

age with his club, because he feels this shows club officials that the superintendent has proven himself at the top of his profession.

Second, the superintendent must have a standard contract approved by the sectional and national associations. "We are professionals, if we are worth our salt we should be able to uphold our part of the contract as well as the club upholding theirs," Evans said. "With standard sectional contracts there would be no bickering among the association members about salaries and benefits. All superintendents young and old would get desired salaries with backing of the association."

Third, the clubs should be encouraged to hire only the endorsed superintendent. This would encourage the good superintendent to constantly improve himself, he said. This would insure clubs good superintendents.

"Fourth, and this may hurt a little," Evans said, "a change in officers of the associations. If the officers cannot think along progressive lines they are no longer viable officials to represent us. It has probably been a long while since many of the sectional and national association officers have fought for jobs. These people may not remember how it was when they were getting their start. As a result they are not protecting the young superintendent. Administrators may unknowingly have become complacent. And the younger superintendents look to them for advice counseling and direction. If administrators cannot give us this, then it may be time for them to step down," Evans reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

## Writers Will Honor Roberts At New York Dinner In July

The Metropolitan Golf Writers 23rd National Awards Dinner will pay tribute to Clifford Roberts July 28 at Rye Town Hilton Inn, New York, N.Y., according to Paul Meneg, president of the group.

Roberts is chairman of Augusta

National Golf Club, and winner of the association's 1975 Gold Tee Award for "outstanding impact on the game" in conducting the prestigious Masters Tournament for the past 40 years. Previous winners of the Gold Tee Award include Gary Player and Jack Nicklaus. All former Masters Champions will be honored as part of the tribute to Roberts.

Touring professionals to receive awards at the dinner include Johnny Miller as 1974 Player of the Year, Hale Irwin as 1974 U.S. Open Champion, Lee Trevino as 1974 PGA Champion and Jack Nicklaus as Tournament Players Division Champion. Sandra Haynie will be paid special tribute for winning the Ladies Professional Golfers Championship and U.S. Women's Open last year. Patty Berg will receive the Ben Hogan Award presented annually by the Golf Writers Association of America to the golfer who resumed their career after overcoming a physical handicap. The 1975 "Golf Family of the Year" is John E. Kenny, Sr. of Chicago, and his sons, John, Jr., Gerard, Phillip, Patrick and James. Metropolitan area golf champions will also receive special awards. Proceeds of the dinner go to the Caddie Scholarship Funds of Westchester, Long Island and New Jersey Golf Associations.

## Western Golf Association Gives Superintendent Awards

The Western Golf Association has commended three golf course superintendents for their "skill and dedication" in conditioning their golf courses for championship play during three 1974 national championships in the Western Golf Association area.

Receiving commendations were Edward Fischer, Butler National Golf Club, Oak Brook, Ill., host to the Western Open; Russ Adams, University of Minnesota Golf Course, Minneapolis, Minn., host to the Western Junior Championship; and Dennis Truhn, Point O'Woods Golf and Country Club, Benton Harbor, Mich., host to the Western Amateur Championship.

In announcing the official commendations, Thomas A. Reynolds, Jr., Western Golf Association president, said, "Their cooperation in

this phase of their work was in keeping with the highest traditions and best interests of the game of golf."

## Funded Tennis Foundation Opens Offices In Chicago

The Sporting Goods Manufacturers Association has created the Tennis Foundation of North America. Offices are 705 Merchandise Mart, Chicago 60654. Jack Mountford is executive director.

Mountford said the Foundation was developed to promote the advancement of the tennis industry, including the promotion of tennis, the encouragement of tennis instruction and the development and expansion of tennis facilities, both public and private, indoor and outdoor.

The Foundation is funded by membership from sporting goods manufacturers and other interested persons, groups or organizations concerned with sustaining and promoting the game of tennis.

