

# “Since 1971, every pound of bluegrass mixture we use at Merion Golf Club contains 75% baron Kentucky Bluegrass.”

U.S. Plant Patent #3186 Dwarf Variety

**Richard Valentine, Golf Course Superintendent at Merion Golf Club has some interesting ideas about turf management. Here are some experiences he has shared with us.**

“I don’t believe in heavy feeding, and that seems to suit Baron just fine. I never use more than three pounds of nitrogen per 1000 square feet per annum. Baron doesn’t seem to need those high nitrogen applications that some people are using on bluegrass. And, less fertilizer means less fungus and thatch. . . I like that.”



“We have a tradition to uphold here at Merion and, by golly I’m going to make sure we use nothing but the best. Baron Kentucky Bluegrass belongs here at Merion.”

“I used to have much more thatch before I started using Baron. And it comes up fast too. I cut-in Baron and it germinates in 10 days . . . one half the normal time.” Rich discusses Baron’s quick growth with Peter Loft and Andy Sweeney, local supplier.



“Merion has lots of hillsides and slopes . . . here’s where Baron really stands out. We use a Jacobsen Seeder and cut seed into the soil. You have to plant grass seed . . . you can’t just throw it on the ground. The only place I don’t use Baron is on the tees and greens, which are bentgrass.”

Richard Valentine, Golf Course Superintendent at Merion Golf Club, Ardmore, Pa. is the second superintendent in Merion’s famous 79-year history, succeeding his father, Joseph, who held the position for 54 years.



“We cut our fairways to one inch all year long. During our regular Fall renovation program on approaches and drive areas, we use a mixture of five bluegrasses . . . 75% of that mixture has been Baron. We’ll use the same mixture next Fall.”

“I’ve used Baron for four years on all my fairways and up to this date I haven’t had one case of helminthosporium. Baron stays greener during the cold months and brightens up fast in the Spring.”

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**EJM**  
**J** on  
**FASHION**  
**for**  
**1976**

EJM President Ed Manley tells you what to look for, how to merchandise more effectively, and ways to upgrade customer relations in the coming year.



# APRÈS GOLF



You've played your 18, and now you're ready for the foursome reunion in the clubhouse. Whether camaraderie or mutual recriminations, do it in this denim look leisure suit of 100% textured woven polyester with patch pockets and contrast stitching. The shirt is Quiesta®, a blend of 60% Antron® and 40% polyester, with a top center placket and collar specially designed to look great as is, or under a leisure jacket. This and other exciting EJM ensembles are available at fine golf shops. Your foursome will say nice things about your wardrobe . . . your game is another thing!

**EJM**  
ACTIVE **J** SPORTSWEAR  
*for play and après*

Box 491, Pittston, PA 18640

# FASHION POSITION for '76

The world has come a long way since 1457 when King James II decreed that "golfe" be forbidden because it interfered with archery practice, important in the defense of Scotland. Golf has come a long way, too, what with game, equipment and dress changes. Today, 518 years later, a golfer is also known for the clothes he wears. And that's our story, how our apparel line will foster multiple sales and stimulate new business for the golf professional. Of all EJM functions this is the most important. For we're consistently building lines that allow for newness and consumer acceptance which in turn leads to maximum turnover and mark-up.

The "second spring line" and the "early cruise line" are fashion and sales concepts first presented to the golf professional by EJM. The idea of continuity of season keeps a trade or brand name constantly within the awareness of your club members. "Vacation" in the summer or "holiday" in the winter — these are the seasons in which to use your merchandising muscle. And as part of that reinforcement you'll see the consumer ads on this as well as the following pages.



Here's other EJM active sportswear, royal blue 100% textured woven polyester slacks and a geometrically patterned Quiesta® shirt in a range of blues. The beauty of these clothes is that they complement other EJM styles, as do all subsequent combinations.



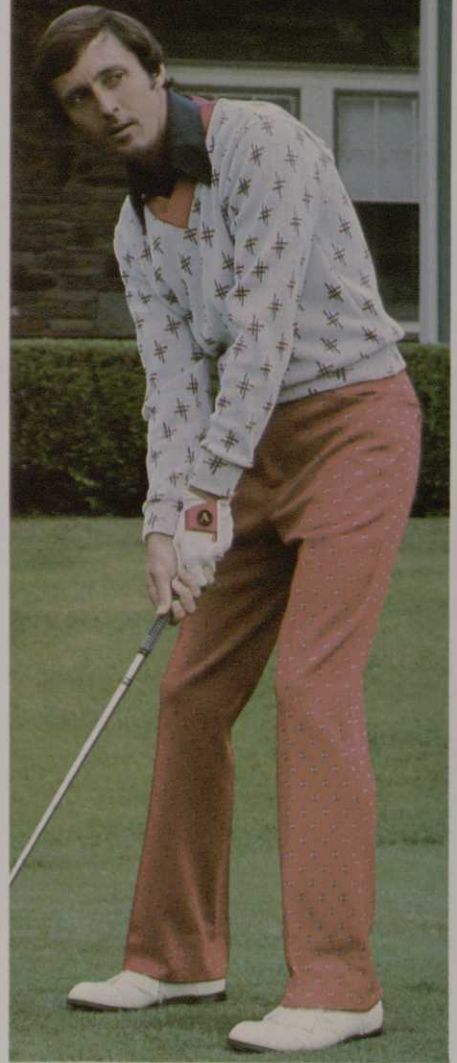
Both the slacks with geometric camel/navy colors and the short sleeve shirt with an open throat English collar and placket are blends. The pants, half-rayon/half-cotton. The shirt, half-polyester/half-cotton. EJM's white or camel shirt will coordinate just as well.

