

Be a W.I.N.ner!

FEED TURF WITH W.I.N. FROM

NITROFORM

UREAFORM

Water insoluble nitrogen (W.I.N.) is the answer to a turf man's prayer . . . nitrogen that keeps feeding turf without repeated fertilizing.

W.I.N. pampers delicate turf . . . feeds slowly instead of causing sudden growth that can cause stress.

W.I.N. feeds for months . . . to reduce labor costs since you apply less often.

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All turf needs water insoluble nitrogen (W.I.N.) from Nitroform® ureaform to prevent feast or famine fertilization. Whether it's a Blue Chip® quality fertilizer mix with at least 50% Nitroform, or Nitroform 38-0-0, the W.I.N. gives predictable performance. Anything else just won't measure up. Look for Nitroform or Blue Chip as the source of W.I.N. It's your guarantee of quality performance.

Will you like being a W.I.N.ner? Does Bluegrass like Kentucky? Does Bermuda grass like the South? Feed all turf with W.I.N. (water insoluble nitrogen) from Nitroform.



HERCULES INCORPORATED

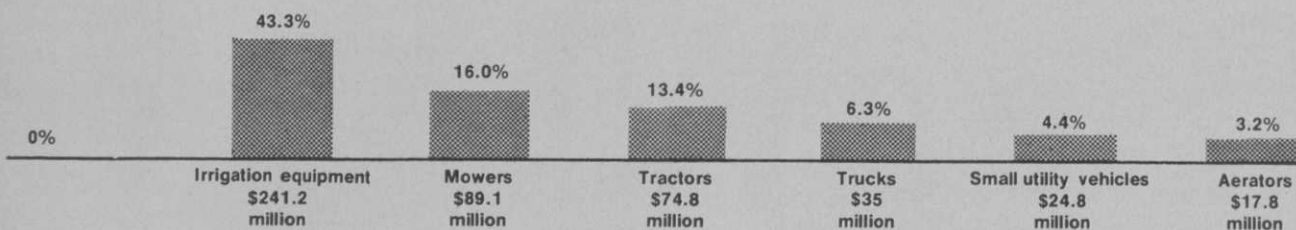
Turf and Horticultural Products, Synthetics Department, Wilmington, Del. 19899