## Imported Beer Sales Grow

Despite the nation's economic woes, a recent report shows that Americans, including country club members, are drinking premium-price imported beers from around the globe with greater frequency. This is shown by the near 43-million gallons reaching these shores last year. This is a 22 percent gain over the previous year.

Heineken, imported from Holland by Van Munching & Co., New York, continues to pace the market. Heineken has about 35 percent of the imported market. Its chief competition, Lowenbrau, and some 30 other German beers account for a 22 percent share. Of that total, Lowenbrau is estimated to have 14 percent.

According to an industry source, Holland beer (with Heineken accounting for 98 percent) has outstripped its German competition by a wide margin over the last six years. For example, Holland beer imports rose from 7.6 million gallons in 1971 to more than 12.3 million last year, whereas German beers' volume of 9.6 million gallons in 1971 dipped to 9.5 million last year. German beers' market share, according to the source, dropped from 27 per-

# NEWS OF THE INDUSTRY continued

cent to 22 percent over the past two years. Meanwhile, Canadian beer imports jumped from 15 percent in 1973 to over 20 percent last year.

## 15 Years Service Training Celebrated by Jacobsen

Jacobsen Mfg. Co., Racine, Wis., this year celebrates 25 years of continuous product service training.



**TENNIS PLANNING CONSULTANTS**  
PROFESSIONAL, INDEPENDENT  
Economic, Planning, Design  
and Engineering Services

<b>Indoor Projects</b>	<b>Outdoor Projects</b>
Art Aischuler	Jack Kamrath
130 N. Franklin Street	2709 Ferndale Place
Chicago, Ill. 60606	Houston, Tex. 77006
312/782-0355	713/523-2541

Circle 146 on free information card

**Shamrock ONE IRON... \$15**

**SPECIAL ONE TIME INTRODUCTORY OFFER**

For Pros' personal use. Hit it and if you don't agree it is the greatest one iron ever manufactured—send it back within 14 days after we ship and we will refund your money immediately. Send check or Money Order with order only on this special offer. Limit one to each pro. (Regular suggested Retail price \$37.50).

**Shamrock Golf Company**  
10850 Wilshire Boulevard, Suite #560  
Los Angeles, California 90024

Circle 116 on free information card

Company executives told GOLFDOM that in 1950 Jacobsen recognized the need for service training for dealers and distributors who sold and serviced its products.

To accomplish this the company formulated a nationwide training program which involved three sets of training teams — one set each for the East Coast, middle West and West Coast. From 1950 to 1963 service schools were conducted by Jacobsen field sales engineers and field service supervisors in all parts of the country. Many of these schools were sponsored by Jacobsen distributors for the benefit of Jacobsen equipment users.

A factory service school was opened in Racine in 1962. In 1964, because of the increasing interest in product service, the school was expanded to 4,000 square feet in one area and remodeled to include audio and visual training aids. Within recent years service training has gone international with travel to many countries where Jacobsen products are being used. The Jacobsen training staff has trained over 125,000 technicians in the past 25 years.

## Robert Trent Jones Tax Case Gets Favorable IRS Ruling

The Internal Revenue Service initially considered the arrangement by golf course architect Robert Trent Jones a tax dodge, but everything was ironed out in the end. Here is the short story from the beginning.

An offshore corporation solely owned by Jones of New Jersey agreed to design and manage construction of an English club's \$240,000 golf course. Because the club could not get Britain to permit pay-

ment of Jones' 10 percent fee in dollars, he formed a second company in the Bahamas and made it a party to the contract. He had hoped to use this company to collect his blocked sterling and facilitate its conversion into dollars.

The first company performed some of the work on the project, but the second company got the payments for it. Partly for this reason, the IRS considered the arrangement a tax dodge. It insisted that \$22,075 of the golf club's 1968 payments to the second Jones company (which lost money and was not taxed in 1968) amounted to a dividend to Jones on which he owed \$12,874 in taxes. The tax court recently sided with Jones. The court held that the money was not paid as a dividend to Jones. "The funds retained," the court said, "were not personally used by the petitioner, nor were they expended for his personal benefit," the Wall Street Journal reported.

