

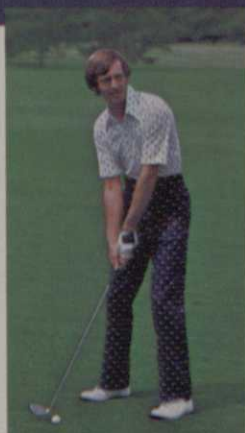
Larry Wise will take these 7 navy/white coordinates from EJM on tour



... and have 18 different outfits!

Nine for play and nine for après. Any of the three shirts—the white monogrammed cotton lisle, the Qiana navy or the polka dot—will look great on the course with any of the three trousers—white (with navy loop and pocket accent), solid navy or polka dot. That's nine for play. Après . . . Larry dons the white jacket with fine navy stitching and has 18 coordinates. Matching navy stitching on the outseam of the white slacks transforms the all-white outfit into an extraordinary sport suit.

Larry could select his next tourney's coordinated outfit from the EJM hunter greens, or the



burgundy/greys, the camel/browns or the pastels . . . because he knows how easy it is to put together a winning wardrobe with a mix of solid basics and fancy fashion within each color range. They're all easy care too, but take a word from the Wise, "They play as well as they look!"



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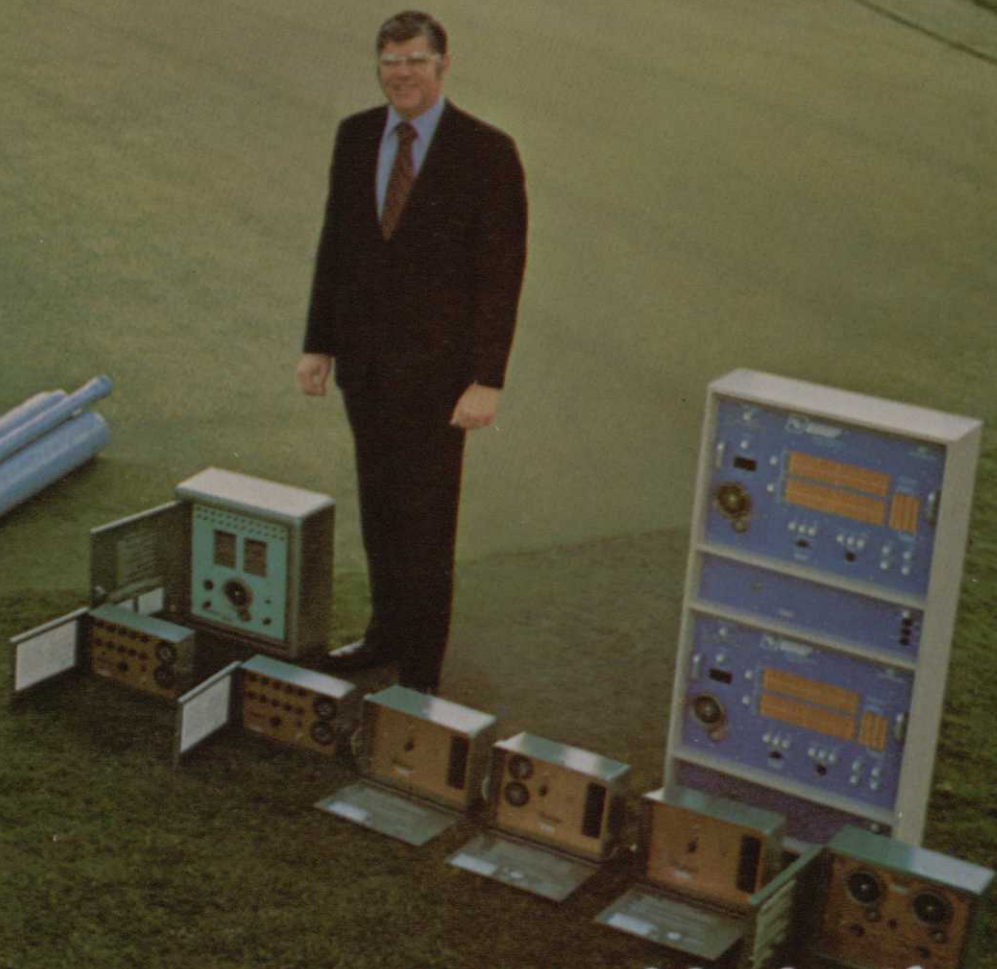


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GRAFFIS from page 10

started construction of its building. The PGA has revised procedure for admission to its Hall of Fame and the Ladies PGA keeps quiet about its Hall of Fame.

