

“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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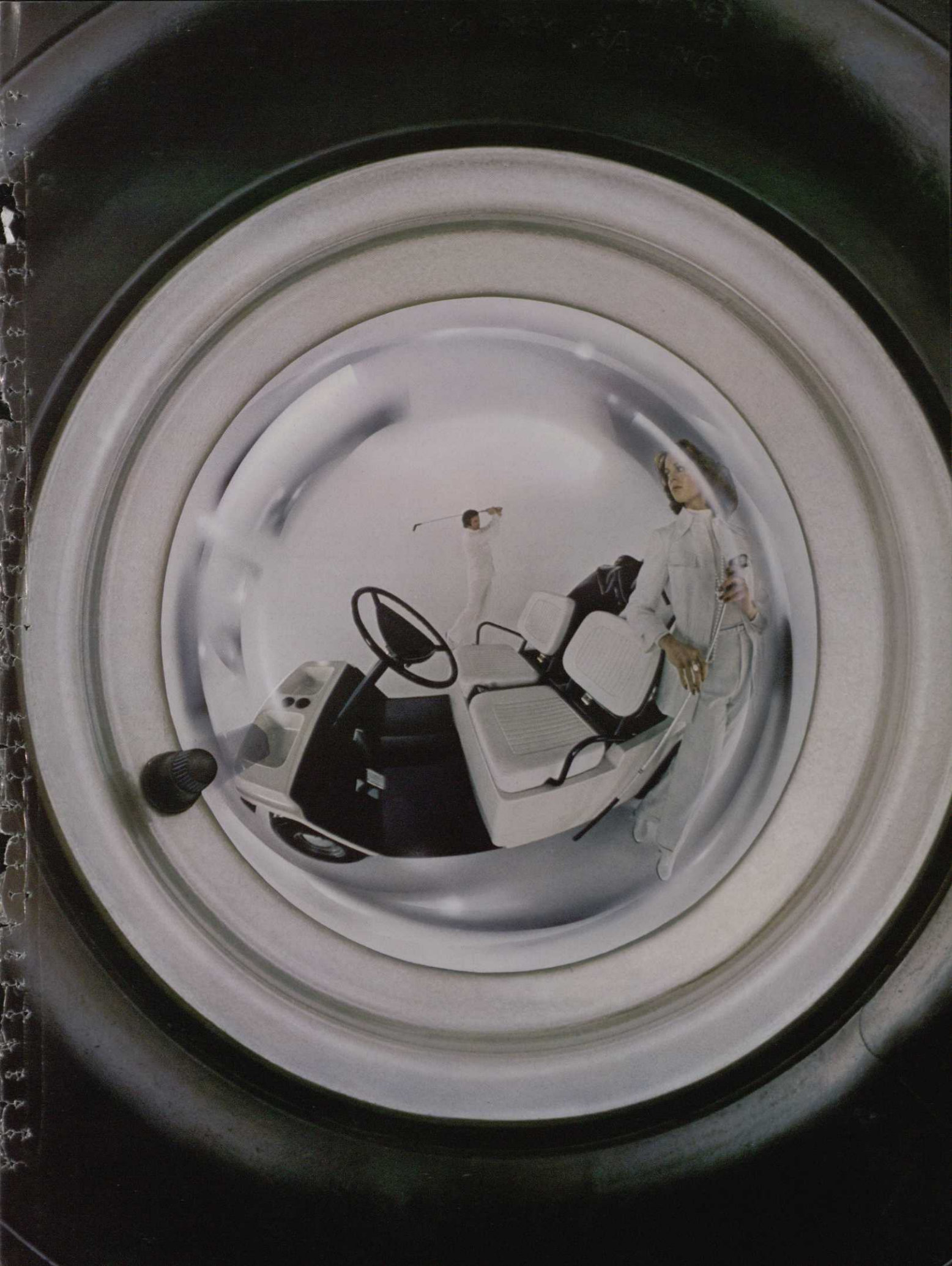


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Meet the new DE-40, Harley-Davidson's answer to the rising cost of operating a golf car fleet.

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Utilizing an all-weather fiberglass body, a single spine tube frame and lightweight aluminum "A" frame front suspension arms, we dramatically reduced the weight. The DE-40 is just 900 pounds light.

But, light as it is, the DE-40 can handle a 750 pound payload at speeds up to 11 mph and take a 50% grade in stride.

With less dead weight to lug around, there's less battery drain. Greater assurance of full performance through the last nine holes of the day.

The bumpers are extra strong for real impact protection. And improved suspension gives a better ride.

We also made servicing faster and easier. All you have to do is tilt the seats forward, or just lift them out, for direct access to the drive train, batteries and charging plug.

To service brakes, as well as electrical components, the golf bag wells in back are easily removed with a quarter-turn of a fastener.

