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Circle No. 153 on Reader Service Card

# GOLFDOM

## Reader Service Card

GL4-6

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### I. IS YOUR GOLF COURSE

- A.  Private  
 B.  Semi-Private  
 C.  Municipal  
 D.  Resort  
 E.  Public  
 F.  Schools  
 G.  Company Owned  
 H.  Par 3  
 J.  Military  
 K.  Pitch & Putt  
 L.  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

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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

CLUB \_\_\_\_\_

ADDRESS \_\_\_\_\_

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TITLE \_\_\_\_\_

CLUB \_\_\_\_\_

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# GOLFDOM

## THE BUSINESS MAGAZINE OF GOLF

VOL. 48, NO. 6, JUNE, 1974, INCORPORATING GOLF BUSINESS

**TIMES MIRROR** A PUBLICATION IN THE TIMES MIRROR COMPANY'S FAMILY OF SPECIAL INTEREST MAGAZINES



### ARTICLES

**CINCINNATI: GOLF'S MODEL CITY** ohio's queen city treats her public golfers royally. her city council has ensured them years of golfing pleasure, guaranteed by law / by douglas lutz \_\_\_\_\_ **20**

**ORGANIZE FOR PRO SHOP PROFITS** the key to successful management is organization: set down your policies in a procedures manual / by gary wren \_\_\_\_\_ **30**

**PROS: MAKE THE MOST OF YOUR COMPETITIVE EDGE** the professional should refine and concentrate on the diagnostic approach to the sale of golf clubs / by pat simmons \_\_\_\_\_ **35**

**HIGHLIGHTING YOUR MERCHANDISE** here are some basic rules about how to use lighting effectively to sell merchandise in the pro shop / by parker smith \_\_\_\_\_ **36**

**PENSION PLANS: HOW DO THEY AFFECT CLUBS' TAXES?** / by ken emerson \_\_\_\_\_ **38**

**WHAT YOU SHOULD KNOW ABOUT THE CLUBHOUSE COVERUPS** proper selection and quality rank highest in getting the most out of your carpet investment / by paul h. gebert \_\_\_\_\_ **42**

**HOW TO MAKE AN "UNBUDGETED" PURCHASE** the budget can be amended to include new purchases—provided the request is justified and the committee willing to listen / by paul n. voykin \_\_\_\_\_ **45**

**AUTOMATIC IRRIGATION MAKING NEW INROADS** the latest controversy is over the possible use of effluent / by george kerr \_\_\_\_\_ **48**

### SPECIAL PRO SECTION

**MERCHANDISE AND MARKET TRENDS** / by dick farley \_\_\_\_\_ **34A**

**THE PROFIT PRO SHOP** / by chuck cumming \_\_\_\_\_ **34B**

**THE PROFESSIONAL APPROACH** / by patrick d. williams \_\_\_\_\_ **34D**

### DEPARTMENTS

**COMING EVENTS** \_\_\_\_\_ **8**      **CLASSIFIED** \_\_\_\_\_ **58**  
**NEWS OF THE INDUSTRY** \_\_\_\_\_ **53**      **ADVERTISER'S INDEX** \_\_\_\_\_ **60**  
**NEW PRODUCTS** \_\_\_\_\_ **56**      **PEOPLE IN THE NEWS** \_\_\_\_\_ **60**

### VIEWPOINTS

**SWINGING AROUND GOLF** / by herb graffis \_\_\_\_\_ **7**  
**INSIDE THE INDUSTRY** / by bob rickey \_\_\_\_\_ **11**  
**GRAU'S ANSWERS TO TRUF QUESTIONS** / by fred v. grau \_\_\_\_\_ **13**  
**TURFGRASS RESEARCH REVIEW** / by dr. james b. beard \_\_\_\_\_ **17**

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# GOLFDOM

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Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

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# Acushnet. They're making the best even better.



When you start off with the best, it's hard to get better. But that's what happened for '74. Take these features for example: six-section, full length dividers; fiberboard cylinder construction; rugged ring top; tear resistant Acushtex material and more. And new YKK zippers of Delrin\*. Durable, smooth running, bright and beautiful.

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# HERB GRAFFIS

SWINGING AROUND GOLF

## GOLF NEVER SPENT \$62,000 BETTER

This year the United States Golf Assn.'s budget will show a \$62,000 deficit in the operation of its Green Section.