We've always considered our club professional a fashion authority.

Add to that quality merchandising savvy and the inevitable result is profitability. Take mixing and matching, with color coordinated slacks, shirts and sweaters. A club member comes into the clubhouse to buy pants. He is then shown a shirt, ultimately a sweater. When he buys all three, that's what coordination is all about. That's what merchandising is about too. Remember, item selling is a thing of the past. It's ensemble and combination sales that make the bigger profit.

As exciting as our styles are, fabrics play an important part too. And there's a difference in both golfwear and leisurewear. For the links EJM keys on cotton for both the shirts and the slacks, particularly in the hot summer months. For leisurewear, après and golfwear there's Qiana® in the shirts and both woven and knitted polyester for the pants.

## TIC-TAC-TOE Three in a Row



EJM coordinates, that is. Number one is the red polyester double knit golf trousers laced through with a navy/white tic-tac-toe design. The same pattern's been enlarged in red/navy for the white 100% polyester sweater. The third, for closers, is the short sleeve navy shirt made in equal amounts of pima cotton and polyester, with our English collar highlighted. Remember, at TIC-TAC-TOE, all it takes is three to win! This and other EJM threesomes are available in fine golf shops everywhere.

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# YOU'RE TRAPPED!



A good golfer gets out with a minimum of fuss, and that good golfer dresses with a maximum of style—EJM style. He sports coordinated golf wear, ombre-striped trousers in a chocolate and tan blend of 50% Avril® rayon, 50% cotton. The shirt, half-pima cotton and half-polyester, has a chocolate body, with tan English style collar and underplacket. And if you play as well as the touring professional above, your coordinate may even be sandproof. Found in fine golf shops everywhere.

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## COORDINATION— The name of the game

Our sales force, designers, touring professional consultants, in fact everyone at EJM, is concerned about your retail results. We're on top of current fashions and we anticipate trends. For example, in addition to the basic colors of our shirts, we've such unique variations as coral, ice mint, soft lilac and pink, latest colors for '76. Since pattern interest in stripes is on the rise, we're featuring the wide ombres (here in the ad on the left) and awnings (in the picture insert on the next page). And EJM has long been an innovator in the fashion field with features like the trim on the pocket facing and the open throat English collar. All of EJM's designs are high style. Clean and functional.



Here's a red, navy and white argyle welt trimmed pocket. The slacks are texturized woven polyester. The red shirt is cotton lisle.



The slacks have four distinct awning stripes: gold, green, white and navy in generous proportions. The shirt, half-polyester/half-cotton, has the open top English collar and true EJM color coordination.

As we mentioned earlier, the benchmark of EJM imagination is color coordination. There's a cotton/polyester shirt to match the pants pocket facing, a contrasting color in the shirt collar and under placket which matches the body of the slacks. Then, too, there's the new-fashioned open throat English collar with the three button placket. This allows most of the EJM shirts to be worn for both play and après. If you turn back a page you'll notice in the ad how smart the open shirt is under the leisure suit, how it accents the jacket. Further, all of the EJM patterns allow for perfect fit for the mature man. Since the average age of the country club member is in the mid-40s, we design and cut for your potential customers.



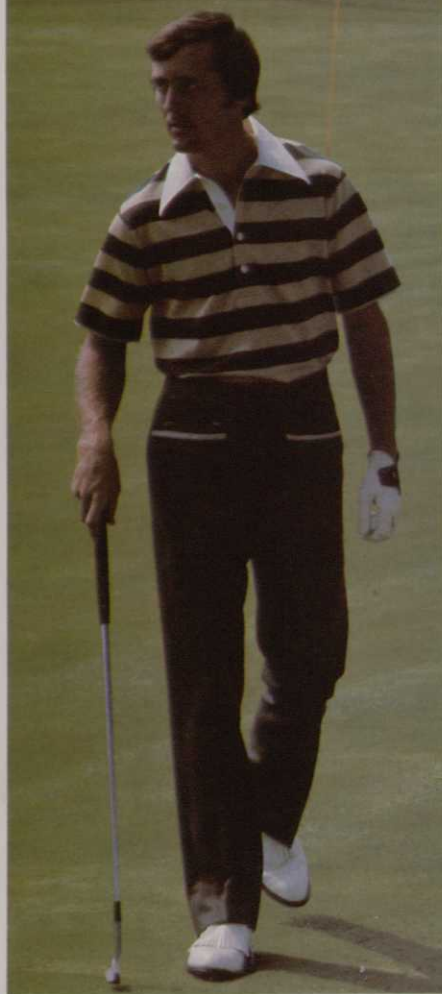
Navy/yellow EJM coordinated mixes and matches, worn for play and après. Here are yellow texturized woven polyester trousers with smart but functional navy pockets inserts and belt loop. The short-sleeved navy shirt, 50% pima cotton and 50% polyester, has contrasting yellow in the English style collar and underplacket. You don't have to be a golfer to wear these EJM fashions, but it sure helps because they're available only at finer golf shops around the country.