There are more features that make the DE-40 worth a lot more for a lot less. Read on.

Front suspension and bumper Tough, automotive-type, two-leaf lateral spring front suspension, mounted on cast aluminum "A" frame arms. This gives



a softer ride, with maximum control. And the front and rear bumpers are

exactly the same height. They deliver 3-mph shock-absorbing ability for greater protection.

Front beverage wells Here's a nice little touch—special beverage holders built-in. To keep your drinks close at hand.



Console and dash controls

Controls are located conveniently on the dash. The key selects forward or reverse. And the unique between-the-rider console

has plenty of room for a half a dozen golf balls and a handful of tees.

Speed switch The speed switch has 5 contacts (off, 1st, 2nd, 3rd, and high). Each contact point assures a smooth acceleration flow. And these special points are "cold-head forged" for years and years of trouble-free performance.

Steering wheel Steering is positive, precise and easy. Because the car is



lighter and the turning radius is a mere 10'. Another little convenience? Take a look at the built-in scorecard holder.

Motor The DE-40's two-horsepower electric motor delivers plenty of power to hustle the car wherever it has to go. Without straining.



Seat with batteries Six powerful batteries (190 amp-hours) with the easiest access



ever. A quick flick of either seat latch and the batteries are immediately accessible.

Disc brake When it comes to braking, it's faster and surer than ever. The new, thicker-than-ordinary disc



brake does the job. It's 30% thicker for longer life. Fast heat dissipation assures better protection against brake pad wear as well as better braking.

Rear suspension The coiled rear springs on the DE-40 assure superior leveling and a cushioned ride. These automotive-type



springs are mounted in a new, cantilevered position for improved performance. All this, plus an *exclusive* anti-sway bar to assure excellent stability.

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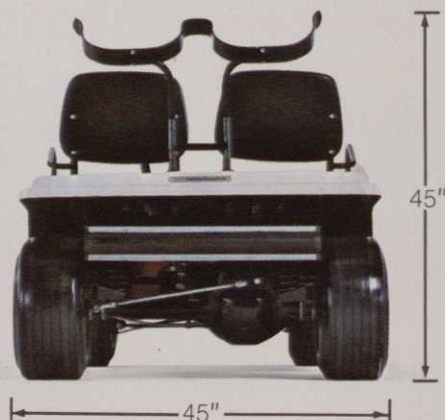
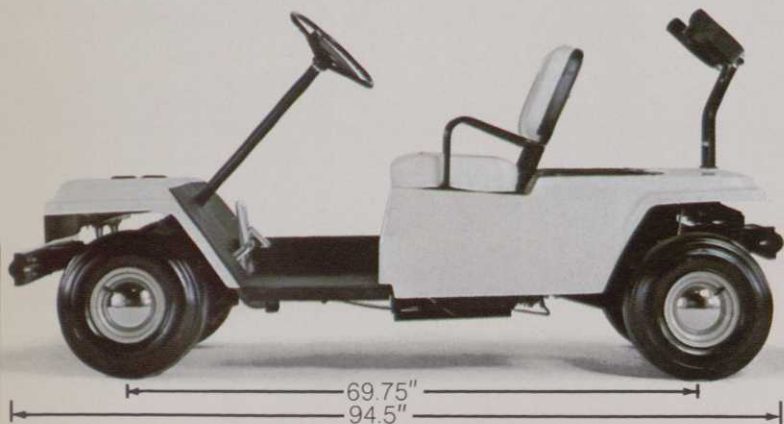
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DE40 Specifications:



Power	Drive motor, series wound 36 volts, D.C., 2 hp, continuous rating. 10 hp @ 800 rpm, intermittent rating.
Transmission	Solenoid Selector, Resistor Drive
Rear Suspension	Coil springs with canted shock absorbers and anti-sway bar
Front Suspension	Multi-leaf lateral spring on aluminum cast "A" frame arms
Differential ratio	12.25:1
Braking	Mechanical disc-type
Turning Radius	10'
Maximum gross carrying capacity	750 lbs.
Tires	4-ply 850 x 8
Frame	Single spine tube
Body	All-weather fiberglass
Electrical Equipment	6 190 amp. hrs, 6v storage batteries with anti-spill caps
Maximum speed	11 mph
Hill climbing ability	50% grade
Weight	900 lbs.
Overall length	94.5"
Wheel Base	69.75"
Overall width	45"
Overall height	45"
Ground Clearance	4.50"

Standard Equipment • Score Card Holder • Golf Ball and Tee Pocket • Beverage Holders • Hill Brake
Optional Equipment • Hub Caps • Sun Top • Windshield • Rear Bag Cover • Tow Bar • Mud Flaps

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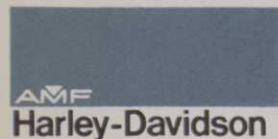
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GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 7, JULY 1975, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

Whenever they talk of the greats of golf, the name of Ben Hogan is sure to enter the conversation. Hogan's expertise in the game brought him four U.S. Open victories, two Masters, two PGAs and one British Open. Those competitive marks made him a certainty as one of the charter members of the World Golf Hall of Fame. With a quiet, but stern manner, Hogan left an indelible mark on the pro tour that still shows today. Presently, Hogan is the chief officer of the AMF/Ben Hogan Company and has been since the firm was established in 1953. Besides equipment manufacturing, Hogan is also involved in golf course architecture and construction.

