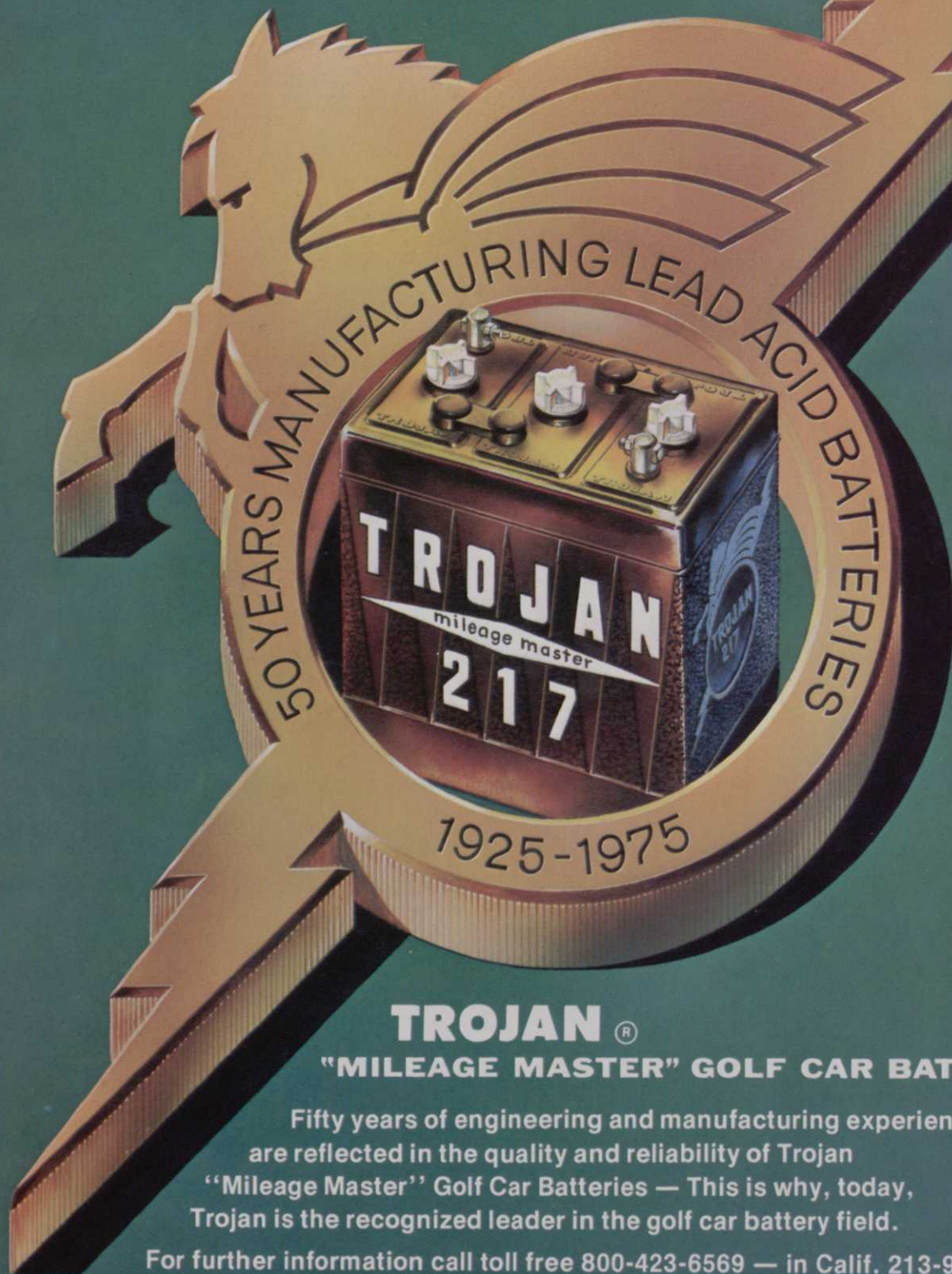


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GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 6, JUNE 1975, INCORPORATING GOLF BUSINESS

ARTICLES

THE MAJESTY OF MEDINAH A look at the day-to-day life of this year's host to the U.S. Open. GOLFDOM interviews the pro, superintendent and general manager of one of the nation's top courses and finds out about its business, tradition and beauty _____ **8**

MANUFACTURERS MAKE MERCHANDISING MANAGEABLE The pro can get a lot of help in selling from the people that provide products. GOLFDOM takes a brief look at the ways the pro can benefit from marketing efforts of his suppliers, ranging from simple floor displays to movies _____ **16**