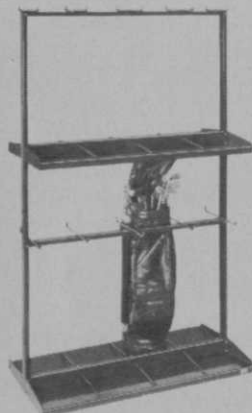
## Clubs Put Out Welcome Mat To Entice New Membership

The high cost of belonging and the state of the economy has apparently lead to some thinning of club membership lists across the country.

To lure members, Island Hills Golf Club in Sayville, N.Y. has begun a recruiting drive and talks up golf to local religious and fraternal groups. Harbor Hills Country Club in Port Jefferson, N.Y. has lost half its golfing membership in the past year. It has tried to recoup by cutting golfers' annual membership fees from \$1,190 to \$950.

Englewood Golf Club, Englewood, N.J., has gone even further. Founded in 1896 and once the site of the U.S. Open, the club last year had 220 members paying its annual tab of \$1,975 plus other charges.

Now it has turned to an aggressive marketing program with ads on radio stations and buses. One new idea is a "Pay as You Go Club" membership for \$275 a year. Those who join pay a \$9 greens fee each time they play golf, \$3 for each tennis game. Regular membership at Englewood has dropped to 150, but the club has 200 "Pay as You Go" members plus 600 dining members who pay \$50 a year just to eat at the club's discotheque, the Wall Street Journal reports.



## INCREASE EARNINGS, SERVICE & SPACE Remodel your present storage space, update with NEW *Stafford* VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

**The A.G. STAFFORD Co.**

2000 Allen Ave., S. E.  
Box 8877, Canton, O. 44711  
Phone 216/453-8431

Circle 130 on free information card

## Superintendent's Education Becoming More of a Factor

Many seasoned golf course superintendents around the country may be the last of a fading breed — those who rely strictly on experience in practicing their profession.

Dr. Joseph Troll of the University of Massachusetts does not completely agree with the growing trend to close the door on experience when a job opening is being studied. He maintains the practical aspects of the profession are difficult to overlook. However, he does admit that a good many turf schools are producing capable young men, and that this supply may become a major factor in the future.

Dr. William Daniel of Purdue said the expansion of the turf managing educational program is a signal that the superintendents of tomorrow will be those plotting the improvement of the golf course on paper rather than learning slowly in the field.

"There definitely has been a change in the past 10 years," Dr. Daniel told Gerry Finn for the newsletter of the Golf Course Superintendents Association of New England. "And I suppose the superintendent's profession has been responsible for it. In making the profession more attractive with higher salaries and increasing benefits, the young people of today are diving into turf management programs like never before.

"Now, they haven't stopped turning out turf management majors," he said. "So this market will become flooded and selectivity will be evident in replacing retiring superintendents." He recalls that the the golf course superintendent of years ago did not command the respect and attention he does today. Therefore, since he was hardly noticed, little thought went into replacing him. Usually, it was simply a matter of elevating his assistant.

"This problem comes right back to the old story of upgrading the profession," he said. "The sad part of it all is that fine, decent people are bound to get hurt. I include in my theory of advancing the superintendent's vocational position a slow but reluctant bumping off of the veteran."

Dr. Troll is not completely convinced the country club will put an

exclusive requirement of education on its turf job openings. "I guess I'm from the old school," he said. "I still think there's room for both in golf. However, I'm leaning to the fact that one can't work without the other. It has to be a combination of education and experience. So, in a way, I'm saying education is moving into a distinct qualification for the superintendent's profession. With so many people coming out of schools, the employers have to be influenced when a young man includes a college degree in his presentation."