HOGAN ON BUSINESS For over 20 years, Ben Hogan has been a dominant force in the golf industry. His contributions to the game have been substantial and at 62, he still feels he has a lot left to do. Associate Editor Nick Romano surveys Hogan and files an exclusive interview _____ **10**

SNAPFINGER WOODS—A NATURAL DEVELOPMENT Snapfinger Woods is a 1,450-acre, planned multi-use community 13 miles east of Atlanta that includes a golf course and club facilities. The developer, Atlanta-based Phipps Land Co., has invested thousands of dollars and man-hours in solving the drainage and flow problems of Snapfinger Creek—without sacrificing the natural beauty of the creek's flood plain _____ **14**

GOLF FACILITY MANAGEMENT AND THE SUPERINTENDENT The general manager concept of country club management has created quite a bit of comment both pro and con from superintendents across the country—mostly con. Here, Midwest superintendent Robert Williams explains why he feels the general manager concept is not the management theme of the future _____ **20**

GRAPHITE: CLEARING THE CONFUSION If anything is sure about graphite, it's here to stay. There is still a lot of questions to be answered about those black shafts and GOLFDOM's club repair expert Ralph Maltby tells some of the ways the pro shop can profit _____ **22**

WHAT'S GOOD FOR THE GAME For 39 years, the National Golf Foundation has been the strongest voice in the nation for the advancement of golf. Through its people and their programs, the NGF attempts to keep up on the ever changing face of the game. Foundation President McDonald updates on the NGF's current activities and staff _____ **28**

NOT PAYING THEIR DUES Free golf is now a possibility through a new innovation for the affluent golfer traveling to resorts. The Golf Card might be a plus for the industry and could conceivably lead to the birth of the credit card at courses all over the nation _____ **32**

NEWS OF THE GOLF BUSINESS INDUSTRY Rancho La Costa slaps \$540-million lawsuit on *Penthouse* . . . superintendent is responsible for his own job protection . . . club pro championship set for Callaway Gardens . . . Trevino sets National Golf Day target . . . Acushnet acquires England's Shelford with eye to the foreign golf market . . . Treasury Department rules some electric golf cars sold in U.S. at 'less than fair value' . . . Mallinckrodt strike ends . . . to replace divots or not? . . . IRS ease tax guidelines for club managers . . . fluctuating beef prices seen for rest of year . . . aldrin/dieldrin case closed . . . Patty Berg to receive Joe Graffis Award _____ **36**

DEPARTMENTS

SWINGING AROUND GOLF _____	8	CLASSIFIEDS _____	42
COMING EVENTS _____	26	ARCHITECTS _____	43
NEWS _____	36	PEOPLE IN THE NEWS _____	46
NEW PRODUCTS _____	34	ADVERTISERS INDEX _____	46

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SWINGING AROUND GOLF

Tough times: Gloomy comments on the condition of golf business during the current "inflationary depression" has old timers recalling that golf has had some far tougher times before. And those former crunches were very useful in separating the men from the boys.

Toro, Wilson and Acushnet got into golf business when conditions were not inviting. The shrewd management of Sam Clapper and Ken Goit, Lawrence B. Icely and the canny Acushnet team of Bommer and Young soon made the new arrivals powers in the progress of the industry.

The Acushnet pro-only policy

'... clubhouse suppliers began dealing strictly cash-on-delivery with some rather prominent clubs.'

was an achievement that stabilized and improved distribution of most golf manufacturers' quality products through retailers who could do the users the most good. It also helped give a sound producers' profit basis to a business the cut-price stores were ruining.

Toro's part in developing a nationwide golf course equipment and supply connection of dealers had far-reaching effects on the distribution and service of grassed-area business of all sorts. The Worthington mower company also enlarged that marketing field and aided in creating a new and vast business during the depression. The Jacobsen brothers in their machine shop in Racine, Wis. got into the power greensmower business by making believers and buyers of greenskeepers in the Chicago and Milwaukee districts.

