 50, as urban and suburban expansion continues to force courses farther and farther into outlying areas. The list of differences seems so endless as to make comparison with the 40s useless. So, right now at least, the golf industry, along with the rest of the country, must face a giant unknown for 1974. □









**Hotel/Resort and public facilities have been excluded because the disparity among their food and liquor facilities makes figures unreliable.

*Includes hard liquor, wines and beer
**Hotel/Resort and public facilities have been excluded because the disparity among their food and liquor facilities makes figures unreliable.

club managers

. . . achieved some significant revenue hikes in 1973, but it was a struggle all the way against spiraling costs

Managers experienced major sales improvements in primary income areas for 1973, as unseasonably fair golfing weather extended into the middle of November. But the GOLFDOM Marketing and Research Study indicated that they were struggling to maintain their profit margin in the face of spiraling wholesale food costs. Meat, an ever-popular country club menu item, jumped over 28 per cent in the last year, and substituting chicken was of little benefit, because that item increased over 19 per cent.

Green fees revenue lead the parade of sales increases, showing a 56.5 per cent gain over 1972 to \$622 million. Liquor sales at private and semi-private facilities surged to \$600.7 million, a 31.8 per cent increase over last year's figure of \$455.9 million. (Wholesale liquor costs rose only 7 per cent, and profit margin is 300 to 400 per cent.) This more than justified managers' faith that 1973 liquor sales would bounce back from the previous year's 1.8 per cent decrease under 1971.

As in 1972, managers are substantially increasing their liquor budget allotment. The figure for 1974 (\$303.3 million) is expected to be 26.7 per cent higher than in 1973.

Gross food sales increased in 1974 at private and semi-private facilities. Sales fared 29.0 per cent over 1972 to \$1.05 billion, but wholesale food cost hikes posed a cloud over any manager jubilation about improved dining room business. That food purchase budgets increased 31.1 per cent over 1973 to \$731.7 million indicated manager optimism about 1974 food sales, but also reflected their concern that the rate of food cost increases may not soon level off.

A 62.1 per cent leap in clubhouse improvement costs to an average per facility of \$47,000 took a heavy toll on 1973 club budgets, and managers are anticipating even more extensive improvement plans as shown by the 64.0 per cent jump in their 1974 budgets over 1973 as an average per facility.

Operating expenditures continue to climb as 1973 costs rose by 36.7 per cent from 1972 to \$2.87 billion. Managers seem to anticipate a leveling off of the rate of increase in this area for 1974, increasing their budget for the coming year by only 8.7 per cent to \$3.12 billion.

Property taxes continue their ascent, reaching \$194.2 million, a 55.4 per cent increase over 1968. GOLFDOM's research study indicates significant gains in the number of managers reporting salaries of \$25,000 and more and a marked decrease in the number reporting earnings under \$7,500, while the middle brackets showed slight fluxuation. □

continued on page 31

CLUB MANAGERS' TABLES AND GRAPHS

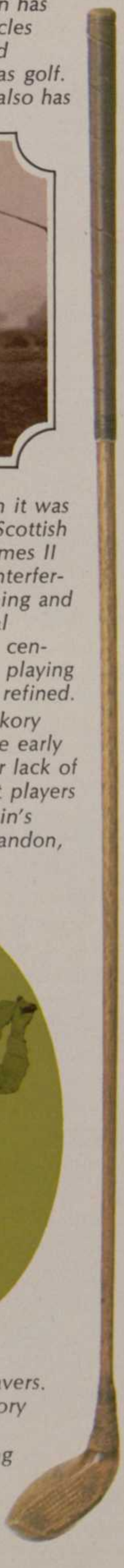
Liquor, gross recipts
Average and national totals 31
National grand totals 31
Liquor purchase budgets
Average and national totals 31
National grand totals 31
Food, gross receipts
Average and national totals 33
National grand totals 33
Food purchase budgets
Average and national totals 33
National grand totals 33
Revenue from green fees
Average and national totals 34
National grand totals 34
Operating expenditures
Average and national totals 39
National grand totals 39
Taxes on club property
National grand totals 39
Expenditures for clubhouse improvements
Average 40
National grand totals 40
Plans for improvements 40
Managers' salaries
All course types 40, 41
Each course type 41