No other sum spent by any other sports body comes close to the public service value of this red ink the USGA wisely allows. With all the concern and confusion about environment, pollution and ecology, the Green Section, more than any other sports organization, can help allay these problems for the good of the country.

You might be reminded that the first big boost to a beautiful urban America came when the good citizen vowed, "I want my lawn to be like a golf green."

The Green Section has lifted golf play to a more pleasant level at a time when the unlimited laying of concrete has become a national pastime.

The Green Section almost has to beg to sell its consulting service. In view of the high cost of maintenance and the small amount of insurance and help available, the cost of this service is low. The problem of selling the Green Section's usefulness may indicate a lack of sound golf course management.

The Green Section has been a tremendously powerful element in the progress of the golf course superintendent—from a mowing, watering and fertilizing man to an executive scientifically managing an immense business. The old-timers know that. They saw the pioneer work of the Green Section: turf management schools established at Amherst, Penn State, Michigan State, Purdue University, Iowa, Kansas, California and Georgia.

In recent years the Golf Course Superintendents Assn. of America has to some extent lost the intimate association they once had with the Green Section, but that's one of those generation gap things that eventually is corrected

by experience.

The coordination of turf research nationally by the Green Section is one of its most important business operations. If you don't know about that coordination, you'd better find out. It's one of the most impressive jobs of meshing the gears of science and practical application going on today.

The Green Section is the stepchild genius of sports. Having been around the golf game and business of sports for about 50 years, I have seen the close relationship that exists between the condition of a golf course and the amount of goods sold in the pro shop and the amount of restaurant and bar business done in the clubhouse.

So, in a business of maybe a billion dollars a year, the Green Section costs \$62,000. Waiter, keep the change.

## HOME PROS RICH IN SPORTS COLOR: COX

Sports writers are lamenting the small and rapidly declining roster of colorful characters as subjects for sports section prose. Veteran sports reporters declare they would be hard-pressed to name 10 figures in major sports today who have the same sparkling personalities, class and story material that abounded in the sports heroes prior to World War II.

In these different times of big money and little color, the sports journalists say the ones who seem to be having the most fun in professional sports are the managers, the lawyers and the tax counselors of the highly-paid muscle tradesmen who glumly perform their chores.

Mark Cox, the Professional Golfers' Assn. executive director, thinks writers may not be looking in the right places for colorful sports characters. Cox was a sports writer and a good one before he got into the advertising and merchandising of sports equipment.

He says, "There is a wealth of color

to write about in the personalities of the golf professionals at private clubs and some public courses. They have to have bright personalities generally, or they couldn't hold their jobs. Many of these home pros left promising careers in competitive playing because tournament play didn't allow them the latitude they desired as individuals not conforming to the routine of the tournament careers. They preferred a phase of golf as a game and a business, which gives them close, entertaining and rewarding associations with other free souls in sports."

Cox added, "In these changing days of sports news coverage, the newspaper sports writers, who know how to look, can find the colorful home pro sources of much copy to distinguish the newspaper sports story handling from the herd treatment of television."

## FORGOTTEN FAMED ONES

John Derr, ex-writer now telecasting at some tournaments, and Don Collett, golf director of the Pinehurst courses, are doing commendably in reviving interest in the World Golf Hall of Fame at Pinehurst.

This Hall of Fame is to be housed in a building now under construction at Pinehurst. The American Golf Hall of Fame at Foxburg, Pa., also has a building expected to be completed soon. The Ladies' PGA Hall of Fame is located in the clubhouse of the Augusta, Ga., CC. The PGA Hall of Fame and the Otto Probst golf library, which the PGA is buying, are to be housed in the headquarters the PGA plans to acquire in a couple of years or less.

That should be enough halls of fame for golf in the United States, especially with the addition of the historic collections and libraries of the USGA and the James River museum.

In renewing interest and action in the World Golf Hall of Fame, Derr and

*continued*



Collett suggested that among the deceased entitled to enduring fame were Dr. William Lowell, the New Jersey dentist who invented the Reddy wooden tee, and Fred W. Knight, the General Electric engineer who was among the early inventors of a steel golf shaft. Knight also invented the center-shafted mallet-headed putter, called the Schenectady. That was the putter Walter Travis used in winning the 1904 British Amateur. Walter J. Travis stirred the Royal and Ancient to declare that type of putter illegal. This was the silliest decision ever made on a club by a golf ruling body and was soon rescinded.