5TH74-1

Circle No. 137 on Reader Service Card

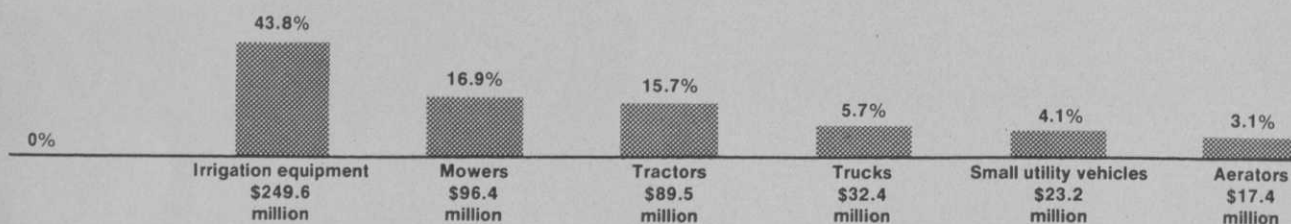
100%

VALUE OF EQUIPMENT TO YEAR END - 1971 NATIONAL GRAND TOTALS



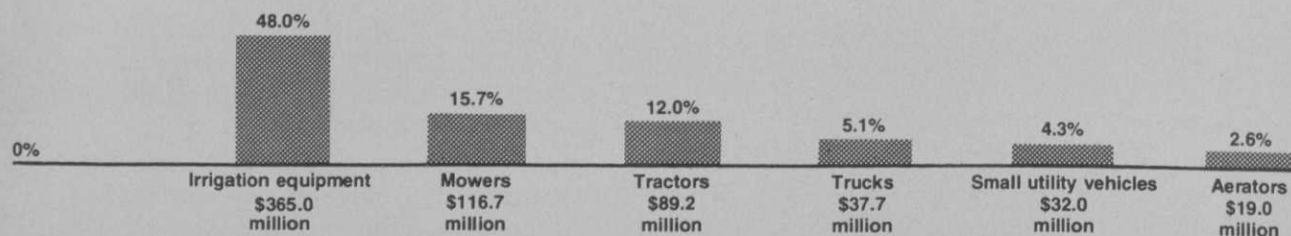
100%

VALUE OF EQUIPMENT TO YEAR END - 1972 NATIONAL GRAND TOTALS



100%

VALUE OF EQUIPMENT TO YEAR END - 1973 NATIONAL GRAND TOTALS

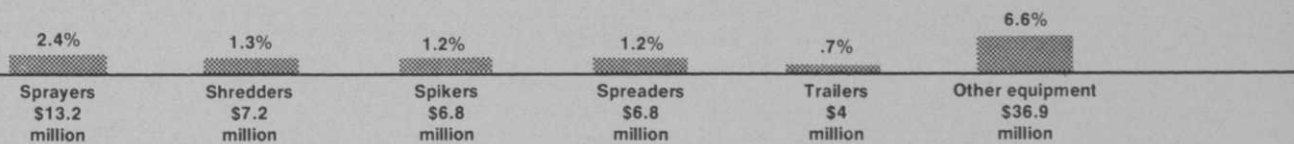


ANNUAL SUPERINTENDENTS' SALARIES (per cent of responses in each course type)

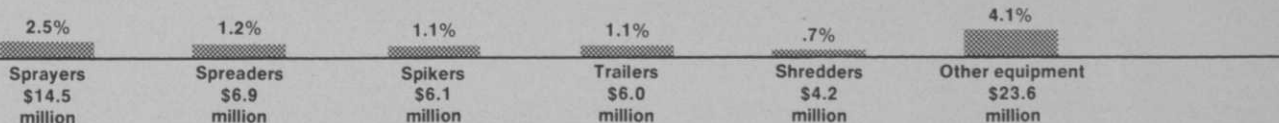
Salary ranges	Private			Semi-private			1971
	1971	1972	1973	1971	1972	1973	
\$5,000-\$7,500	14.6%	4.9%	6.5%	20.6%	23.4%	19.6%	14.8%
\$7,501-\$10,000	14.0%	13.2%	10.4%	42.2%	29.6%	17.6%	18.5%
\$10,001-\$12,000	25.6%	22.2%	14.9%	22.5%	27.2%	25.5%	18.5%
\$12,001-\$15,000	26.8%	31.9%	29.2%	12.7%	19.8%	33.3%	29.6%
\$15,001-\$17,500	15.2%	19.4%	19.5%	0%	0%	2.0%	11.1%
\$17,501-\$20,000	3.0%	6.9%	14.9%	1.0%	0%	2.0%	3.7%
\$20,000 plus	.6%	1.4%	4.6%	1.0%	0%	0%	3.7%

*Insufficient response for valid percentages

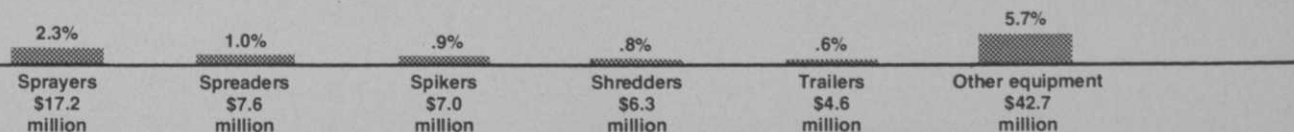
100% = \$557.6 million
down 1.7% from 1970



100% = \$569.8 million
up 2.2% from 1971 total of \$557.6 million



100% = \$745.0 million
up 30.8% from 1972



Hotel/Resort		Public			Non-regulation		
1972	1973	1971	1972	1973	1971	1972	1973
0%	0%	37.0%	11.9%	15.1%	0%	0%	—*
30.0%	23.1%	14.8%	30.9%	30.2%	33.3%	11.1%	—*
0%	23.1%	29.6%	16.7%	26.4%	66.7%	55.6%	—*
60.0%	15.4%	18.5%	30.9%	20.7%	0%	33.3%	—*
0%	15.4%	0%	7.1%	5.7%	0%	0%	—*
10.0%	15.4%	0%	2.4%	1.9%	0%	0%	—*
0%	7.6%	0%	0%	0%	0%	0%	—*

*Note: Figures over each bar indicates the percentage that the item's dollar volume contributed to the national grand total.