After the '29 market crash golf clubs that had built big clubhouses of the baronial hall-type could not make the payments. Some of them

folded up. Others had semi-completed clubhouses adjusted to survival conditions. Some managed to stay alive by making use of a federal aid that extended payments and reduced interest. Golf club residential site developments were abandoned in every metropolitan district. In the Chicago area alone 11 such projects folded. The property was acquired at desperation sales and eventually made many of the buyers rich.

The credit of private clubs was generally nothing to brag about in the four years following the market slump. The butcher, grocer and other clubhouse suppliers began dealing strictly cash-on-delivery with some rather prominent clubs. That meant many members were not paying pros and pro credit of course was sour. Now pros talk about the discount stores and other price-cutters who never spent a penny in developing the golf market. In the '20s, when the golf market was booming, stores advertised hickory-shafted irons for \$1.25. The clubs were offered as imitations of pro-made irons that sold for \$5. Stores were selling woods for \$2. The pro shop price from bench-made woods of carefully selected persimmon heads and hickory shafts with expert fitting and workmanship was \$7.50. You have to remember that the worth of the dollar was much different then, but pro shop business flourished despite the competition of cut-price stores.

The demand for improved course maintenance continued strong despite the depression, so the market for improved gang mowers, tractors and other machinery persisted although club payment was slow. The golf course equipment and supply dealers did marvelous jobs of financing and kept Toro, Worthington and other course equipment manufacturers going. □

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Westinghouse helps make it happen

Hogan on Business

by NICK ROMANO

Today, Ben Hogan is a businessman — an asset to the golf industry.

Among the game's all-time greats, he recently spent a morning in his Fort Worth, Texas, office talking about the business of running his own golf equipment company.

"Golf is a great business," he said. "But there is a lot more to do yet. More people are playing now than ever. People play for health and enjoyment. Some are competitive, some aren't. People keep striving for improvement."

The same can be said for Hogan. Since retirement from full-time tour golf in 1960, he has channeled his efforts into the business side of golf and is involved in several facets of the industry.

At 62, Hogan's interest as head of the AMF/Ben Hogan Company is providing new innovations in club design. He has developed 21 models since the firm began business in 1953.

Hogan is as much a reflection of Fort Worth, as it is of him. Just miles away from Dallas, Fort Worth is a modest, mild-mannered city of some 394,000, that seems to enjoy being set apart from the hustle of the Big D, to the east.

Beyond the downtown area, the Hogan Company is situated over 10 acres of one of the city's industrial parks. Squeezed in between two older buildings, lies the main office of the plant and Hogan, himself.

"We're a long way from perfection in this business. Equipment is

improving every day, through advancing manufacturing techniques. We're putting out better merchandise, because of this," Hogan added.

It's ironic, but after you talk to Hogan for a time, you realize with so many people wanting to know what he thinks, Ben Hogan doesn't consider his opinions all that important to the industry. He is thoughtful in his answers, but modest and humble in his approach — unawed by his own reputation.

Hogan explains that the process of club design is long and involved. If something doesn't feel right to him, it never reaches the market. "I guess, if I ever had a goal to strive for in this business, it's that I could really contribute something to the game," he said.

There are still stories at the plant about how Hogan once threw out \$150,000 worth of clubs, because he didn't feel the quality was right. He is firm in the belief that nothing carries his name he is not proud to have it on.

From time to time, he gets letters from customers concerning his products and tries to scrutinize suggestions, both praise or complaints, which there are usually few.

"I think we have a quality line and that helps us sell. Along with that, we have a dedicated sales force, but like any business, there are peaks and valleys," Hogan remarked.

Ben Hogan believes in the club pro concept. "I don't think I have the expertise to advise pros on how to run their business," he says, "but,

I remember when I was a club pro, I tried to operate a good business. One of the most important things a pro has to do is to evaluate his membership. You have to tailor your operation to fit them."

If there is a sure road to success for a pro, Hogan believes it is in always selling quality merchandise. "It isn't worth it to sell less expensive merchandise. Further, lesser merchandise nets smaller profits," he said.

Asked about the current number of legal battles to strip the exclusivity away from pros selling pro-line clubs, Hogan immediately backed his company's policy. "We won the suit in New Orleans. We dropped out of that case, because there was no case against us."

On the future of the pro-only policy being changed by a legal decision, Hogan is clear. "If they pass a law saying we have to sell our clubs to people other than the pros, I guess we'll have to do it. Until then, I'll just wait and do what we've always done."

If litigation ultimately involves the pro shops, Hogan thinks it will adversely affect the game. "Taking pro-only clubs away from pro shops will damage the competition of the market and hinder golf."

Commenting on the tight money situation facing many pros right now, Hogan explains that this situation isn't a new one. "Those problems have been going on for as long as I can remember. I suppose there will always be some pros that are in trouble. It happens in every