

## Beverage Manual Published

One of the most important items in a club manager's lounge for beverage control is the cash register. If a manager has more than one bartender on duty at the same time, he should be sure that each bartender has a separate cash drawer and keeps his sales separate. This allows a club manager control over each bartender's sales.

This is one of the points brought out in a recently published manual entitled, "How to Own and Run Your Own Bar or Cocktail Lounge: A Beverage Service Manual," published by Venture Publishing Co., 48 Merrie Circle, Richardson, Texas.

## Course Maintenance Guide Available from Oxychem

During a first-time combined effort, Occidental Chemicals Co.'s eastern and western divisions joined forces at the GCSAA show in New Orleans where they introduced their new professional maintenance guides for golf courses.

The booklet covers turf and ornamental fertilization techniques and agronomics as well as full guidelines in the use of pest, weed and disease controls. It also includes the latest in new products, safety and first-aid, and a section on major turf species. The supply of books ran out at the show. To get a free copy, write the company at P.O. Box 1185, Houston, Texas 77001, care of J. D. Selensky.

## Beef-Grading Revision Scheduled This Month

The Agriculture Department will put into effect this month its proposed revision of beef-grading standards. The revised standards will allow slightly leaner beef to qualify for prime and choice government grades, a department spokesman told GOLFDOM.

Some groups has opposed the rules, saying purchasers would be forced to pay higher prices. The agency has said, however, that the change could result in more demand of the lower-priced USDA grade beef. The agency said the new standards will make grading more

precise. Officials said the grade changes would reduce demand for feed grain to fatten animals and would develop demand for leaner beef. Traditionally, cattle attain the higher government grades by being fattened at feedlots.

## Chlordane and Heptachlor Cancellation Appeal in June

The Environmental Protection

Agency expects to conduct an appeal hearing in June on its cancellation of most uses of chlordane and heptachlor insecticides which went into effect in December. All uses for turfgrass insect control were affected by the notice.

Velsicol Chemical Corp., Chicago, the principal U.S. manufacturer of both chlordane and heptachlor, and about 50 of its distributors have requested the appeal hearings.

*please turn page*



# Factors to consider when selecting a fertilizer

We could have developed a series of ads on each of the 17 categories listed below, but this one chart really says it all.

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Heavy Traffic Application	Yes ✓	No	No	No	No	No
No Spreader Clean Up	Yes ✓	No	No	No	No	No
Sufficient Bulk for Coverage	Yes ✓	No	No	No	No	No
All-Natural Growth Elements	Yes ✓	No	No	No	No	No
Disease & Nematode Suppression	Yes ✓	No	No	No	No	No
Water & Energy Conservation	Yes ✓	No	No	No	No	No
Complements Natural Growth Curve	Yes ✓	No	No	No	No	No
Snow & Ice Removal	Yes ✓	No	No	No	No	No
Dormant Application	Yes ✓	No	No	No	No	No
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Bacterial Action	Yes ✓	No	No	Yes ✓	Yes ✓	No
Does Not Burn	Yes ✓	No	No	No	No	No
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Less Nitrogen Needed	Yes ✓	No	No	No	No	Yes ✓

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# CLASSIFIED

Rates: All classifications 50¢ per word. Box numbers add \$1 for mailing. All classified ads must be received by the Publisher before the 10th of the month preceding publication and be accompanied by cash or money order covering full payment.

## BUSINESS OPPORTUNITIES

**GOLF COURSES:** Want to buy or sell a golf course? Our business is exclusively golf courses transactions. We also do golf course market value appraisals. McKay Realty — GOLF AND COUNTRY CLUB PROPERTIES. 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

## HELP WANTED

**REPRESENTATIVES WANTED:** Red Hot Golf Club Company. Territories available. Please send resume with letter or call Red Hot Golf Company, P.O. Box 78, Trinidad, Colorado 81082, Attention: Ron Sanders. Phone: 303 846-7506.

**PRO SHOP REPS:** Clubs, putters, headcovers, range balls, gloves. Send resume to P.O. Box 172, Forestville, Conn. 06010.

## MISCELLANEOUS

**GOLF CAR TIRES** First line 18 x 8.50-8,

\$13.50; 18 x 9.50-8, \$13.75 plus F.E.T. Send for our complete tire line. All sizes available. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

**FOR SALE** — good used golf balls for practice range (striped red). Raven Golf, 6148 Thornycroft, Utica, Michigan 48087. Phone 313 731-3469.

**NOVELTY PUTTER** — the "foot" for one foot putts. Available in colors and gold plate. J. F. Cleary Co., Inc., Forestville, Conn. 06010.