continued

TYPES OF IRRIGATION SYSTEMS PRESENTLY INSTALLED

Response by course size

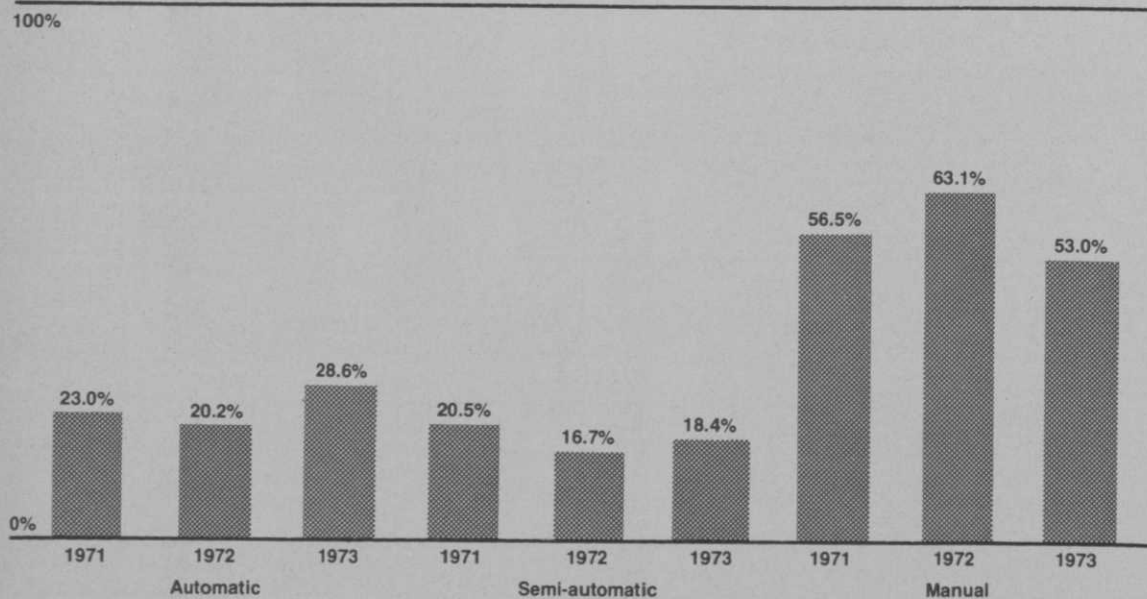
Course size	Automatic			Semi-automatic			Manual		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
9-hole	10.3%	11.2%	20.0%	25.8%	19.1%	17.0%	63.9%	69.7%	63.0%
18-hole or more	27.6%	23.8%	31.0%	19.0%	15.9%	23.0%	53.4%	60.3%	46.0%
Non-regulation	20.0%	22.2%	—*	20.0%	11.1%	—*	60.0%	66.7%	—*

Response by course type

Course type	Automatic			Semi-automatic			Manual		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
Private	25.3%	22.6%	32.0%	17.8%	15.1%	18.0%	57.0%	62.3%	50.0%
Semi-private	14.9%	13.5%	15.0%	25.4%	20.2%	24.0%	59.6%	66.3%	61.0%
Hotel/Resort	40.6%	28.6%	50.0%	12.5%	14.3%	17.0%	46.9%	57.1%	33.0%
Public	21.9%	22.0%	30.0%	25.0%	16.0%	14.0%	53.1%	62.0%	56.0%

*Insufficient response for valid percentages

OVER-ALL RESPONSE



GOLF COURSE ARCHITECT'S GUIDE

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architecture

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CODE



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NECESSARY PRODUCT INFOR-
MATION TO RUN A GOLF
COURSE?

The GOLFDOM Reader Service
Card in the front of this issue.

WILLIAM JAMES SPEAR

GOLF COURSE ARCHITECT

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ST. CHARLES, ILL. 60174



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584-8200

Circle No. 148 on Reader Service Card

CLASSIFIED

JOBS OPEN

PROMINENT PRIVATE CLUB in Southeast city seeking golf course superintendent. Will consider assistant qualified to advance. Send resume with references, photograph, salary requirements. Reply confidential. Write Box 203, c/o GOLFDOM.

WANTED: Pro, Pro-greenskeeper. Nine holes, northern N.Y. Salary open. References needed. Write: GOUVERNEUR COUNTRY CLUB, Box 273, Gouverneur, N.Y. 13642.

EXPERIENCED MANAGER for permanent job. Please send resume including salary in confidence to: DRUMMONDVILLE GOLF & CURLING CLUB, INC., C. P. 324 Drummondville, Quebec.