BRING TENNIS INDOORS Looking for a way to boost winter activities at your club? Indoor tennis facilities might be the answer. The costs and their related problems are analyzed in this report _____ **18**

IRRIGATION TO FIT THE COURSE Each golf course is unique in that it is one of a kind because of the many varying factors of climate, topography, soil type, etc. The same factors hold true for the irrigation system on the course. It is one of a kind, and cannot be mass-produced in a factory and assembled piecemeal on the site. National Golf Foundation consultant George W. Kerr provides the basics you have to think about should you be considering remodeling or renovating your irrigation system. One thing he recommends is that expert advice be obtained prior to any work, preferably from someone who has worked on golf courses before _____ **20**

THE FIGHT AGAINST FUSARIUM BLIGHT Indiana summers are made to order for Fusarium blight. The disease thrives on hot, humid weather accompanied by a long dry spell. But Indianapolis superintendents Dave Bolyard and Terry Pfothenauer had considerable encouragement from the programs they put into effect last year to solve their Fusarium problems. Their herbicide programs differ somewhat — Bolyard uses a curative approach and Pfothenauer a preventative approach — but their end results are the same _____ **24**

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ON THE COVER

The 17th hole on the No. 3 championship course at Medinah Country Club. This Chicago-area club will host the 75th U.S. Open this month. Medinah boasts a regular membership of some 600 members and their families. The physical plant of the 54-hole facility is over 650 acres in size. Currently in its 50th year of operation, Medinah is hosting the Open for the second time in its history. Some of the greatest names in golf will take on the No. 3 course, most prominent of the contestants including Jack Nicklaus, Johnny Miller and defending champion Hale Irwin.

GOLFDOM, Incorporating GOLF BUSINESS; Published 10 times a year; monthly January through August and combination issues i., September-October and November-December. Copyright© 1975, by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager, Editorial and Advertising offices, 9800 Detroit Avenue, Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Controlled circulation postage paid at Cleveland, Ohio. Please send change of address notice to GOLFDOM Magazine, 9800 Detroit Avenue, Cleveland, Ohio 44102. Subscription rates \$7 per year U.S. and Canada. Foreign \$10 per year. Single copy price: \$1.00 for current and all back issues. Foreign \$1.50. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.

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THE MAGAZINE OF GOLF BUSINESS

PUBLISHED 10 TIMES A YEAR;
MONTHLY JANUARY THROUGH AUGUST AND
COMBINED ISSUES FOR SEPTEMBER-OCTOBER
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HERB GRAFFIS

SWINGING AROUND GOLF

Golf proud of Nicklaus and Miller — two men with class: For years, men, women and children who deeply feel the true spirit of golf have not had the pride that thrilled them when Jack Nicklaus and Johnny Miller promptly and flatly turned down a Las Vegas offer to meet head-on in a million dollar match.

For much too long sport has been cheapening and lowering itself by making other values inferior to that of cash. The prostitution of sport is close to the bottom. Respect is falling and professional golf is not immune. Money is getting to

‘... prostitution of sport is close to the bottom. Respect is falling and professional golf is not immune ...’

be the measure of the man. With about eight percent of the population unable to get work, how long do professional athletes think they can be favored?

Each day Jack Nicklaus and Johnny Miller are growing greater in the eyes of intelligent Americans. Nicklaus and Miller showed genuine class again at the right time. They are quality sportsmen and always have been. All golfers can be happy because of the class they have displayed. There is no substitute for class. Class will continue to shine when the Internal Revenue Service has taken from the athletes, managers, lawyers, team owners, promoters and television agents what they took in lieu of a high reputation for sport.

Japan's golf awaiting second wind: Japan's golf boom — which came to a screeching halt some time ago — is beginning to draw its second breath, Americans who have recently looked closely say. That country's 500 golf ranges continue to be busy but there has been a collapse in membership brokerage which accounted for sales of mem-