Knight was by no means the inventor of the first steel shaft. The British beat him by years. Neither the earlier British nor the Knight type of steel shaft construction figured in the eventual adoption of the steel shaft; hence, the ingenious and affable Fred Knight's occupancy of space in a World Golf Hall of Fame must be validated by more authoritative examination than that of Messrs. Derr and Collett.

Derr and Collett in developing respect for the World Golf Hall of Fame among those who know golf history have brought attention to the debt owed golf as a business by golf as a game.

The old Scottish wood and iron club and ball makers gave a tremendous boost to the game by supplying satisfying equipment that encouraged the development of skill. They were famous long before the great players.

Who in the American business of golf has made such significant contributions to the game that deserves recognition in any Golf Hall of Fame?

Certainly, the first one is Coburn Haskell, inventor of the cored ball wound with rubber thread and encased in a rubber cover. He revolutionized the game. He probably had more effect on world golf than any other American.

Two others of whom you may never have heard had an immense effect on golf play. They were Sam Clapper and C. C. Worthington. Clapper had more mowing machinery patents than anyone else for years. He was a founder of The Toro Company and got into the job from the farm tractor business. His adaptation of the heavy farm tractor to course maintenance revolutionized golf course management.

Also changing course management

was C. C. Worthington, a distinguished engineer, head of a big pump and machinery manufacturing company and owner of Buckwood Inn and the vast estate surrounding it at Shawnee-on-Delaware Water Gap. Worthington was an avid golfer.

He designed a golf course tractor using the Model T engine as the power unit and gang mowers to be hauled by the tractor. He also was a pioneer in designing and building power-driven greens mowers.

Joe Roseman, a professional-greenkeeper, who came from Philadelphia to the Chicago district where he designed, built and owned several courses, devised push-type mower-tractor combination. This makes him a name to be considered for a niche in a golf hall of fame.

Few now have heard of E. J. Marshall, a Toledo attorney and golfer. He came up with the idea that probably brought to the nation its most valuable contribution, economically and aesthetically.

He had been chairman of the United States Golf Assn. National Open at Inverness Club, Toledo, in 1920, and from that experience urged the USGA to establish its Green Section. He got the brothers Hugh and Alan Wilson of Philadelphia, executive committeemen of the USGA, to put across the proposal, which has meant immeasurably improved playing conditions and has contributed so strongly to the beautification of the nation.

C. V. Piper and R. A. Oakley of the United States Department of Agriculture were the first to combine the science of agronomy with the green thumb work of the early greenkeepers. They should be golf hall of fame candidates for establishing the golf course as the standard of all fine turf.

Fanny Fern Davis also merits consideration. She was the inventor of 2, 4-D, the weed control chemical that changed the pattern of golf course and lawn maintenance.

Thinking about who really qualifies to become immortal in golf is a responsibility not to be taken lightly.

I have been on three golf hall of fame selection committees. But until the Derr and Collett effort to salvage the World Golf Hall of Fame and make it interesting and significant to golf history, I never was jolted into considering what truly makes one great in golf and to golf and golfers. □

# COMING EVENTS

**NATIONAL GOLF DAY ROUND OF CHAMPIONS**, Tanglewood CC, Clemens, N.C., June 3. Amateur play from May 25 to June 16.

**RHODE ISLAND TURFGRASS FIELD DAY**, University of Rhode Island, Kingston, R.I., August 21.

**TURF AND LANDSCAPE DAY**, Ohio Agricultural Research and Development Center, Wooster, Ohio, September 10.

**FLORIDA TURFGRASS ASSN. CONFERENCE AND SHOW**, Riverside Hilton, Curtis Hixon Convention Center, Tampa, Fla., September 16-19.

**SOUTHERN ILLINOIS TURFGRASS FIELD DAY**, Southern Illinois University Agricultural Research Station, Belleville, Ill., September 24.

**NORTHWEST TURFGRASS CONFERENCE**, Sun River Lodge, Sun River, Ore., September 24-27.

**MIDWEST TURF FIELD DAY**, Purdue University Agronomy Farm, West Lafayette, Ind., September 30.

**SOUTHWEST TURFGRASS CONFERENCE**, New Mexico State University, Las Cruces, N.M., October 10-11.

**CENTRAL PLAINS TURFGRASS CONFERENCE**, K-State Union, Manhattan, Kan., October 23-25.

**WISCONSIN GOLF TURF SEMINAR**, Pfister Hotel, Milwaukee, Wis., October 30-31.

**FIFTH ANNUAL GEORGIA GCSA/-UNIVERSITY OF GEORGIA TURF-GRASS SHORT COURSE**, Center for Continuing Education, University of Georgia, Athens, Ga., November 3-5.