The real estate sale executives at Pinehurst were let out for spending too much money, it is said. John Derr, who seemed to be the one who could settle the differences between the Golf Writers Assn. and the Pinehurst officials, was fired by the new management at Pinehurst.

And that, to this writing, is the sad story of a very beautiful new building in golf. Whoever can find out how to unscrew this World Golf Hall of Fame should be voted into the hallowed temple.

He made the desert bloom: Despited inflation, high interest rates, layoffs and strikes, the Palm Springs, Calif. territory continues to get new golf courses, expensive homes and high-rise condominiums belying its designation as the "desert."

There are a lot of us who can remember when Palm Springs had only a nine-hole course owned by T. A. O'Donnell. George Howard came down from his summer job at one of the best clubs in the Pacific Northwest to be winter pro at Palm Springs. George was a good teacher. Palm Springs was being discovered by Hollywood braves and their weekend squaws who found the land wonderfully bright and warm until the sun dropped over the mountains. Generally, the land was considered good for nothing and the government generously gave much of it to Indians.

Then came a good hotel, several motels, a dude ranch and a gambling joint operated by Detroit mobsters. The desert began to green up a little but it really bloomed when Johnny Dawson got the Thunderbird Country Club started. Johnny was one of four brothers who served golf very well; two of them as California association officials and Johnny and George as amateur players and Spalding salesmen. George became one of the top executives of Spalding. Johnny left the company when the USGA questioned his amateur status. I have never met any one more devoted to the best interests of golf than the Dawson brothers and more truly amateur golfers in spirit.

to page 63

Now— a new stainless steel shaft to complete our bag for '75.

Many new investment cast irons bowed in '74. The Keller 211 among them. Of all these brands, ours led the way in sales. With no claims of "forgiving" a chili-dip or a banana ball. We simply put our chips on good design. And on *quality*.

A lightweight stainless steel shaft.

Keller stainless steel shafts are 10% lighter than ordinary steel. Yet, stronger. And there's no reduction in wall thickness. You get a lighter overall weight club. One you can swing faster for more power. In time, chrome plated shafts corrode on the inside. Weakness sets in, and power is lost. Stainless steel resists corrosion and keeps its strength indefinitely.

Keller persimmon woods.

Domestic persimmon is the best. Ours comes from choice groves in Arkansas and Mississippi. Ultra-hard, beautifully grained persimmon for our heel-and-toe weighted woods. Combine this with our stainless steel shaft for the finest wood clubs money can buy. (Persimmon and stainless shafts are optional extras.)

Two new Keller irons.

We now have two new *no*-offset irons. (Shaft-in-hosel and shaft-over.) And, of course, the Keller 211 offset. All have rounded back and sole. No turf drag or back edge bounce with these. And less vibration on those queasy off-center hits. Thanks to a sweetspot further out from the heel. Low center of gravity helps get the ball up faster.



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THE NEXT 25

Whatever happened to colored sand in bunkers, synthetic grass for greens and lighting of full-length courses?

These were ideas in past years presented by persons in the golf industry that did not, for one reason or another, get far. But there are plenty of new trends and ideas that are changing the business of golf every day.

We see signs everywhere. The PGA tour competes with tennis for TV time. The price of fertilizer and chemicals has doubled this year. Russia will soon have its first golf course.

These are only a few clues to what is happening. Here are some of the major trends in golf course development and operation that are significant.

Fighting slow play. A strong movement is spreading to find a remedy for slow play that has been choking our busiest courses for years.