JOBS WANTED

GOLF COURSE CONSTRUCTION FIELD. Engineering degree and registered professional engineer. Ten years experience in golf course construction. Write Box 202, % GOLFDOM.

GOLF PROFESSIONAL desires position. Experienced. Age 33, married, wife can assist. Will relocate. Excellent references. Write Box 201, c/o GOLFDOM.

BUSINESS OPPORTUNITIES

WANTED: Mfg. Reps or Dealers for Golf Ball Retrievers & Washers in Central and Mid-Western States. GMCI, Box 4188, Corpus Christi, Texas 78408.

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

REAL ESTATE

6% FINANCING. Golf Course: 9-hole + development acreage. Pro-shop, club house, all equipment. \$170,000. All or part. 3225 BEACH LOOP RD., Bandon, Ore. 97411.

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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

FOR SALE—good used Golf Balls for Practice Range (striped red). RAVEN GOLF, 6148 Thornycroft St., Utica, Michigan 48087. Tel.: 313-731-3469.

PROFESSIONAL MANAGEMENT and consulting services for country clubs and resorts. Write IPC CORP., Box 1651, Fort Lauderdale, Florida 33302.

GOLF CAR TIRES First line 18 x 8.50-8, \$11.39; 18 x 9.50-8, \$11.62. Send for our complete tire line. All sizes available. GOLDEN TRIANGLE SPORTS, INC., 6317 Library Road, Library, Pa. 15129. Phone (412) 835-6898.

RATES: Minimum at \$13.44—20 words or less; additional words 81¢ each; in boldface type 91¢ per word. Ads Payable in Advance. CLOSING DATE: 10th of the month preceding issue. No classified advertising offering new merchandise or equipment will be accepted. Use of GOLFDOM box numbers counts as 5 words. Response to these ads only should be addressed to the box #, c/o GOLFDOM, 380 Madison Avenue, N.Y., N.Y. 10017. Replies are promptly forwarded to advertisers. Those requiring more than 10¢ postage, the additional postage for forwarding must be supplied.

Send ad copy and payment to: GOLFDOM, Attn. M. C. Ansbro, Class. Adv. Mgr., 380 Madison Ave., N.Y. 10017.

WILLIAMS *from page 47*

that merchandising is your bread and butter.

There are literally hundreds of other things you need to think about and plan for: the practice range operation, the special golfing events, your working relationship with the men's and women's golf groups, the junior program, the club manager, the parks and recreation board, the golf course superintendent, the special sales, your PGA Section activities, your books, cash flow, and on and on.

Planning for 1975. The best time to get ready for 1975 is during 1974. Think always about what lies in front of you. You don't have to take my word for it. Countless books indicate that failure in business is directly related to being "too involved with today and not involved enough with tomorrow."

Write down all the bad experiences you encounter in your shop in 1974, noting while you do, possible ways to eliminate the same problems from cropping up in 1975. In a few weeks or months, your little book may read something like this:

- 1) Ladies golf shoes—white and pink saddles not selling—do something;
- 2) Junior golf classes did not seem to understand putting lessons today;
- 3) Short-handed in golf shop on July 4—what went wrong?
- 4) Nine pairs of size 9A shoes in inventory—you've got to be kidding;
- 5) Ms. Brown's golf car konked out on course today. Car No. 7.
- 6) Mr. Harvey complained about his clubs not being cleaned;

With all these facts in front of you, you can say with determination "that won't happen next year." Look at any successful businessman in any profession and you always will notice an in-depth understanding and application of the basics of his business. That is the heart of business, but everything becomes once again very complex and tedious if you don't . . .

Implement your plans. A wise old philosopher once said, "A plan planned, but not implemented results in the planner being called 'dummy.'" Another said, "Implementation of the plans which have been tediously prepared removes one from the possibility of being referred to as 'dummy.'"