**TEXAS TURFGRASS CONFERENCE**, Texas A & M University, College Station, Tex., December 1-4.

**OHIO TURFGRASS CONFERENCE AND SHOW**, Ohio State University, Columbus, Ohio, December 3-5.

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driving  
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# welcome aboard, Bob Rickey

GOLFDOM is pleased to welcome Robert D. (Bob) Rickey to its staff as Director of Industry Relations and author of a new monthly column, "Inside the Industry."

"Inside the Industry" is exactly where Rickey has been since 1944 when he joined MacGregor as advertising and public relations manager. In 1948, he was given additional responsibility for pro golf sales, which led to his promotion in 1955 to vice president in charge of the pro golf operation. He held this position until 1966, when MacGregor's new parent firm, Brunswick Corp., named him vice president of marketing for all products.

Until his early retirement from MacGregor on June 1, Rickey served for four years as vice president-customer and industry relations. This position included responsibility for all sports promotions, which in turn meant direct responsibility for MacGregor's staff, which includes

such luminaries as Jack Nicklaus, Tom Weiskopf, Johnny Miller, Hank Aaron, Pete Rose, Rod Carew, Don Schula and Bear Bryant.

During the 30 years of his business career, Rickey has given unselfishly of his time and efforts to many industry organizations and has gained a reputation as a true friend of golf. He has served as a board member of the National Golf Foundation for the past 25 years and as its president for the past eight. Since his retirement from MacGregor, he has continued his work with the foundation as a special consultant. In addition, Rickey has been an officer of both the Golf Club and Golf Ball Manufacturers associations, serving as president of the former four times.

He has also been chairman for both the Professional Golfers' Assn. of America Relations Committee and the United States Golf Assn. Relations Committee. At this year's PGA Merchandise Show, Rickey concluded

four terms as president of the Golf Manufacturers and Distributors Assn., which represents the exhibitors at shows for golf professionals.

Indicative of his fine work with this organization, he was unanimously voted honorary president for life.

Rickey points out that he is the third generation in sports. His father, Clarence, was president of the original MacGregor Golf Company, and his grandfather, Flint, was a first cousin of Branch Rickey and managed for him in the St. Louis Cardinal's chain.

Rickey's father is still remembered in the industry for, among other things, creating, along with Tommy Armour in 1934, the first line of golf equipment sold exclusively through golf professionals. He is also remembered for having signed three unknown Texans in one six-month period—Ben Hogan, Byron Nelson and Jimmy Demaret. It is apparent to us that the son inherited his father's eye for spotting golf talent.

*continued on page 54*

## play **Confidence** the club the pros pay to play

\*Official PGA statistics compiled at five of the major tournaments during the 1974 season show Confidence the overwhelming choice of the pros among investment cast clubs being played on the tour. "And remember, Confidence is the club the pros pay to play".

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### 1974 TOURNAMENTS

|                                | A-JAY | LOBO | LYNX | PEDERSON | <b>Confidence</b> | PING | RYDERCUP II | TITLEIST | WILSON 1200 |
|--------------------------------|-------|------|------|----------|-------------------|------|-------------|----------|-------------|
| GLEN CAMPBELL LOS ANGELES OPEN | 0     | 0    | 0    | 1        | 11                | 0    | 1           | 1        | 3           |
| PHOENIX OPEN                   | 0     | 0    | 0    | 1        | 11                | 6    | 0           | 0        | 2           |
| ANDY WILLIAMS SAN DIEGO OPEN   | 0     | 1    | 0    | 1        | 7                 | 3    | 0           | 0        | 2           |
| HAWAIIAN OPEN                  | 0     | 1    | 2    | 1        | 9                 | 4    | 1           | 0        | 2           |
| BING CROSBY NATIONAL PRO-AM    | 0     | 1    | 0    | 1        | 10                | 2    | 2           | 0        | 2           |

Figures available upon request. All statistics were compiled by the Darrell Golf Survey, the only recognized agency of the Professional Golfers Association.



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