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18  
**MAKE IT 36?**



EJM makes golf clothes that look as neat on the 18th as they did on the 1st—or 27th or 36th! Take this hunter green and camel coordinate. The slacks are crisp texturized polyester doubleknit hunter with contrasting camel pocket trim. The complementary hunter/camel rugby shirt combines comfort and good looks in its 50/50 blend of polyester and fine pima cotton and is topped off with the fashionable white English style collar and underplacket. Clothes don't always make the golfer, but this EJM ensemble will make the 36 . . . in style! EJM at fine golf shops everywhere.

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## Merchandise your way to fame and fortune

Now that you've bought much of the line you've got to merchandise and ultimately sell it. There is much that can be done by the professional to promote his stock:

Fashion shows are a good way to have slacks, shirts, sweaters and leisure suits seen during peak attendance time.

The aggressive golf shop professional will use materials such as point-of-sale, window and counter displays and posters.

The clubhouse and locker room are strategic places to highlight clothing.

Hanging by the waist, full-length, is a better way to display slacks in general and EJM's in particular.

We're proud of our ability to ship



Here's your hot weather combination on the course: both slacks and shirt in cotton. The trousers, gingham checks with patchwork pattern in chocolate and rust. The shirt, chocolate.

# SLUBBING?



# SLUBBING!

Slubs are those little thickened spots in fabrics usually associated with silks. Here, that rich textured effect is strikingly present in contrasting reds and blues in both the white polyester trousers and the white polyester V-neck. The short-sleeve shirt, though slubless, picks up the red in the slub, is 100% cotton lisle, has a top center placket and can be monogrammed—with the wearer's initials—on the pocket or sleeve. These EJM coordinates are available in the finest golf shops. Wear this combination to the matches on Sunday . . . the TV camera will pick you out of the gallery.

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orders complete and on time. Our plants are within a 60-mile radius of our warehouse. Our warehouse is situated in a part of upstate Pennsylvania which has been designated by the United States Chamber of Commerce as the best distribution location in the country. We're near domestic and international airports, on multiple railheads and in the center of a hub of interstate highways fanning out in all directions. The better to serve you. So as not to disrupt our normal shipment flow we'll service one-piece orders only to established accounts. After opening stock orders have been placed. Let's close on an upbeat note with another profit maker, the EJM personalized initial monogram program . . . on the next page.



On the 19th, here's to a smart après look. Butter yellow texturized woven polyester slacks, topped off with a complementing yellow and blue check pattern on light blue shirt with the new open-at-the-neck collar. We'll drink to that — Cheers!





## THE **EJM** PERSONALIZED GOLF SHIRT PROGRAM

Some professionals last year, using this program, increased their business \$4,000 at retail on this one #8000 shirt, alone. They did it by capitalizing on the EJM monogramming service. The shirts illustrated here and the chocolate shirt in the insert on the previous spread are 100% cotton lisle, with the perfect pocket flap for personalized initial embroidery, though some of your members may prefer their embroidery on the left sleeve. Your choice of nine standard colors and 5 new colors to coordinate with anything and everything in EJM's active sportswear line.



# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 8, AUGUST 1975, INCORPORATING GOLF BUSINESS

### ARTICLES

#### ON THE COVER

An industry in transition gains the focus in this month's GOLFDOM. For over 20 years, golf cars have served golf business well, adding more profit to clubs and opening another potential market. Is the industry coming to a crossroads? Will cars continue to make their mark on courses throughout the country? These and other aspects of the business are looked at in depth, starting on page 6.

**AFTER CUSHMAN — WHAT?** One of the golf car industry's top companies has decided after this year, it will no longer manufacture its line. A shock to its competition, dealers and customers, Cushman's exit from the market is reviewed in a concise GOLFDOM report along with new directions for the car \_\_\_\_\_ **6**

**LIGHTNING: PROTECTION, A CLUB RESPONSIBILITY** What are the club's duties to its membership in case of electrical storms? Marvin Frydenlund surveys the factors around protection systems and backs his conclusions with comprehensive data. Must reading for the owner, superintendent and pro **10**

**THE 'PEACE OF MIND' MAINTENANCE PLAN** The PGA Championship is played this month at Firestone Country Club in Akron, Ohio, a 36-hole industrial golf course with 800 members and close to 60,000 rounds of golf played over five months. With two major televised events a year, you can understand why superintendent Peter Miller places great emphasis on planning his maintenance operation to accomplish things that have to be done. He explains his plan in a bylined article \_\_\_\_\_ **12**