## Hercules Wins Market Award For "Be A W.I.N.er" Ad

A top award in the 1975 National Agrimarketing Awards competition for the southeastern region has been won by the Turf and Horticultural Products Division of Hercules, Inc.

The award was made for the Hercules "Be A W.I.N.er" Nitroform fertilizer campaign in Category 5A-Trade Papers — a campaign of single pages in two or three colors. The ad has run in GOLFDOM and other industry magazines. The campaign featured the use of "W.I.N." as an acronym for water insoluble nitrogen, an important ingredient of turf and horticultural fertilizers made with Hercules Blue Chip fertilizer.

Doris J. Watson was the account supervisor in the Hercules advertising department. The advertising campaign was prepared by Chesapeake Advertising Agency of Norfolk, Va., under the direction of Robert Stiffler, president.

## USGA Region Director Named

Thomas J. Meeks, Carmel, Ind., will join the United States Golf Association staff on June 1. He will be regional director, a new position.

His duties will include periodic personal contact with regional golf associations, USGA member clubs and USGA committee members. The USGA said it has long felt the need for more personal contact with its constituents around the country. For three years Meeks has been executive director of the Indiana Golf Association and the Indiana section of the PGA.

## Grafalloy Expands Facilities

Grafalloy Corp. has leased 9,400 square feet of industrial space at 1020 N. Marshall Ave. in El Cajon, Calif. to expand the manufacturing and warehousing of its graphite golf shafts, according to company president J. T. Sterry.

John Gibson of the San Diego office of Grubb & Ellis Co. represented the lessor, J. N. Ceazan Co., Inc., of Los Angeles, with Hill-Smyk Associates cooperating.

## Johns-Manville Publishes Revised Golf Car Brochure

Johns-Manville's Club Car golf car is explained in a revised brochure recently published by the Denver company.

What the company calls operational advantages of using the four-wheel electric car are explained in color photos and text. Included in the brochure is complete specification data, including standard and optional equipment. For a copy of the brochure, IR-10A, write to Johns-Manville, Box 5705P, Greenwood Plaza, Denver, Colo. 80217.

## Golf Club Company Expands

Diamond T Sports, Inc., a manufacturer of golf clubs, has leased an industrial building at 15557 Garfield Ave., Paramount, Calif., in order to expand its manufacturing operations. The announcement was made by company president Charles F. Hagemeyer.

The building contains 12,000 square feet of space and the grounds has parking for 15 cars.

## Eating and Drinking Sales To Be Up 10% This Year

Total United States eating and drinking place sales reached \$41.8 billion last year, according to the Census Bureau.

With menu prices up at least 12 percent, there was no real growth nationally. Projections for 1975 are for a 10 or 11 percent sales increase.

## One Way Course Maintenance May Change In Next 20 Years

Golf course superintendents may be regularly fertilizing only landing



areas on fairways, greens, tees and approach areas in the future if the fertilizer crunch turns out to be a permanent headache, according to Texas A & M's Dr. James Beard.

Speaking in New Orleans at the GCSAA conference earlier this year in a panel discussion of the fertilizer situation, Beard said: "One of the negative aspects of using less fertilizer is the reduced recuperative potential of the turf this causes. There might have to be more concise differentials of how available fertilizer is applied, and superintendents might be fertilizing landing areas differently than the rest of the fairways down the road another 20 years."

There were other interesting notes that came out of the informative panel. Outgoing GCSAA President Charles Baskin said last year in the United States there were 280 million rounds of golf played. Baskin also produced another figure that should have manufacturers of course maintenance equipment and materials drooling — in 1974, over \$550 million was spent on golf course maintenance.

Hercules' George Osburn said the concept of slow-release fertilizer is now established, and that as companies begin to see a bigger return on investment for their research in this area that superintendents will have more and better fertilizers of this kind to choose from.