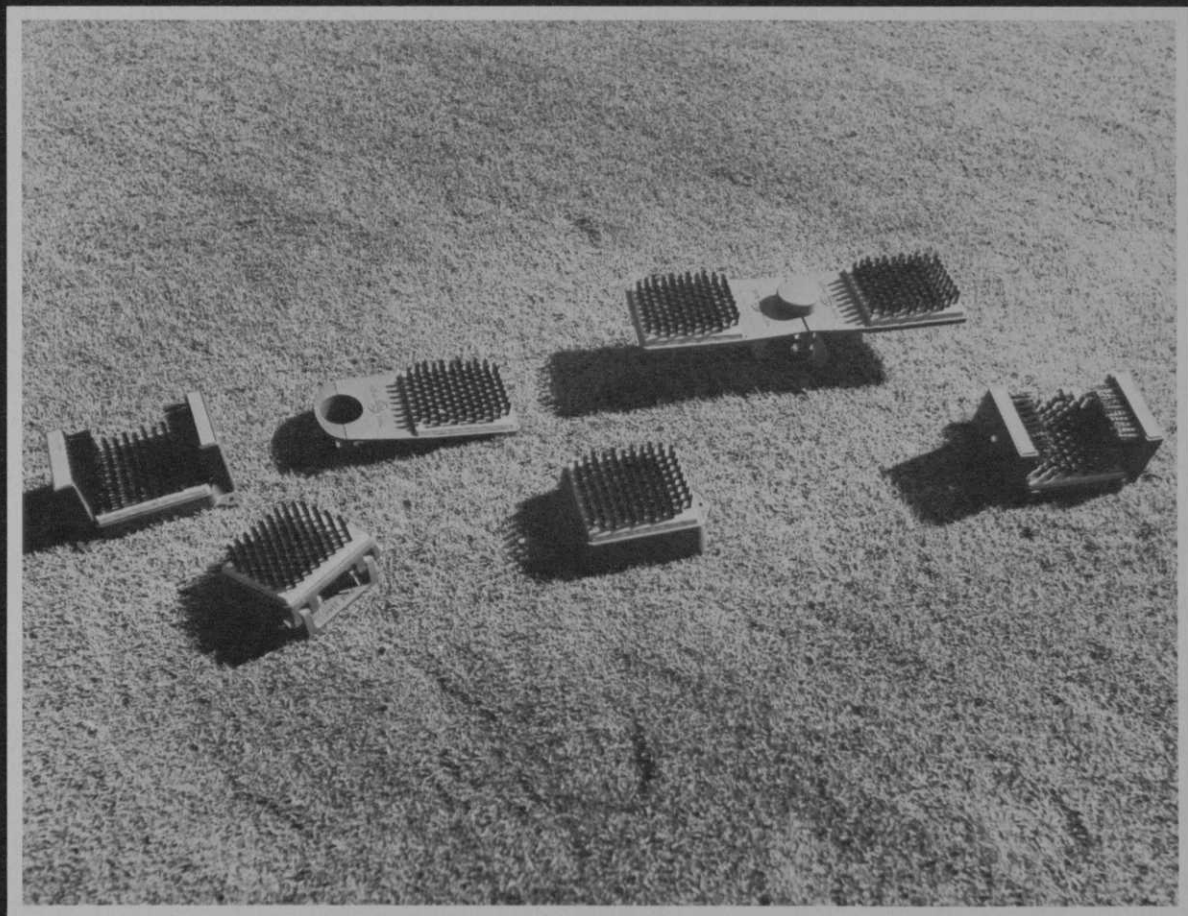
berships in new or proposed new clubs at prices from \$2,500 to \$25,000. When the recession hit Japan, plans for 235 new clubs were abandoned. Japan now has 700 courses and that should be enough to care for its golfers for awhile. While dependable figures on Japanese golf are not readily available, some have said there are nine million golfers.

Florida PGA proposes state licensing of pros: At the request of some Florida section PGA members, the Florida legislature is considering a bill licensing golf professionals. The proposal, still in the talk stage at present, is the first golf professional licensing suggestion to get any attention from state lawmakers.

Not all Florida PGA members believe licensing is the right answer to problems that are a costly to the state's amateur and professional golfers. The Florida PGA has established and maintains a high standard of membership but is plagued by incompetents brought into a pseudo-pro rating by the hiring practices of some employers. These employers don't know golf business and hire glib and irresponsible men who will work cheap. The results include bad management of golf operations, poor instruction, not to mention the victimization of the golfing public and qualified professionals by poor marketing that takes place.

Florida has 623 courses of which 487 are 18-hole facilities. It has been an especially effective PGA section which conducts collective affairs of a high-grade membership very well. But the section has not had the desired success in educating some of the state's employers on how to hire the pro that would be best for the club and its members. Certification of capable professionals has not scored as well as an employment asset as the CMAA and GCSAA have done with formal endorsements.

continued



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GRAFFIS *continued*

Women's lib shows in new green committees: There is a noticeable trend in appointing women to green committees — especially in the western states. The USGA perhaps had a forecast feeling of the trend when they presented Mrs. Fanny Fern Davis its 1975 Green Section award.