**ZOOMING IN ON A NEW MARKET** Two women in Scarsdale, N.Y., have put some videotaping equipment to use and started a new effort in golf business. Catching golfers in the act of their swing is the idea behind the new company \_\_\_\_\_ **16**

**A LINEN PROGRAM WITHOUT A WRINKLE** To buy or rent? That's the question facing the club manager, when thinking about the options involved in a linen program. Bruce Johnson looks over the pros and cons of both alternatives and leaves the decision to the club manager \_\_\_\_\_ **18**

**YOU DON'T HAVE TO LIVE WITH POA ANNUA** For years, members at superintendent Bob Reighter's Philmont Country Club in Pennsylvania would rave about the course in spring, but always add "but what will it be like in August?" Reighter still has Poa annua in August and September, but feels he has it under control with a well-planned bensulide treatment program \_\_\_\_\_ **24**

**OVERSEEDING WITH QUALITY** Although temperatures in the South are mild during the winter months, there is still sufficient frost to cause dormancy of bermudagrass. Clemson Professor A. R. Mazur says overseeding dormant bermudagrass is necessary to provide a uniformly dense playing surface and prevents attrition damage to bermudagrass. He has put together some guidelines for selection of overseeding grasses, establishment and maintenance of the overseeding \_\_\_\_\_ **26**

**NEWS** PGA winter tournament program announced . . . new wage and hour exemption granted some country clubs . . . should you send a ryegrass to do a bluegrass's work? . . . sole ownership of PGA name upheld in New Orleans court . . . negotiations continue by club managers for national headquarters site in Bethesda, Md. . . . True Temper Corp. steelworkers walk off job in four states . . . Trojan Battery celebrates 50th . . . amur the answer for aquatic weeds? . . . former Faultless chairman named PGA director of communications . . . is pond water treated with aquatic herbicides safe for turf irrigation? . . . premium beer still favored by beer drinkers despite higher prices. . . . Scepter shaft distributors factory burns down . . . parts management seminar by Toro draws 47 persons . . . deadline extension for certification of pesticide applicators may be in store, EPA says \_\_\_\_\_ **34**

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# HERB GRAFFIS

## SWINGING AROUND GOLF

**More golf for pro:** All other pro department management and merchandising problems are simple compared to the difficulty of getting enough golf time for the pro and his assistant.

It has gotten to the point where the club pro almost feels guilty if he is out on the course playing or on the lesson tee where he and his assistant can work on their own games and the games of their members. If the pro or his assistant is not in the shop, a fussy, unthinking member may think the pro staff is loafing.

I do not know how to answer the problem. Most pros have to sup-

**'In not too many instances does the salary a club pays a pro pay for the work the pro has to do.'**

port themselves with shop revenue. The pro is rarely paid enough of a salary to be able to do the work he wants to do for his members to get their games in shape.

Tom Case, who started as an assistant under the great old George Sargent, who had been an assistant to Harry Vardon, is regarded by his colleagues as one of the foremost authorities on professional golf operations. He says he knows for the good of every man and woman at a club, he and every other pro should play a round a week with the course superintendent or green chairman. Tom says he has yet to find a pro who can get this time away from a schedule crowded with urgent duties. What Case did not say is that most of these urgent duties actually are paid for by the pro out of what he can make from his shop and teaching. In not too many instances does the salary a

club pays a pro pay for the work the pro has to do.

**Salesman at turf meetings?** A family fracas we thought had been settled years ago is disturbing the Golf Course Superintendents Association of New England.

Some members believe only certified members should be eligible to attend meetings. Others believe if salesmen, assistant superintendents, manufacturers and university and experiment station men were made welcome at the meetings, the association's influence would be stronger and its service more helpful.

The New England superintendents, we believe, were the first geographical group to organize. Their ventures had quick and far-reaching effects in developing the standard of golf course maintenance and in getting recognition for the golf course superintendents as golf business executives. These early New England meetings were not as large as their prime movers hoped they would be, but were big enough to let golfers, club officials and golf writers know the greenkeepers were progressing.

And the grass did not care who joined the organization.

The reason salesmen joined the New England and other organizations of superintendents and professionals was to exchange work ideas and save everybody time by ordering at the monthly meetings.

I can imagine the employers of superintendents might be able to suggest many subjects of far more importance in golf course management that have priority ahead of whether a salesman working with superintendents should be eligible to attend meetings of the course operating chiefs. □





*Wherever golf is played...*

Par Aide Products Company has been servicing the needs of the golf course superintendent since 1955. Because its products are designed to be functional and are built to withstand rugged use, it's just natural to find Par Aide equipment "wherever golf is played."



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# After Cushman-What?

An industry leader that has been a vital part of the golf car market since the '30s is exiting. With the recent announcement that Cushman will no longer manufacture cars after this year, the market will likely be subject to reevaluation.

Coming as a shock to its competitors and even to its own dealers and distributors, the Cushman decision was quietly announced in late June. In fact, the country found out via a one-paragraph item in the back pages of *The Wall Street Journal*. The news short, which failed to mention Cushman by name, was directed from the corporate offices of the parent firm, Outboard Marine Corporation, at Waukegan, Ill.