## POSITIONS WANTED

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**SUPERINTENDENT,** 35, married, 16 years experience. Superintendent of University, familiar with all phases of fine turf maintenance construction, irrigation, landscaping. Box 26, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

**GOLF COURSE SUPERINTENDENT.** mature, married, children, 23 years experience all phases of maintenance and

construction. Will relocate. Contact Kenneth Davies, 77 Walker, Hamburg, New York 14075, Phone 716 649-2401.

## FOR SALE

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**USED 480 volt Mercury vapor lights** or equivalent. Phone 814 445-4146.

**USED miniature golf obstacles.** Phone 814 445-4146.

## NEWS OF THE INDUSTRY continued

### "Something For Everyone" Is Restaurant Show Theme

"Something for Everyone" is the theme for the 1975 National Restaurant Assn. Restaurant, Hotel/Motel Show to be May 18-21 at McCormick Place in Chicago.

Not only is it the largest assembly of exhibits covering every aspect of the huge hospitality industry, and an opportunity to associate with almost 100,000 persons from the industry all gathered in one city, but the educational programming is expected to be more informative than ever this year.

There are over 36 hours of free educational programming featuring

a variety of subjects affecting every phase of the foodservice business. Special interest programs, panel discussions, two new all-day sessions with top industry consultants and a repeat of the successful Problem Clinic are all on tap. In addition, some of the finest culinary displays and demonstrations in the world will be available in three, two-day classroom seminars on Saturday and Sunday of the show. For further information, contact the NRA at One IBM Plaza, Suite 2600, Chicago, Ill. 60611, or call 312-787-2525.

### Report Says 2-of-3 Meals To Be Eaten Out by 1980

Club managers and club officials should be interested to hear that a Philadelphia accounting firm

predicts that by 1980, two out of every three meals a person eats will be eaten out.

Laventhol & Horwath included these figures in its annual restaurant wrap-up.

The firm also says that the restaurant industry as a whole will have to invest \$15 billion to \$20 billion in new facilities and hire two million more employees by 1984.

### Milorganite Moves Out Of Milwaukee

Milorganite Div. of Milwaukee Sewerage Commission has moved from Milwaukee to 8500 S. 5th Ave., Oak Creek, Wis. 53154.

The new phone number is 414-764-2300.

Invoices will continue being paid at the old address: P.O. Box 2079, Milwaukee 53201.



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## Everything You've Always Wanted Your Shop To Be from page 22

period of time. All you need is to remind the player with one display. Why waste the space?"

As a result of this thinking, Eschenbrenner is able to use his walls for shirts. The seven standards can hang five shelves, and he has even gotten into the dress shirt and tie lines. The flexibility of "mobile space" — as he calls it — has worked to his benefit in allowing other merchandise to be added. "Before we showed 50 pairs of slacks," he said. "Now we have 350 out on the racks. But even more important, we can now carry the in-between sizes like 35 and 37. Also, we have the fitting room right here. No more having to go to the locker room. We can fit every customer, and fit them right here and help them out. Frankly, I don't know how we got along without a fitting room."

Another facet of the shop is that it has allowed variety and depth in all items — "... like crazy hats that are strictly impulse and fads," he said — and to emphasize styling. The shop has also been able to move more and more into a true haberdashery look. "Dress shirts are a good example," he said. "Also shoes. We now have three styles of dress shoes. Everyone expects you to carry a golf shoe line. But they are surprised when they see a dress shoe. Immediately, they ask you what else you have. And then you can move right into dress slacks and dress shirts. It's a whole new world."

There is one point that he likes to emphasize. "We try to keep the clothing floor displays at a minimum," he said. "The more floor space you have, the more people you can get in. That's why we use as much wall space as possible. We put up 26 shirts on one line alone, and 28 different kinds of hats and sizes on another shelf."

How does he work the traffic flow?

There are several points he makes. First, portable fixtures are used to direct the traffic. For example, the counter can be moved to one side during the tournaments. Golf club display as well as the racks can be lined up so that people have to move either in circular fashion,

linear, or rectangularly. "We can set the pattern as we want for any kind of event," he said. The next point he makes is that portable fixtures can be patterned so that he avoids a straight pass-through traffic flow. "The one thing we found that is death to sales is setting up the pattern so that they go straight through the shop, and right onto the green. We've worked it out so that we always have triangular traffic. From the parking lot and club house entrance into club storage or vice-versa. But you must pass through the merchandise somewhere along the line."