Appointment of women to green committees is due to increased play of women and girls at clubs. It is also possibly a somewhat desperate effort of club officers to promote efficiency and results in course management by persistent campaigning on good housekeeping. Maybe the increasing influence of women in private club operations is explained by a veteran superintendent who recently told me:

"Women lately have been getting around in their competitions to more clubs than most men members visit. The women observe and are not hesitant about expressing their opinions. My wife and daughters tell me the prestige of a club too often is lowered by bad housekeeping in women's lockerrooms and

golf courses. The visiting women spread the catty but perhaps accurate gossip."

Two artists join forces: Toney Penna has joined Bob Simmons in one of those player consultant-golf course architect combinations. Considering Toney's background, I would guess he has played as many different courses and with as many different classes of players as anybody else in American golf. He was assistant to Alex Smith and Tommy Armour when he was a lad. He was busy on good pro jobs of his own. He played many tournaments and did well in them when he was a salesman, talent scout and club designer for MacGregor for more than 20 years. He is now heading his own club-making company and continues to tutor, learn and get around.

Bob Simmons was a pro and superintendent who determined to be a golf course designer and builder. He went to work for the noted architect — the late Dick Wilson — as a construction foreman. When Dick died, Bob went out on his own, and he has done some exciting small

town courses that have been subjects of many big town discussions.

So how do two talented fellows form a good golf architect unity? Wait and see.

The Big Name Pro-Experienced Architect teams that have been formed in recent years have seldom achieved the results of which they are theoretically capable. The strong players dominated the design so there seem to be too many holes that are too long. The man who is designing for the broad range of players rather than for the long-hitting one percent has got to have a wide and exciting scope of strategy in his design. Maybe that is why truly great courses such as Oakmont and Augusta National have been designed by amateurs with suggestions from professional players accounting for finishing touches. Golf architectural business has been picking up lately. Considerable revision of courses is being planned to make holes more interesting to more members. It surely does not make a hole more interesting to make it longer. □

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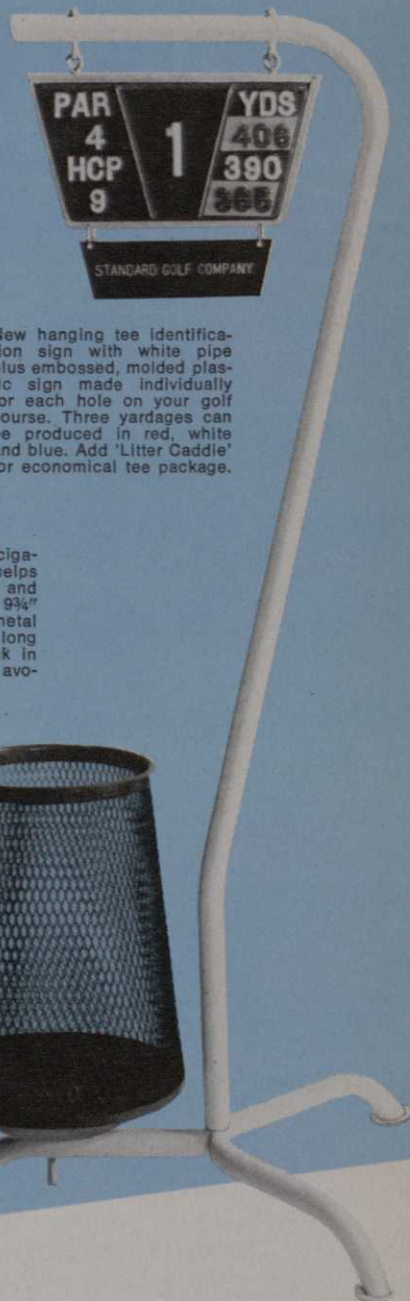
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Superintendent John Jackman (above): Sees Open job not much different than any other year. Has budget of \$329,000 for 54 holes. Pro John Marschall (below): Carries standing inventory of \$120,000. Expects Open business to generate \$75,000 this year. Treats his shop like retail outlet in Chicago.



The Majesty of Medinah

How the Chicago-area course works and how it is handling itself for this month's 75th U.S. Open

For most of its 50-year history, Medinah Country Club has served as the local mecca for Shriners in the region northwest of Chicago.

This month, the club will roll out its hospitality and host the 75th U.S. Open. The task of planning and preparing has indeed been great for Medinah, but after the TV trucks and galleries leave the grounds on the 22nd, life will go on.