Rumors about the stability of the golf car division existed as early as last January but most believed Cushman had a new car in line for '76 and the new prototype would shortly be shown to dealers.

The last two or three years have been rough and competitive for everyone in the car industry with added stress in the marketplace and the addition of the foreign-imported Melex car. The pinch has hurt sales. So much so, that in March, 1974, Cushman filed a complaint with the Treasury Department stating the Polish cars were being dumped on the market and the competition was unfair to American companies.

There is no indication production dropped at Cushman's Lincoln, Neb., plant during the last two

years, but obviously profits from car sales were not sufficient to keep the division as profitable as expected by the parent Outboard Marine Corporation. Corporate financial figures indicate gross car sales for 1974 were less than \$10 million.

Charles D. Strang, president of Outboard Marine, has been quoted that the decision was based on declining sales over the last few years and there was no real indication that the division was due for an upturn. "An analyzation has convinced us we can utilize our capital and personnel better on other products," Strang said.

Market projections for Cushman's share of the 1976 market were not encouraging, either. Only 10 to 12 percent of the market appeared to be Cushman's, a sharp drop for a car which at one time accounted for 45 percent of all sales.

Cushman will continue full production of its line of industrial and turf vehicles. The industrial line is utilized inside large plants to help move people, machinery, and supplies. Cushman has also succeeded with a line of police scooter vehicles, which are showing up in towns across the nation.

Since 1901, Cushman has been in business in its Lincoln location. The founder, Everett Cushman, sold the business in 1927 and the firm began to build golf cars, lawn mowers and even a line of gasoline-powered washing machines.

In 1936, Cushman came out with a three-wheel scooter which it sold to consumers and the military. The first golf cars emerged in force in the mid '50s with a two-passenger vehicle going for \$750.

Outboard Marine purchased the firm in 1957 and made it a subsidiary. In 1962, the firm became a division. OMC's acquisition of Cushman put the company on stable ground and geared the golf car production toward the financial prominence it initially held in the industry. From 1958 to 1965, production rose dramatically, as unit production increased from 2,000 to more than 7,000 per year.

Obviously, there was some remorse by Cushman employees over the decision. More than 700 plant workers may be affected at the company's production facilities in Lincoln. Cuts in the work force were also made last year when some 200 employees were shaved to allow for a large inventory and reduced production of models.

Jim Levanthal has been golf product manager with Cushman for the past 18 months and although he did not comment extensively on the decision, he did tell GOLFDOM, "I'm sorry to see an era end here." The same is true for the field too, with 60 Cushman dealers and distributors left without a golf car.

Those who talked with GOLFDOM were disappointed about the move and typical of these was Merle Ellis, who since 1937 has sold Cushman products from his business in Kalamazoo, Mich. "I was shocked to say the least. I've been selling Cushmans since 1955

No meeting this year: Cushman dealers and distributors gather together at their last annual meeting, in Louisville last year. Most were surprised at the decision to stop production of the car.



Levanthal: "Sorry to see it end."





and I was surprised to hear the announcement," Ellis said.

Like most dealers around the country, Ellis admitted that the market had become highly competitive with the influx of Melex and "they can sell them for less than I can buy mine." When the cars first came into his area, Ellis was puzzled on how to beat the competition and save some of the customers he had had for more than 15 years.

"Most of the people that had gone with Melex told me it was nothing to do with me or Cushman. It was just a matter of economics. All I can say is, we're going to stay in this market and keep fighting," Ellis added.

Like most distributors, Ellis plans to look over his prior competition for another car to handle. Several of the companies are scrambling for Cushman dealers and distributors to get new outlets for their cars.

One man who has already found another car is Harland Baker, a Cushman dealer for Greater Cleveland, whose family has been in business since 1942. Two years ago, Baker began to supplement his Cushman sales with sales of Johns-Manville's Club Car.

"I was surprised with the Cushman decision, but we'll go on, though. I think it was ridiculous for



Last of the line: A row of Cushman cars waits for riders. Cars such as these will cease to be manufactured after this December.

assembly line in Stockton, Calif., for two months and the models were only prototypes.

A four-month strike in 1974 and a lack of marketing ended Otis' effort in the market and rumors on the continuance of the line had been rampant in the industry for several months.

Leaving the golf car market behind it, Otis is currently producing a street line of electric vans, that are currently being sold in California. A model of a city car for consumers also is in the works.

Reaction of the industry to Cushman's exit varied. Most of the company executives that talked to GOLFDOM were surprised.

"We regret to see them go," said AMF/Harley-Davidson's golf car sales manager Ralph Zickert, "But, we'd like the shot at the extra business."

Harley has been one of the big three car companies for several years now, and along with E-Z Go and Westinghouse, takes on a larger share of the market. Harley's latest model is its DE-40, which is getting a lot of media exposure.