The National Golf Foundation made slow play a high priority about six years ago with a humorous promotion campaign using "Speedy" and "Mrs. Speedy," depicted by rabbits.

A starting time system to utilize all of the course for more hours, with maximum time for playing each nine, was sent to every course. The attempt was commendable, but the results not very noticeable. Then, one by one, golf industry leaders started trumpeting the need for speedier play. Finally, the idea is catching on. Even PGA officials have been tough as they threaten and occasionally levy penalties on slow players.

Many public course operators have picked up ideas for faster play. Most now have 150-yard markers for faster club selection, start nine-hole players from the 10th tee when it is open, use rangers and teach rules and etiquette to beginning classes.

More are using realistic spacing of starting time to avoid jam-ups, reminder signs in the pro shop, on the course, and even on the scorecards suggesting how much it should take to play each hole, nine and 18.

An example of a sign is on the seventh tee of Brookhaven Country Club, a 54-hole club near Dallas: "Par for playing time to this tee should be one hour and 33 minutes. How is your score today? Everyone enjoys the

game more when play moves on time. We appreciate your help. Thanks . . . Your Board of Directors."

A more expensive game. Golf has been called the "game of a lifetime." It may be open to almost anyone of any age, but at what price? Inflation is hurting the business.

Private membership clubs have been trying desperately to keep ahead of cost increases. Many are raising dues, imposing house minimum charges, assessing members for losses, raising prices for food, beverage and other services, and/or seeking more outside party business.

Increases in the minimum wage, higher costs for food and other services, plus rising taxes, have forced these increases. We have seen monthly dues go from \$70 to \$90 at one club, \$38.50 to \$45 at another, and the imposition of a \$20 per month house minimum charge at another in the Denver area.

Middle-income families who have access to less expensive tennis and swim clubs are no longer lining up to join some suburban country clubs. The so-called "status" means much less to our mixed, mobile, more open society than in previous times.

Even the cost of playing golf is soaring. Municipal courses that once charged \$2 to \$3 for 18 holes or all day, now charge \$4 to \$5. Season tickets at these courses are up to \$125, \$150 or more. Privately owned daily fee courses report green fees up to \$7 or \$8 for eighteen holes on weekends.

And if the typical club member pays dues of \$876, \$73 a month, as the latest Harris-Kerr-Forster survey tells us, and plays even 30 rounds of golf a season, that is almost \$30 a round, not counting the cost of golf car or caddie, lunch, bets, and a couple of golf balls dunked in the lake.

More municipal courses. Municipal golf for too long has been the poor cousin of the golf business, except in how many people it served. But no longer.

A combination of factors — urban population pressures, public interest in open space and ecology, increasing development costs, Federal support through the BOR grant program, lots of national publicity about the

YEARS

by Jerry Claussen
National Golf Foundation Consultant
Rocky Mountain Region

need for public courses and how they can be built — contributed to this trend.

The results are encouraging. In 1973, 38 new regulation municipal courses and 58 municipal projects in all opened for play. Both the 38 new courses, and the ratio of 21 percent to all new regulation courses, were new records. Another 45 municipal projects, or more than 15 percent of the 290 reported, started construction, and 31 of these opened in 1974 through Labor Day.

Local government can and does use many methods to create public golf facilities. Johnson County, Kan., purchased a former private club last year. The city of Plano, Tex., leased land to a partnership of former PGA tour players to build and operate a public course subject to city regulations. The city of Arvada, Colo., purchased a bankrupt daily fee course on leased land, will also buy the land, and lease the business to private operator for 25 years.

Executive course concept spreads. The name executive course no longer fits the category because the short, intermediate course has caught on among all types of golfers. Not boring like most par-three courses, the executive is also not long, difficult and time-consuming like many regulation-size layouts. Families, women, seniors, and even the rushed executive are finding the new, well-designed intermediate course a happy golf experience.

At the end of 1973 NGF counted 552 of these courses in the United States, including 328 clubs having only an executive course. More than 60 percent were nine holes, many of these additions to regulation golf courses. About 70 percent were daily fee, indicating how popular they are with the public and profitable to their owners. The resort-retirement areas of California and Florida led in numbers. Forty-one states reported at least one.