Eschenbrenner explains what might seem like an inconsistency in

what he says and what he does. The maxim is to avoid floor displays, and develop wall space as much as possible. Then why have a clothing bar on the floor? "Easy enough," he said. "This is a wall as far as we are concerned. It is utilized to direct the traffic flow. Or else we place it right next to the window when we want central space. However, even though I push the idea of as much floor space as possible for people, I don't want one big empty space. That would just let everyone go helter-skelter. That is why we put up the golf club and the pants racks. We minimize the floor display and maximize the floor traffic. But that doesn't mean we lose control of it."

Satisfied? "Why not?" Eschenbrenner said. "Wouldn't you if you were building your dream shop? And finding it turn out right." □

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## GRAFFIS from page 4

**Aeration easiest answer to car traffic problems?** Except for areas around greens where inclines might be dangerous and golf car parking might delay play, the car paths theoretically ought to be any place on the course, outside bunkers, where the foot of the golfer is up supposed to go.

If for any reason the cars compact turf areas, aeration ought to care for that problem unless there is a drainage situation that needs deeper treatment. Some widely experienced and successful superintendents observe healthy grass on soil that does not get compacted shows such resistance to golf car traffic they wonder if there will be car paths on many holes on fine courses in five or 10 years.

**Superintendents who look like executives:** A superintendent at a prominent club — and a former GCSAA president — says too many able superintendents are not adequately recognized and paid simply because these men do not look like

executives in charge of a big investment.

"They should be dressed so they could go into the clubhouse for lunch and dinner as the professional and manager do. There they would be seen by members and get acquainted with them and learn the members' opinion of the job. I believe the superintendent should be seen on the course in a golf car that obviously is the mobile office of the man in charge. I have a note pad and a pen, a golf iron, pruning scissors and sometimes a device for taking soil plugs in my car. When it is by the clubhouse and I am getting lunch and talking to the pro, the manager and the members, the members know that every minute I am on the course I am giving what they want, need and pay for."

**PGA Golf Day 1974 fund distributed; 30 percent up:** National Golf Fund at its 1975 meeting held earlier this year distributed the \$141,000 raised by the PGA's 1974 National Golf Day. The 1974 revenue was 30 percent higher than the previous year. PGA Golf Day com-

mittee, headed by Joe August, had vigorous planning and promotion by PGA Executive Director Mark Cox and the PGA's public relations counsel, Earl Collings. Energetic promotion by PGA members at their clubs and fee courses revived pro's hopes of having National Golf Day recognized as the chief public service campaign by a professional sport.

Grants from National Golf Day were made to the GCSAA scholarship fund, \$18,000; National Amputee Golfers' Assn., \$3,500; PGA Benevolent Fund, \$5,500; PGA Educational Fund, \$31,000; Caddie scholarship funds of 28 district amateur golf associations, \$37,000; USGA Green Section turfgrass research at 17 universities and stations, \$19,500; PGA Relief Fund, \$11,000; United Voluntary Service for Swing Club work at veterans' hospitals, \$11,500; Women's Western Golf scholarships, \$5,000. The extent of golfers' aid in caddie scholarships was reported as \$1.6 million in 1974 by Marshall Dann of the Western Golf Assn. □

# When the water's short



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Luke with his right-hand man, Hadley Plemmons

push begins March 1 to prepare for the Masters, although Luke and his people begin meeting with tournament committees about two months before to begin planning what is to be done. "From those first meetings, the pressure begins to build," Luke said. "You do what you can, you give it your best shot, and then things can still go wrong, and something could go wrong right during the week of the tournament. You get the course to the point where you want it, say in late March or early April, and you wish the tournament was going to start the next day, because there is always the possibility of something going wrong."

Luke is involved as a director of the Georgia Golf Course Superintendents Assn., and is also a member of the advisory committee of the national Golf Course Superintendents Assn. of America. "I think we have one of the finest regional chapters in the country," he says of the Georgia group, "with our educational programs, and annual short course at the University of Georgia. We have some of the finest speakers and we deal strictly with Georgia problems, so it is a big help to members."

"I think the National is a fine organization," he said, "and the show in New Orleans was one of the



Entrance to the stately southern Augusta clubhouse



best in years. I always like the show because I try to keep up with the latest equipment, and the show is an opportunity to see all of the equipment together and decide what you might want to have demonstrated to you later."

Luke attended many of the educational sessions at the New Orleans show, and said they also were excellent. One session he took a particular interest in was the one on the general manager concept. "All I can say about it is that it didn't apply to me in my situation here in Augusta. From the tournament and club officials down, we work more together than for each other. There couldn't be a better man to work with than (tournament director) Col. (David) Davis, and the same goes for club manager Philip Wahl."