Overseeing 18 years in the golf car business, Westinghouse's marketing manager Joe Camp sees Cushman's departure as the death of an old friend. "I guess, we could conceivably benefit from them leaving, but I am truly sorry to see them go. They have always been a credit

them to quit," Baker commented. Like Ellis, Baker admitted that Melex had hurt him, but that his business had handled upwards of 960 cars in season.

Baker believed that Cushman would have a new car for 1976 and before the announcement still expected the company to have its annual dealer and distributor meeting, which was in Louisville last year.

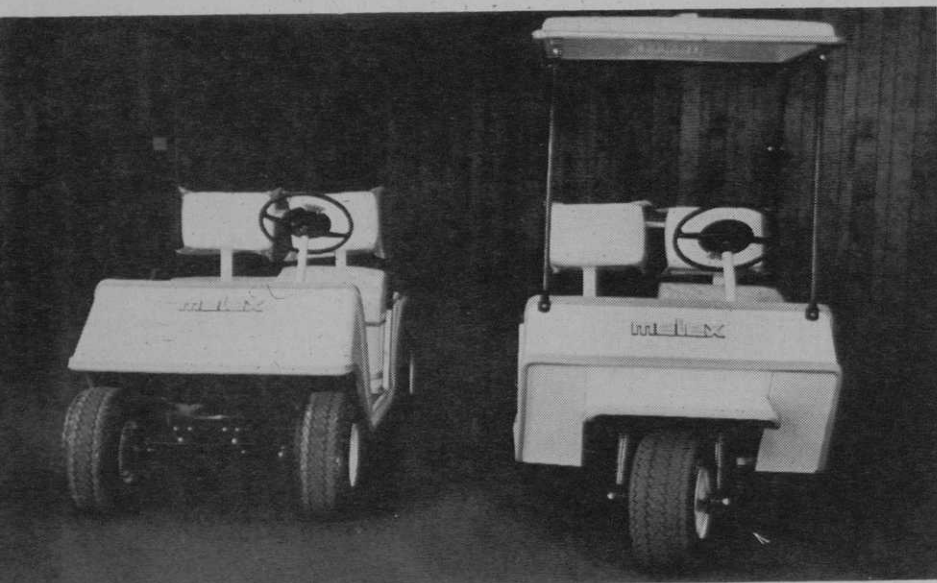
Probably the largest volume Cushman dealer in the country is the Watson Distributing Company in Houston. Craig Watson, vice president of the firm, told GOLFDOM that after 32 years with Cushman, they, too, were jolted with the decision.

"We have always had good rapport with the Cushman people and I guess that's why we were so startled to hear the decision," Watson said. Although, the Texas distributor has had some competition from Melex in his market, it hasn't been that great. Watson's dealership handles more than 2,000 golf cars a year.

"With a year-round market, we don't have too many lease agreements. Most of our customers buy. It doesn't take a long time for a buyer to get his money back from a car," the Houston dealer added.

Although the focus of a change in the industry centers on Cushman, GOLFDOM has learned that Otis also has left the market for lack of sales. Otis' golf car sales manager Joe Folkedale told GOLFDOM that a car hasn't rolled off the





Clouded future? A pair of Melex cars sit in the showroom, while the company's future lies in the hands of the International Trade Commission in September.

to the business," Camp noted in his Redlands, Calif., office.

Westinghouse currently plans no increase in production of its '76 model to fill the possible void that will be left by Cushman. "We'll stay with the production figures established and if we see added interest, we may build more. It's a little early to say right now," remarked Camp.

Efforts are already being made by Westinghouse and other companies to interest present Cushman dealers and distributors into handling their car after this year. At least that's the plan of Pargo in Charlotte, N.C.

John Walker, vice president and director of marketing for the southern firm, told GOLFDOM that past rumors about his company leaving the industry are false and with Cushman's demise, Pargo's view of the market is becoming more optimistic. "We look at ourselves as the largest independent dealer in the country," said Walker. "There aren't any big corporate dollars behind us. Profit has been tough to get in the last couple of years and the competition from Melex has been hard too."

Pargo has been in business since 1958 and has struggled somewhat, but since Walker came with the firm three years ago, things are stabilizing. "With Cushman leaving, I think there is little doubt we plan to up

production and go after some more business," Walker insisted. Pargo plans to stay southeast oriented, unless there is interest from other parts of the country to pick up the car.

Smaller companies are looking at the Cushman change as an opportunity for them, also. Midwest Golfcars and American Continental are two small firms that see the possibilities of a more open market.

Gary Breckenridge, sales manager at Midwest in Kellogg, Iowa, thinks things will improve for his company, which turns out 200 to 300 cars a year. "We never felt that we competed with Cushman. Our marketing attitude is completely different. This change may get more people to look at our car, though."

End of the Otis: The Otis S 75 car is no longer being produced. The firm left the market recently after a four-month strike and a tight competition hurt chances of profit.



At American Continental in Willmar, Minn., general manager Don Craven stated that AC planned to improve its '76 car and there was a good chance that production might be doubled. There were also plans to convince some Cushman dealers to sell AC cars.