The trend is continuing. Thirty of the intermediates opened in 1973, and 27 in 1974, compared with 18 in 1972. Another 28 were reported under construction in 1973, almost double the 17 of 1972, and 24 more to September, 1974.

The golfers not only like them, so do developers, whether a private club, real estate combine, or a

municipality. The short courses use less land, are usually less expensive to build and maintain, faster to play, and can produce more revenue.

Golf attracts big corporations. It has seldom been a cheap venture to enter the golf business. Now land costs near population centers have soared to \$5,000, \$8,000 and more an acre. Design and construction standards are higher than ever. Construction and material costs are escalating fast. Big capital is needed to buy land, build course and clubhouse, equip and hold on for two, three or more seasons of operating at a loss until the business gets established.

Not that golf business is not profitable in the long run. In recent surveys it has been shown that in most years up to 50 percent of private clubs run in the red. But other surveys consistently report that 90 percent and more of daily fee and municipal courses make money.

With costs rising, and potential for a good profit in operation and appreciation — enter the large corporation.

Nearly half of courses opened in 1973 and now under construction are part of large real estate developments. Nearly 500 such projects have opened in the past four years, 142 in 1973 alone. Some of these are part of conglomerate chains — Diamondhead Corp., McCulloch Oil, Great Western Cities, and Rockresorts, Inc.

Most of these groups had little or no previous golf course development or management experience. They simply hired knowledge. Their primary goal in almost every case is to sell real estate. In some cases, however, even despite lavish advertising and promotion campaigns the courses have often been sterile, the service impersonal and the cost astronomical.

Also among the new corporate ownerships are the Japanese, who have purchased or are developing several clubs in Hawaii and California as investments and homes-away-from-home for traveling businessmen. Japanese interests own at least 10 courses on American soil, including Mesa Verde Country Club, Costa Mesa, Calif.; Canyon Hotel and Country Club, Palm Springs,

please turn page

Calif.; and Incline Village Golf Club and Ski Resort, Lake Tahoe, Nev.

Course design. There are more first-class, well-designed, well-maintained golf courses in play today than ever before. Probably 75 active individuals offer good credentials as golf course architects. The American Society of Golf Course Architects, the elite of the profession, has more than 60 members.

So why are we still seeing so many bland, dull courses with a mass-produced look? Why so many small tees, bad drainage, inadequate pumping systems?

For one thing, only about one-third of the 300-plus facilities opening each year are designed by professional golf architects. The rest are products of well-meaning

private owners, local golf pros, citizen committees and other pretenders. The results in most cases are disasters for golfers and superintendents who must maintain them later.

Pros are more professional. For years the PGA has been claiming that club professionals and their bright young assistants are trained as businessmen to offer golfers the best service. For awhile it was more wishful thinking than fact, but now the dream is coming true.

Requirements that new apprentice pros must attend a series of business schools, and old pros are supposed to keep up on new techniques, have done much to upgrade the golf shop business. Just this past spring, the PGA sponsored eight

national business schools. A staggering 375 professionals attended the Metropolitan PGA Section's annual educational forum on April 8.

When a new course opens, the ownership frequently has a choice of a half-dozen or more qualified golf professionals who are trained in running a shop, hiring assistants, buying and selling merchandise, teaching, and know public relations and promotion.

We seldom visit an urban club pro shop anymore that does not look well-stocked, neat and clean, with staff and service to match. Most of today's club professionals are, act and talk like gentlemen, businessmen and true pros.

Women share the chores. Slowly but surely the equality of women has affected the golf business. Maybe most men golfers would like to restrict them to Ladies Day one morning a week, but they keep the clubhouse busy, do a good share of buying in the pro shops, and now are sharing in operations too.

Women club managers are no longer unique, and there are perhaps 200 or so women teaching professionals at larger clubs and resorts. And a few are running the whole golf shop business.

A big breakthrough in women's employment has been in course maintenance. After a few superintendents let down the sex barrier, others have tried it and liked it.