In spite of all the work and frayed nerves that have been sacrificed for the Open, the men that make Medinah move on a day-to-day basis have kept their collective cools. Not a whole lot has changed this year for pro John Marschall,

superintendent John Jackman or general manager Burt Hams.

Massive might be the right word for the job of keeping Medinah's 656-acre physical plant in gear. For instance, the course has 54 holes that Jackman spends a yearly budget of more than \$329,000 on. Marschall operates a pro shop with 2,400 square feet and a standing inventory of \$120,000 and Hams' clubhouse generated \$350,000 in business in '74.

"We are a total service operation," says Hams, "Each person who joined the club, joined for a reason. It's our duty to cater to their needs." The needs of over 600 regu-

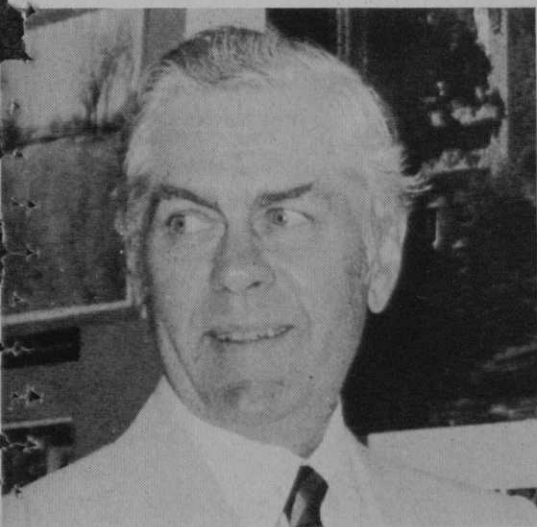
lar members and their families are met in a first-class fashion at Medinah every day.

Since the emphasis of the Open and golf is the top priority this year at the club, the role of the pro has been a bit more prominent. John Marschall seems up to the task, since it also includes the possibility of his playing in the Open.

"The whole thing is a dream come true. Every club pro hopes to have a tournament as big as the Open at his own course. Just to have it here is a real honor."

Currently in his eighth year at Medinah as head pro, Marschall has his shop primed for the added trade

The third on No. 3 (left): A look from the tee at the third hole on Medinah's championship course. Club President Paul L. Freter (below): Keeps close watch on club budgets. Happy with member involvement.



the Open offers. "I guess, we're shooting for about \$75,000 worth of business during the tourney," Marschall said surrounded by all the Open souvenirs in the shop.

Normally, Marschall has a full-time staff of four, but for the Open, the shop will have 20 handling the overflow of customers. Mike Harrigan, Gary Church, Bill Teresa and Judy Olsen are the full-time staff and all plan to continue on in golf business. Marschall's track record with assistants going on to head jobs has been good. Four of his nine assistants have gone on to top club jobs and there is always a list of young hopefuls waiting to get on at Medinah.

Marschall has adopted a lot of retail merchandising ideas for his operation and told GOLFDOM the key to success at a private club is to be a cordial salesman. "You have to be friends with the customers. A club pro has to have a pleasing personality and remember names. When people join a club like ours, it is fairly certain that you'll be dealing with them a long time," the Iowa native said.

Trial and error has been Marschall's formula of success. He admits the smart club pro has to gauge his buying habits toward the taste of his members. "Many of my members are close to 50-years-old. I think it's

easier to buy for men now than it was several years ago."

The men aren't the only ones with a wide variety of merchandise to choose from at the club. Marschall prides himself on his large selection of ladies apparel. It's not limited to just sportswear, either. Medinah offers cocktail clothes, panty hose and even a line of jewelry. "Nobody can say we don't try to please our members here. We have tried an awful lot of different merchandise," Marschall smiled.

Today, more than ever, Marschall realizes he's in direct competition with retail outlets for his customers' attention. "I try to run the shop like the stores in downtown Chicago. I go into them and look at their floor plans and displays, attempting to get ideas and adapting them to my operation. Fifty years ago, the pro was a teacher and club maker. In 1975, the pro has to be more than that and be a public relations man, too," Marschall pointed out.

At 37, Marschall is a stickler for personal contact with his membership. "You have to be concerned with your members' game first, instead of your own," he says, "A pro should be in his shop to service his members. You have to take care of their needs." Taking care of those needs is a full-time job for Marschall. Every year he puts up a sheet in the clubhouse offering members a chance to play with their pro. Within a few hours, the list is full for the year. "I don't care if a member has a 25 handicap or a three. It doesn't make any difference. I like the personal contact with them all," Marschall admits.