One of the larger firms in the industry, Taylor-Dunn, is taking a wait-and-see attitude about the effect of Cushman leaving. Dick Meadows, with Taylor-Dunn since 1958, says, "It's like Chrysler leaving the automobile market. Cushman was good for this business, even if they were a competitor."

Motivating its sales toward 11 western states, Taylor-Dunn has grown steadily over the years. According to Meadows, production has increased 17 to 22 percent a year for the last eight years. "With Cushman leaving, I have to admit, I'm worried about the industry. The other manufacturers will pick up the slack," Meadows said.

Although, its own fate is clouded by a coming judgement in September by the International Trade Commission, Melex had mixed reaction to Cushman's exit.

Clem Sharek, Melex executive vice president, told GOLFDOM he hadn't expected the Cushman action and that the implications of the change were difficult to gauge. "Our feeling is that the market has been dynamic for several years, even before our company entered the market in 1971," Sharek said.

Melex claims to have at least 15 percent of the market at this time, but others in the industry believe the share may be greater. □



# Cars-Make Them Mandatory?

Freedom of choice to walk a golf course could conceivably be a thing of the past at many courses around the nation, if a new look at golf car use is adopted by some clubs.

Mandatory car usage policies are already in effect at several operations and management swears increased car usage will speed play and hike use of fleets. One of the current examples of the plan in action is at the All Seasons Country Club in Lake Ozark, Mo.

Gary Grigg, superintendent of golf and grounds at the Robert Trent Jones-designed course, says mandatory golf car usage expedites play, overcomes the rugged terrain and generates more income.

The heavily-wooded 6,600-yard course cost \$1 million, took three years to build and is in its second year of operation. It is adjacent to the Lodge of the Four Seasons luxury-resort and the Land of the Fifth Season land development.

Grigg states it would be virtually impossible to walk 18 holes because of the course's rugged terrain. Even if a player were able to walk the hilly course, he added, play would become bogged down because of the time involved.

"We don't allow transient (public) business," Grigg remarked, "but our course receives pretty heavy play anyway. We've been averaging almost 75 rounds daily with play moving along at a steady clip."

On a national average, the bespectacled superintendent said, less than 40 percent of players rent golf cars. He believes mandatory golf car usage could expand any course's annual round capacity by 15 percent.

"I'm not talking about packing players in like sardines," Grigg said. "I'm talking about generating more rounds of golf than could be accommodated without mandatory golf car usage — and at a more comfortable pace."

Play is limited to Fifth Season property owners and Lodge of the Four Seasons guests. Fifth Season residents presently are charged a \$10 golf car rental fee for 18 holes plus an annual \$100 greens fee. Lodge guests pay \$15 per 18-hole round,

including greens fee and car rental.

"Golf cars are a highly profitable part of our over-all operation," Grigg said. "Figuring two persons per golf car, we automatically receive 50 cents in car rental for every dollar made in greens fees."

Without the compulsory golf car requirements, and assuming the course's ridership rate would not have exceeded the national average, Grigg's fleet of 76 cars would have brought in \$15,000 less income last year. The figure is based on 6,200 actual rounds after the course opened last July. The hypothetical difference between the mandatory requirement and voluntary ridership would be slightly more than \$50,000 in 1976, based on 20,900 projected rounds. Translated another way, Grigg noted, the mandatory golf car policy will enable the course owners to pay off its \$100,000 fleet investment within 24 months of its five-year financing plan.

"Gary plans on getting seven years out of our fleet," Fred Davis, vice president and general manager of the lodge, commented. "So, with the exception of preventive maintenance and refurbishing expenses, the last five years should be clear profit."

Davis said car rentals and greens fees should contribute one third of the course's projected gross revenue. Other revenues will stem from the clubhouse and pro shop operations. Davis did not reveal his operational budget forecasts, but said the golf operation will produce a "very nice profit."

Equally important, he said, the course indirectly aids ownership's bottom line figure by drawing more guests to the lodge. Davis offers three-day golf packages to broaden the lodge's appeal outside its traditional six-state market. The course also will be the keystone in selling the first-phase of a condominium project to start later this year.

Jones' selection as designer and the mandatory golf car policy both evolved from a comprehensive study of more than 50 resort-owned courses, including the Boca Raton Hotel & Club, Marco Island and

Sea Pines Plantation. Ownership developed a five-year "game plan" with monthly projections based on answers to questions ranging from fleet management to locker rental rates.

Bill Stacey, the All Seasons club professional, anticipated some difficulty last summer in convincing players to accept compulsory golf car rental. His apprehensions have since disappeared.

"If anyone catches flak it's me," Stacey said. "I rent the cars so I'm on the firing line. Ninety percent of the people don't comment. The first-time guest is the only guy who grumbles."

However, Stacey added, once guests play the course they realize that walking it would be an Everest challenge. He said property owners realize car rentals and profitability are vital to maintaining the first-class golf facility.

"Sure a few of them would like to drive their own golf cars," Stacey said. "But most of them are successful or retired businessmen who know the score." Golf cars at All Seasons are confined to a continuous eight-foot-wide limestone path. The path will be paved next year at an estimated cost of \$50,000. "The path has been worth its weight in gold," Grigg said. "It eliminated unnecessary wear to our turf and helped the course get off to a good start last year."