Every superintendent with female crew members reports the same good results — they are hard workers, reliable, neat and dedicated. Women can do almost any job from mowing fairways and greens to raking traps and doing clubhouse landscaping.

Girl caddies are part of the trend too. The golfers accept them, and the boy caddies treat them as equals. They have a future too, because the Western Golf Association reports that seven girls have already won Evans caddie college scholarships.

Higher maintenance costs. Like most things, the cost of maintaining our golf courses keeps going up. That should not surprise anyone in the business, but club members and golfers paying the bill have to be educated.

These major trends in the business are not all that is happening, of course. Many new ideas keep popping up that could become trends in the very near future. Here are some examples:

— Par-three courses for juniors only, giving first priority in starting times to juniors. Some feel this would be an ideal training ground for the next generation of golfers.

— The "Purr-wick" green, featuring underground water reservoirs to keep the root-zone constantly moist, but never too wet or dry. The idea was developed by Dr. Bill Daniel and agronomy students at Purdue University. Such greens have been installed at several Midwest courses and three new clubs in Colorado.

— A hidden maintenance headquarters. At Meadow Hills Country Club, a non-equity membership club in Denver, the redesign and remodeling of the clubhouse and parking lot area will soon include an underground maintenance headquarters, with office for the superintendent, repair shop, equipment and materials storage. It will be under the parking lot. As a concept this does three things — saves space, places a key administrative area near the management core which is the clubhouse, and removes from members' view what often is an unsightly portion of the club's operation.

— Pre-payment of fees when reserving a starting time. Godwin Golf Club in Michigan, a daily-fee 18, requires golfers wanting advance tee time reservations to make them in person, and pay green fees then. At six dollars apiece for 18 holes on a Saturday, Sunday or holiday, reserving time for a foursome costs \$24. It practically eliminates the problem of no-shows.

— Night maintenance of the golf course. A few have tried this before. But for courses playing sunrise to sunset, it makes more sense than ever. With an automatic irrigation system, any golf course can be watered after dark. For the last three years all mowing has been done at night for Kansas City's three 18-hole courses. Every riding vehicle is equipped with lights. Golfers and maintenance crews don't get in each other's way, play and income are up, and labor costs have actually been reduced.

— No-fault insurance for golfers. A new type of policy following the principle of no-fault auto insurance is now available in about half of our states. The coverage will take care of accidents like being struck by a golf ball, tipping over in a golf car, or falling down stairs in a clubhouse. It pays up to \$5,000 for a premium of \$16 a year.

Out of the woods come two of the greatest irons in golf.

If we asked you to list the top woods in golf, we'd have to give strokes that Power-Bilt® would be right up there.

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And we've got two kinds of irons that are every bit as great.

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The same passion for craftsmanship that guides us in shaping our woods is the uncompromising taskmaster that sets the standards for our irons.

Some golfers prefer the hands-ahead hosel design of the investment cast Thoroughbred and the way the sweetspot has been moved more toward the toe of the club to make the most out of not-quite-so-perfect hits.

Others prefer the truly

distinctive feel of the forging and the control it helps achieve.

Both Citation and Thoroughbred irons are designed with such famous Power-Bilt features as the rounded, contour bevel sole and full-width, power-weighted flange. The result is a clubhead that consistently gets into the ball—even in tight lies. And gets the ball up quickly, because the center of gravity is down low.

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A no-nonsense, buying atmosphere is expected for the Professional Golfers' Association Merchandise Show Jan. 26

29, headquartered at the Contemporary Hotel Resort complex about 15 miles southwest of Orlando, Fla., in Disney World.

Response from pros planning to attend the show has been high due to the new indoor location of the show for the first time this year. The new indoor site for the show is considered to be an improvement over last year's tents in Port St. Lucie, Fla., which provided no air conditioning and problems with wind and rain. Wally Phillips, president of the Golf Manufacturers & Distributors Assn. and vice-president of Charles A. Eaton Co., said exhibitors want a permanent site, but are more than pleased with the Disney World accommodations.