## Attendance Sets New Record At Chicago Restaurant Show

Pulling well over the 93,000 persons it did a year ago, the 56th National Restaurant Association Restaurant, Hotel-Motel Show closed a five-day stand in Chicago on May 21. Nearly 900 exhibitors flooded the 285,000 square feet of the McCormick Place site.

New ideas, products and NRA educational seminars filled the show's atmosphere, as foodservice operators from all over the country converged on the Midwest.

Several new innovations were introduced at Chicago. A number of computer firms were on hand to

highlight products to simplify billing. One liquor control company came out with a new system of dispensing drinks, pre-measured and with billing tied directly into a cash register.

A variety of topics were surveyed during the educational seminars. Problems concerning government regulation, the fast food market, work motivation and design and decor were covered. The highlight of these sessions was a panel on today's problems that included former New York City mayor John V. Lindsay, and U.S. Senators Carl T. Curtis (Rep., Neb.) and John V. Tunney (Dem., Calif.)

## National Club Association Establishes Golf Division

The National Club Association has divided its private club memberships into golf and country club, yacht club, tennis and city club divisions, President James J. Clynes, Jr. announced at the NCA Annual Conference in Washington.

At the meeting, Clynes, of the Country Club of Ithaca, N.Y., was reelected; Milton Meyer, Jr. of Pinehurst Country Club, Littleton, Colo., was reelected vice president; Herbert L. Emanuelson, Jr., of Mory's Association, New Haven, Conn., was elected secretary; and Guenter Skole, manager of the Metropolitan Club, Washington, D.C., was elected treasurer.

Judge Clynes appointed leading club members and executive managers to the councils; in that capacity they will represent the interests of their respective divisions and will provide the communications link between their divisions and the balance of the organization.

"We feel that this makeup of divisions was the most significant change to come out of the conference," NCA Executive Director Gerard F. Hurley told GOLFDOM. "We recognize clubs of like type have different problems different from other types of clubs, and we have provided these divisions so problems can be dealt with on their own terms with their own people."

Men appointed to the blue-ribbon golf and country club division council are: chairman, W. W. "Mike Gumaer, Jr., past president of the Country Club of Rochester, N.Y.;

Donald T. Hayes, manager of Scioto Country Club, Columbus, Ohio; John L. Moneta, president of Philadelphia Country Club; James S. Gaskell, president of Montgomery Country Club, Alabama; Donald Brimmer, administrative director of Woodmont Country Club, Rockville, Md.; and Harold B. Berman, a representative from the NCA board of directors. Hurley said 150 persons attended the conference. He said the board of directors authorized establishment of a plan for officers and club directors to enroll in a liability insurance plan at group insurance rates. The plan will be available to NCA member clubs. Hurley also said the 1976 conference will be held in the fall on the West Coast, thus providing two club management conferences six months apart. The other conference is the Club Managers Association of America annual meeting held annually in the early part of the year.

## 1975 Roster of Membership Available from Architects

The American Society of Golf Course Architects has published its 1975 membership list, which includes a map with the location of the various designers.

President Geoffrey S. Cornish reports the Society's membership includes leading architects from Canada, Mexico, and the U.S. There are 57 regular members, 18 associate members and two foreign corresponding members. The list is available by writing: 221 N. LaSalle St., Chicago, Ill. 60601.

## Ohio Course Wins Lawsuit Brought by Injured Woman

A \$45,000 lawsuit brought against Columbus Country Club in Ohio by a woman injured at the course has been decided in favor of the country club.

While playing in an invitational tournament, the woman tripped over an irrigation riser and fell and broke her shoulder bone. The judge ruled in favor of the country club on four points:

—The assumption of risk went to the golfer.

—The woman was negligent in maintaining her own natural needs and welfare and that irrigation risers

are natural on a golf course with watered fairways.

—Irrigation risers are not a dangerous instrument on a golf course.

—Since the woman was an invited guest, it was her choice and benefit to play the golf course regardless of its condition.