1906

Since the beginning, man has overcome great obstacles endured in the royal and ancient sport known as golf. Man has survived. Golf also has

survived, even though it was outlawed in 1457. The Scottish Parliament of King James II decided that golf was interfering with archery training and thus weakening national defense. Through the centuries, the game and its playing equipment have been refined. Golf shafts made of hickory wood appeared in the early 1900's and, despite their lack of uniformity, truly great players developed such as Britain's Ted Ray and Harry Vandon, and America's Francis

Ouimet and Jerry Travers. Many of the great hickory players made the transition to steel during the latter part of golf's golden 1920's. The steel shaft became the standard

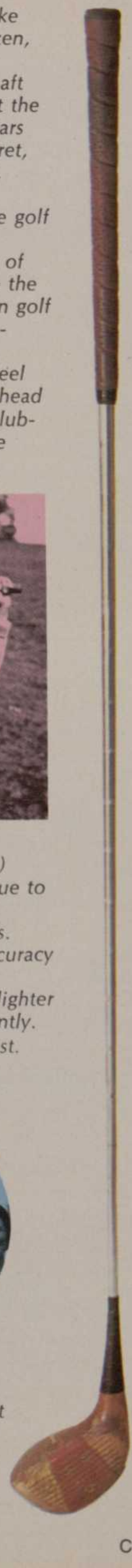


1924

for celebrated golfers like Walter Hagen, Gene Sarazen, and Bobby Jones. By the 1930's, the steel shaft had arrived. And with it the long hitters. Bright new stars appeared. Jimmy Demaret, Byron Nelson, Sam Snead, Ben Hogan. As steel revolutionized the golf shaft in the 20's, the introduction in the 1970's of carbon-graphite may be the beginning of a new golden golf era. But. Not all carbon-graphite shafts are alike! Most are lighter than steel which means greater clubhead speed. (The faster the clubhead travels at impact, the

farther the ball will go.) A few recover instantly due to the use of pre-stressed, continuous filament fibers. (That contributes to accuracy as well as to distance.) The Carbonite shaft is lighter than steel. Recovers instantly. And it resists radial twist. (That means Carbonite is

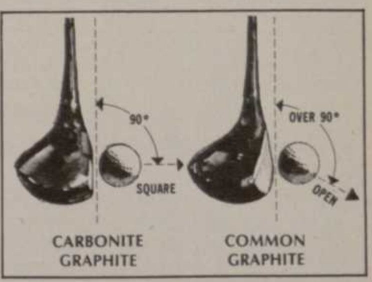
square to the target at impact.) The important combination of all three of these advantages separates Carbonite from the also rans.



1973

CARBONITE GRAPHITE—
Carbonite's unique process resists radial twist, allowing the clubhead to be SQUARE at impact.

"COMMON GRAPHITE"—
inability to resist radial twist forces clubhead to be OPEN at impact.



Don't settle for just any carbon graphite shaft. Insist on all 3 advantages:

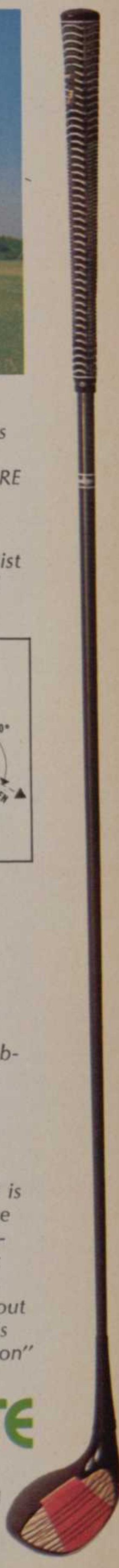
1. Lighter weight (greater clubhead speed)
2. Instant recovery (with less vibration)
3. Resistance to twist (clubhead square at impact)

Because it has all 3 advantages . . . Many players on the PGA tour are already using Carbonite shafts and the list is growing daily. Chances are your pro has several demonstrators you can try. Do it next chance you get.

All you need to know about carbon-graphite golf shafts is Carbonite. After all, "carbon" is two-thirds of our name.

CARBONITE
GRAPHITE GOLF SHAFTS

CARBONITE CORPORATION
955 Vernon Way
El Cajon, California 92020
(714) 449-9010



Circle No. 154 on Reader Service Card