It stands to reason. A tournament like the Masters could not come off as smoothly as it does every year without the kind of cooperation Luke says there is at Augusta. But when all the organizational details are out of the way, when all the press facilities and television lines are set up, and the galleries provided for, what it comes down to is the turf that the most prestigious tournament in the country is being played on. And that is where Bubba Luke feels most at home.

□



Above: Luke with Col. David Davis, tournament director of the Masters

Below: Luke's year-round, full-time crew. From left, Homer Lasenby, Luke, Odis Bush, Johnny Gibson, Clarence Stokes, Dan Tate, William Johnson, Claude Flowers, Randy Vinson, Grady Thurmond, Ike Stokes, Charles Sullivan and Mac Willis



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## CONVENIENT SHOPPING

For more information about the products advertised in the pages of GOLFDOM—use the postage-paid Reader Service Card in this issue.

# PEOPLE IN THE NEWS

Bill Elder has joined **Lynx Precision Golf Equipment Co.**, Paramount, Calif., as advertising and public relations director. ... David F. (Fritz) Myers has been named vice president of marketing for the **Polaris-E-Z-Go Div.** of Textron Corp., Minneapolis, Minn. ...



Elder



Myers



Miller

Johnny Miller has signed to play the Aldila composite shaft internationally. **Aldila, Inc.** is based in San Diego, Calif. ... Ronald E. Miller has been appointed vice president and general manager of the **Pedersen Div.** of O. F. Mossberg & Sons, Inc., North Haven, Conn. ... **Toro Co.**, Minneapolis, Minn. has announced two appointments: J. Paul Blake has been named manager of public relations, and John Beattie has been named vice president of operations of **Irrigation and Power Equipment, Inc.**, Riverside, Calif., a wholly owned Toro subsidiary. ... Bill Flenniken has resigned as head pro at **Rolling Hills Country Club** in Golden, Colo., and assistant pro Jim Johnson has been elevated to the top job. ... Sandra Haynie has been named director of golf at **Lake Country Estates** near Fort Worth, Texas. ... Lee P. Davis of **Arrowhead Country Club**, San Bernadino, Calif. has been elected president of the southern California chapter of the CMAA. ... **ProGroup** president John M. Tucker has announced the following appointments: F. Farrell Eaves, Jr., vice president of manufacturing; Andrew C. Patrick, assistant controller; and Thomas P. Tussing, vice president of **Duckster Sportswear** subsidiary. ... David L. Steel is now the head pro at **Pine Hills Golf Club**, Calhoun, La. ... Ruth Doyle has been appointed personnel manager of

**Victor Golf**, Morton Grove, Ill. ... Sonny Ryan is the new head pro at **Hampton Hills Golf Club** in Plymouth Village, Minn. ... Ohio Valley CMAA chapter has elected Lee Richards of **Hunting Creek Country Club**, Louisville, Ky., as president. ... G. Mead Grady has been named manager of **Milwaukee Country Club**. ... James A. Hunter has been appointed control manager of the International Department of **Hercules, Inc.** ... Herbert A. Jespersen has been named vice president of **Outboard Marine Corp.** and a division manager of OMC-Lincoln, a division of Outboard Marine Corp. ... Gary M. Cook has been appointed senior vice president of **Agrico Chemical Co.** ... Wayne Kincannon has been named a vice president of **Diamond Shamrock Chemical Co.** ... Alfred Goodrich of **Goldsboro Golf Club**, North Carolina is president of the Carolinas section of the PGA. ... **Pedersen Golf** has announced additions to its sales force: Fred Miller, Texas and Oklahoma; Brian Fagan, Chicago and Wisconsin; Gerald Drexler, western New York and Pennsylvania; John MacDonald, Arizona and New Mexico; and Alan Prescott, upper New York and northern New Jersey. ... Larry Mowry is the new head pro at **Hiwan Golf Club**, Evergreen, Colo. ... Frank C. Carlisle is new superintendent at **Seabrook Island** near Charleston, S.C. ... Rick Taylor has been named head pro at **Roxiticus Country Club** in New Jersey. ... Bernard C. Rousel has been named club manager at **Mission Hills Country Club Village**, Northbrook, Ill. ... Harvey E. Minton is club manager at **Briarwood Country Club**, Tyler, Texas. ... Walter Asche of **Belle Haven Country Club**, Alexandria, Va. has been elected president of the National Capital chapter of the CMAA. ... Arthur O. Ferry of **Lakeshore Country Club**, Council Bluffs, Iowa has been elected president of the Ak-Sar-Ben chapter of the CMAA.



# 50TH ANNIVERSARY



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