## Two Wine Guides Published

Two wine guides were recently published by Charles Scribner's Sons, 597 Fifth Ave., New York, N.Y. 10017.

"Grossman's Guide to Wines, Spirits, and Beers," by Harold J. Grossman, is now in its fifth edition. It is a complete and standard reference book on every type of alcoholic beverage — where it comes from, how it is made, its history, special characteristics and taste, how to store and serve it, and its uses. The revised and enlarged edition, which includes new charts, maps and photographs, gives the latest information on U.S. and imported wines, spirits and beers, with up-to-date lists of vintage years, current liquor regulations and trends in public taste and consumption. Cost of the book is \$12.95.

"The Concise Atlas of Wine," by Wina Born, gives coverage of wine-growing areas throughout the world with maps, all specially prepared for the book. The introductory chapters explain how wine is made describing the character and growth of the different types of grape and the processes they undergo, tell the history of wine, how to buy and how to drink wine, and give advice on wine and food. The main body of the book consists of the atlas section, which is complemented by a concise but thorough explanatory text. Cost is \$10.

## U.S. Open Sites Announced

The Inverness Club in Toledo has been named the site of the 1979 U.S. Open.

In addition to this year's open to be held this month at Medinah Country Club in Illinois, other future sites already announced are: Atlanta Athletic Country Club, next

year; Southern Hills Country Club, Tulsa, Okla., 1977; and Cherry Hills Country Club, Englewood, Colo., 1978.

The 1977 U.S. Amateur tournament will be played at Aronimink Golf Club, Newton Square, Pa. This was the site of the 1962 PGA Championship.

## Toro Sales and Earnings Reported for Nine Months

The Toro Company, Minneapolis, Minn., has reported sales of almost \$101.7 million for the nine-month period ending April 30. This is an increase of 23 percent over the previous year. However, as predicted earlier, earnings were significantly lower than the almost \$2.97 million or \$1.21 per share achieved for the same period in fiscal 1974. Earnings for the nine months just completed were more than \$1.2 million, or \$4.09 per share.

Toro President David T. McLaughlin explained that there would be a decline in profit margins due to three main causes: the reduction in new golf course and condominium projects with its attendant impact on the irrigation business; the cold, late spring which has retarded sales of lawn and garden products throughout the country; and the continuing increases in material costs.

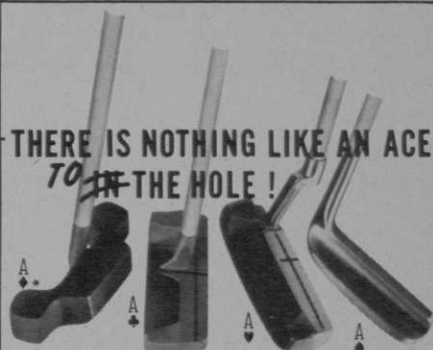
## Certification Is A Must, One Superintendent Says

Professional pride and what it will mean to be certified in the future are two good reasons for superintendents to take steps to be certified by the Golf Course Superintendents Association of America, according to Merrill J. Frank, superintendent at Brookside Golf & Country Club, Columbus, Ohio.

"Being certified is presently the the top rung or the highest advanced class of golf course superintendents in the GCSAA," Frank told GOLFDOM, "and you are in select company as one of the 186 certified superintendents in the United States at this time. As concerns the future, being a certified superintendent may just be a big plus in the mind of a prospective employer, and there also may be

more certified superintendents than not in the future."