A PGA spokesman told GOLFDOM attendance is expected to top last year because there is no concern over the energy crisis. Last year there were 200 exhibitors and 4,500 persons at the show. Private rooms have been made available for companies on an overflow waiting list to exhibit in Orlando. It is also expected many pros will combine business with pleasure because of the family attraction of Disney World, and the abundance of accommodations in the area.

For further information contact the PGA at 804 Federal Highway, P.O. Box 12458, Lake Park, Fla., 33403, or call 305-848-3481.



"Preparing for Change . . . Together" is the theme of the 46th Annual International Turf-grass Conference

and Show, sponsored by the Golf Course Superintendents Assn. of America. The show will be Feb. 16-21 at the Port of New Orleans Rivergate Exhibition Center.

Focus of the event will be a heavy educational seminar schedule with the primary purpose of anticipating

the changing role of the golf superintendent and helping him to meet those changes.

Chris Schenkel, ABC sports commentator, will be the keynote speaker. Over 5,000 persons are expected to attend the conference, and there will be more than 110,000 square feet of exhibit space.

For the first time in the event's history, concurrent sessions will be held focusing on various areas of education for the superintendents. There will also be a series of seminars during the pre-conference weekend. They will be classroom sessions with about 50 students each in such areas as pesticides, financial management, etc. The GCSAA will also offer its certification examination at the conference.

More than 55 of the nation's leading turf educators, researchers and parks and recreation authorities will be on hand, a GCSAA spokesman said. Overviews of OSHA, EPA and the general manager concept will be presented in general sessions. Other general sessions will include "Recycling of Golf Course Waste Materials," "Factors Affecting Production and Cost in the Seed Industry," "Use of Growth Regulators in Turf Management," "How the N-K Balance Affects the Turf Plant," and "Factors Affecting Vegetative Reproduction of Turf-grass."

No sessions, general or special interest, will be repeated. The GCSAA feels that by providing more variety than in former conferences, the resulting flexibility should provide something for everybody attending the show. Six special interest sessions entitled "People Relations" will be videotaped, and could possibly become part of the GCSAA lending library.

The Rivergate will be open for registration Sunday, Feb. 16, at 11 a.m. Two seminars, "Management I — Financial Decision Making," and "Pesticide I — Principals of Chemical Usage," will be held. The pre-conference seminars beginning Feb. 15 are not part of the official conference program or conference fee, but are offered on a separate pre-registration basis.

The annual membership meeting and election of GCSAA officers will be Wednesday afternoon, Feb. 19. For further information, contact the GCSAA at 1617 St. Andrews Dr., Lawrence, Kan., 60644, or call 913-841-2240.



Solving the problems of inflation as they relate to club management will be the focus of the Club Managers Assn. of

America Annual Meeting to be held Feb. 19-22 in Vancouver, British Columbia.

Speaker topics will center on what the manager should know about the national economy and its problems, how the economy affects the manager's operation, and how the manager should face and solve his problems. The CMAA is expecting a turnout equal to the 1,500 that attended its meeting last year in New Orleans. The new Hyatt Regency in Vancouver is headquarters hotel for the annual meeting. Many of the conference committees will hold their annual meetings Tuesday, Feb. 18, the day before the official opening, and conference activities will officially get underway with the opening business session Friday. Seminars will be held Thursday and Friday mornings.

George Burton, Oak Ridge Country Club, Hopkins, Minn., and Harold Osborne, Columbian Country Club of Dallas, will be candidates for the office of secretary-treasurer. Six nominees for the board of directors are: Bob Hedges, Charbonneau Golf & Racquet Club, Wilsonville, Ore.; Bruce Lloyd, University Club of Los Angeles; Gerald V. Marlatt, Northmoor Country Club, Highland Park, Ill.; E. Guenter Skole, Metropolitan Club of the City of Washington, D.C.; Whitney Travis, Stock Exchange Luncheon Club, New York; and Raymond D. Watts, Houston Club.

For further information, contact the CMAA at 5530 Wisconsin Ave., Suite 705, Washington, D.C., 20015, or call 202-657-3670.