Promotions, seasonal sales and traditions are all part of the way Medinah's pro shop operates. Out of its present building, which went up in 1965, the shop is a focal point for the club. Such a well-visited place has got to keep up on different trends in the industry and Medinah's shop does. More than 120 different types of merchandise are stocked. Putters and wedges of all types are apparent and the shop markets more than 25 lines of clubs.

Breaking down his income in the shop, Marschall's greatest sales come in softgoods and gloves with 70 percent of total business here. Equipment sales and balls each bring in 15 percent.

Although, there are countless problems to contend with in the shop, Marschall still handles more than a 1,000 lessons a season plus a number of junior clinics. If that wasn't enough, he is also involved with Medinah's caddie program. The club has over 150 boys on its caddie list, 80 of whom are usually on duty for daily business which can often handle 550 rounds a day.

"All the caddies have to be ready for the Open. We've gotten uniforms for them and trained them to answer any possible question a golfer might ask. When the player asks how far it is from the bush to the edge of the green, the caddie will know," said the member of the Wilson advisory staff.

Even though, Marschall's job is a big one this or any other season, superintendent John Jackman probably has the toughest task of all at Medinah. With a modest air, Jackman says about the Open, "we haven't done things much different this year."

Jackman is a matter-of-fact man who admits he doesn't mind being called a "grasscutter." "I don't need a big title to do my job," said the 11-year veteran of Medinah, "I can do any job around this place." Jackman is a native of Indiana and went to Purdue University. After graduation, he landed his first job at a West Chicago course and a year later, in 1964, came to Medinah. He's been head superintendent since 1968.

"I probably know about as much about the course as anyone. But, I'm still learning," Jackman said leaning back in his chair. This year is not much different than any other. We haven't done too many things that we normally wouldn't do anyway."

For the 54-holes, Jackman's budget of \$329,000 has \$194,000 allocated for wages and the balance for everything else. Despite those figures, the 34-year-old superintendent has \$60,000 of his budget earmarked for the additional work of the Open.

"Believe it or not, the course will pretty much take care of itself," Jackman said. Although that might be true, Jackman's crew of 28 worked hard this spring on the No. 3 championship layout. There have been some additions to that already tough test of golf. Medinah has added 52 trees on No. 3 and if that

Medinah continued

wasn't enough, 10 fairway and 16 green bunkers were tacked on.

Jackman was at last year's Open at Winged Foot, observing the work at Mamaroneck and digesting some of the criticism leveled on the course by contestants. He says he's ready to take on any comments by the touring critics.

"This course is not easy. Trees come into play on every hole. We didn't have to do anything to make this course any tougher. It already is. I don't think a pro has to shoot 25-under-par to be happy. A lot of the guys can be just as happy six or seven under," Jackman commented.

Even with all its inherent beauty, Medinah is not a spectators' course.

Medinah's Pro Shop: Covering over 2,400 square feet, Marschall's shop is one of the best stocked in the nation. A complete line of balls, clubs and bags are available along with sportswear and other items.

Unlike Augusta, there are no spectator mounds and only half the greens are elevated. With this in mind, Jackman has planted bluegrass in the rough to adjust for the tramping of the thousands following the tourney through the wooded course.

Three weeks before the start of the Open, guest play was limited along with car traffic. The course, though, will remain open to the tourney's opening date. Jackman has let the rough grow higher than usual for the Open, but the emphasis has been placed on double cutting the greens.

Daily maintenance of the course isn't extensive in scope. Jackman does no overseeding overall, but focuses on divot areas. Medinah has no complex, computerized watering system, just the original quick-coupler unit installed in 1935.

Responsibilities follow Jackman both on and off the course and

he has good rapport with Hams and his greens committee chairman Don Johnson, who has held that post for 12 years: "Even though this is a big course, I still have a budget to stick to. There is no blank check here. Members like to compare budgets from year to year and many don't realize the escalation in costs over the last year," Jackman remarked.

Firmly believing in pooling his labor, Jackman attempts to utilize seven men each for full-time work on each of Medinah's three courses. The staff handles a fleet of 10 tractors, five triplex mowers, several utility vehicles and an assortment of spraying units, top dressers and gang mowers. There is a lot to be said for Medinah's labor pool. Economy is the biggest plus in getting big jobs accomplished, like caring for the 20,000 trees on the club grounds. Handling major assignments is nothing new to Jackman. If things get really busy, you'll prob-