Plan, implement, re-plan, alter, change, implement again. And be successful. Be the only guy on the block who isn't called a "dummy." □

BUYER'S SERVICE

GL4-2

FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

GOLF COURSE

MAINTENANCE EQUIPMENT

- 301 Aerifying machines
- 302 Blowers/Sprayers
- 303 Edging machines
- 304 Hole Cutters
- 305 Mowers
- 306 Pumps
- 307 Rakes (trap)
- 308 Rollers
- 309 Sod cutters
- 310 Soil screeners
- 311 Soil shredders
- 312 Spikers
- 313 Sprayers
- 314 Spreaders
- 315 Sweepers
- 316 Sweepers-mulchers (turf)
- 317 Thatch cutting machines
- 318 Thatch cutters and vacuum removal
- 319 Tractors
- 320 Trailers (utility)
- 321 Trucks (utility)

CHEMICALS

- 350 Algae killer (ponds)
- 351 Fertilizers
- 352 Fungicides
- 353 Herbicides
- 354 Insecticides
- 355 Wetting agents

FURNISHINGS

- 375 Ball washers
- 376 Benches
- 377 Comfort stations
- 378 Course shelters
- 379 Flags and poles
- 380 Refreshment stands
- 381 Score Card Box (metal)
- 382 Signs: yardage and direction
- 383 Tee markers
- 384 Vending machines
- 385 Water coolers

CONSTRUCTION AND SUPPLIES

- 400 Humus and peat
- 401 Irrigation systems and equipment

- 402 Lighting equipment
- 403 Matting-seedbed protection
- 404 Pipe
- 405 Sand
- 406 Seed
- 407 Soil conditioners
- 408 Stolons
- 409 Trees and shrubs
- 410 Tree care service
- 411 Stone Pickers

420 GOLF COURSE ARCHITECTS

421 GOLF COURSE CONSTRUCTION

PRO SHOP

APPAREL AND ACCESSORIES

- 425 Blazer crests
- 426 Caps and hats
- 427 Golf apparel (men's)
- 428 Golf apparel (women's)
- 429 Golf shoes
- 430 Socks
- 431 Sport jackets and blazers
- 432 Tennis apparel
- 433 Trophies
- 434 Business Forms
- 435 Stationery/Bags/Giftwrap
- 436 Favors/Prizes

GOLF EQUIPMENT AND ACCESSORIES

- 450 Bags
- 451 Bag tags
- 452 Balls (regular)
- 453 Clubhead covers
- 454 Clubs
- 455 Golf gloves
- 456 Golf practice devices
- 457 Grips
- 458 Pull carts
- 459 Graphite shafts

FIXTURES AND EQUIPMENT

- 501 Bag storage racks
- 502 Ball washer detergents
- 503 Club cleaners and polishers

- 504 Club repair supplies
- 505 Floor covering (spike resistant)
- 506 Handicap racks
- 507 Handicap cards

RANGE SUPPLIES AND EQUIPMENT

- 525 Balls (range)
- 526 Ball dispensers (coin)
- 527 Ball strippers
- 528 Ball washers (range)
- 529 Clubs (range)
- 530 Mechanical range ball retrievers
- 531 Practice driving nets
- 532 Range mats

GOLF CARS

CARS, ACCESSORIES

- 550 Batteries
- 551 Battery chargers
- 552 Golf cars, new
- 553 Golf cars, reconditioned
- 554 Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT

- 575 Soft drinks, mixers
- 576 Beer and ale
- 577 Liquor
- 578 Wines
- 579 Cooking equipment
- 582 Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- 584 Holding equipment—hot and cold
- 585 Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatwear, locker-room)
- 586 Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- 587 Lockers
- 588 Locks for lockers
- 589 Locker room supplies
- 590 Scorecards
- 591 Business Forms & Stationery
- 592 Shoe bags

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:

- | | | |
|---|---|---|
| A. <input type="checkbox"/> Private | D. <input type="checkbox"/> Resort | H. <input type="checkbox"/> Par 3 |
| B. <input type="checkbox"/> Semi-private | E. <input type="checkbox"/> Public | J. <input type="checkbox"/> Military |
| C. <input type="checkbox"/> Municipal (city, state or county owned) | F. <input type="checkbox"/> School | K. <input type="checkbox"/> Pitch & Putt |
| | G. <input type="checkbox"/> Company owned | L. <input type="checkbox"/> Driving Range |

II. Size of course:

1. 9 holes 2. 18 holes 3. 27 holes 4. 36 + holes

III. Acreage of Golf Course

- A. under 100 B. 101-200 C. 201-350 D. 351-500
E. 501 + over

- IV. Has your course opened in the last six months? Yes 1
No 2

- V. Is your course due to open in the next six months? Yes A
No B

Send information on products checked to:

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

A.C. _____ Tel. _____

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