Grigg said it costs about \$20,000 a month to maintain the course in peak season. Without mandatory car usage and an all-weather path, he said, maintenance costs could average five percent higher. "We'd either have to raise our greens fees or settle for less than a first-class operation," the superintendent said. "It's that simple."

Furthermore, Grigg observed, the paths save money because riders are less likely to damage golf cars. He said annual non-mechanical repairs to the fleet have averaged less than \$10 per car.

"I think mandatory golf car rental will become the rule rather than the exception at resorts," Grigg said. "The policy makes just too much sense to be ignored any longer." □

# Lightning: Protection, A Club Responsibility

by Marvin Frydenlund  
Executive Director  
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Sometimes golf and lightning can become a dangerous mix. That last hurried drive before the pelting rain may prove to be one that should have been forgotten. Yet, though the danger is by now well known, golfers will stubbornly ignore it, once again address the ball, and tempt the thunderbolt.

Golf course owners and managers, knowing golfers, worry about these questions: Just when is it prudent to insist that players beat a retreat from an approaching thunderstorm? How can golfers be influenced to take personal safety precautions? How far does management's responsibility reach? What is a "prudent and reasonable" safety program — of warning, of protection?

A recent, painful experience shared by Lee Trevino, Jerry Heard, and Bobby Nichols demonstrated the effects of this dangerous combination of popular sport and powerful phenomenon. The three were stunned and burned as lightning struck near them at Butler National Golf Course, Oak Park, Ill., during the Western Open.

Trevino, Heard and Nichols were far luckier than have been a number of other golfers severely hurt and even killed by lightning this year. Ending without lasting harm, the incident can be used to dramatize critical points:

- Lightning does not have to strike a person directly to cause injury or severe discomfort. Trevino, Heard and Nichols were victims of lightning's peripheral effects — a high ground potential over a considerable area around the main path of the bolt.

- Lightning casualties are not rare and uncommon. It was the fame of the golfers, not rarity of the event, that widely publicized this particular lightning strike incident. The odds for this kind of painful but non-fatal casualty were great enough to embrace three men from

the top echelon of professionals; many similar unreported incidents occur every year.

- Prudence varies: Mike Fetchick, fourth party in the Trevino-Heard group, took a look at the darkening skies and decided that danger lurked there. He headed for the clubhouse and safety.

- Fallacies reign. In the aftermath of the incident at Butler National, interviews with experts on weather phenomena quenched some fallacies about lightning and lightning safety, but unintentionally created others. For example, an electrophysicist correctly stated that the kind of umbrella one carries is only incidental to lightning danger, but then went on to minimize the importance of avoiding tall objects and seeking a low profile.

Today, the roll of legal thunder in courts is signalling a new era of liability for public lightning safety by property owners, including golf courses. Under law, lightning always was an unavoidable "act of God". It still is, but protection against its harm, being possible and available, has become man's responsibility.

There is a case pending at this time, for instance, of a person severely injured by lightning while standing on a structure maintained by a municipality. The individual suffered temporary disability, substantial scarring due to first, second and third degree burns, and a permanent hearing loss in the right ear.

The claim is that failure of the municipality to provide adequate lightning protection amounted to negligence. The contention is that if the property had been equipped with a complete and properly installed lightning protection system, this misfortune may have been prevented.

The LPI recently conducted a study of 1,000 lightning casualties, of which various recreational areas were the sites for 329. Of that 329, 52 of the cases occurred on golf courses with 41 casualties and 11 deaths.

Of the 329 casualties, many

could have been prevented if (1) adequate lightning protection had been provided and (2) warnings about the hazards of lightning had been posted.

A "Duty to Warn" theory is also emerging in the legal area of public liability. In addition to providing adequate shelter against lightning, a property owner may be required to post warnings for the public to seek shelter during an electrical storm.

Here are five steps golf course owners or managers can take to provide "practicable and reasonable" protection against lightning.

1. Protect open areas distant from the clubhouse by either erecting rain shelters equipped with protection systems, or erect overhead protective wires.

2. Equip lone trees under which people are likely to seek rain shelter, with special tree protection systems.

3. Install standard lightning protection systems on the clubhouse, pro shop and other buildings.

4. Protect and/or ground if metal, flagpoles, towers and similar structures.

5. Prominently post personal lightning safety rules.

Erecting a rain shelter without lightning protection relieves people of a thunderstorm's damp discomforts, but gathers them as a body to face what may be the storm's only real danger.

Such structures, whether open or closed, should be provided with a standard lightning protection system which has air terminals at specified roof locations, conductors forming a closed roof loop and leading down to at least 10-ft. deep ground rods at opposite corners of the structure; and at least two such groundings.

Down conductors should be shielded to a height of 8-ft. with non-conductive material, to protect anyone leaning against the pole or wall. A dry, non-conductive floor is important. If the shelter has a dirt floor, grounding should include a bare, buried lightning conductor encircling the building, at least 10-ft.