Frank said the GCSAA certification program was initiated in 1971, and that it involves a six-hour examination. □



**IF YOU DON'T HAVE A PAT HAND, CHOOSE ONE OF OUR FOUR.**

\*♦ THE "KLUNKER" ♥ TRU-STROKE 242  
♦ "KLUNKER II" ♦ TRU-STROKE 212  
\$21.00 stainless steel, \$23.00 silicone bronze.  
Specify 34 or 35 in. lg., custom lengths add \$2.00.  
Postage included. \*Not available in silicone bronze.  
Professional and representative inquiries welcome.  
Mail check or money order to: (Calif. res. add 6% tax)

**J.E. Becker Co.**

P.O. Box 2915, Dept. G-6, Culver City, Ca. 90230

Circle 118 on free information card

**CUSTOM CLUB MAKING SUPPLIES**

**WOOD HEADS**

**PERSIMMON or LAMINATED FINISHED or UNFINISHED call or write**

**custom made by BERT DARGIE GOLF CO., INC.**

**2665 Broad Ave. Memphis, Tenn. 38112 901 327-1674**

Circle 103 on free information card

6/75 GOLFDOM MAGAZINE 35

# NEW PRODUCTS

A MARRIAGE of exotic metals and advanced design, the new Titanium irons by Con-Sole offer another innovation to the industry. Providing the principles of toe/heel weighting, the clubs feature the largest sweet spot and the lowest center of the gravity in the market. Utilizing perfect balance and highly functional design, the Titanium line is an ultra light iron, 44 percent lighter than stainless steel. All models offer investment cast heads.



Circle 701 on free information card

FORGOTTEN COMBINATIONS, lost keys, removal of locks by ex-members can all be time-consuming to solve when locker protection is left up to the individual. These problems can all be eliminated through a locker system administered through the club. Master Lock, the world's largest supplier, offers several designs. Included in their clubhouse package is the built-in key lock with precision pin tumbler mechanism, pictured below.



Circle 702 on free information card

SAVING FERTILIZER and labor are two advantages of the new Clipping Spreader from Ginther Equipment. After loading, clippings can be spread in a mulch form evenly and at a desired thickness by merely activating the clutch.

Circle 703 on free information card

MONOGRAMMED with the golfer's own initials, the Letterheads collection of personalized knitwear offers a new line of head covers. Available in seven colors, the golfer's initials are in white against the knit background and topped with a large pompom. Logo reproductions are also possible. The covers are made of washable orlon.

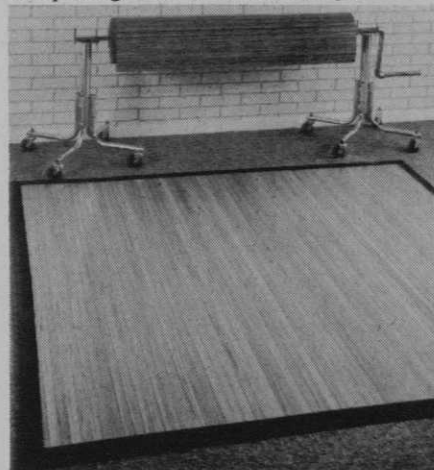


Circle 704 on free information card

SPECIFICALLY DESIGNED to contain golf or tennis balls and to prevent them from endangering non-players or passing motorists, the new Colorbound Super Security Fence by Colorguard can not be penetrated by an object one-third the size of a golf ball. Made of vinyl-clad, galvanized steel, chain-link fabric, the fence is ideally suited for use on roof-top courts and driving ranges. Colorbound comes in six colors and carries a 10-year warranty.

Circle 705 on free information card

ANYONE CAN now unroll a dance floor in minutes with little effort with Crown's new portable system. Mounted on tripod caster legs, the 12-foot long floor rolls up to just nine inches in diameter. The floor is made of grease-proof, water-proof vinyl and an optional edging strip is also available. The unit can be placed over concrete, grass or carpeting and will not creep.



Circle 706 on free information card

QUADRUPLING its line of fashionable golf wear, AMF/Ben Hogan Company has recently introduced a new line of sweaters, slacks and hats. The sweaters come in several materials including cashmere, orlon and a blend of acrylic and merion wool. The slacks offer both solid colors and plaids and come in several colors. Shown below, is the distinctive Hogan cap.



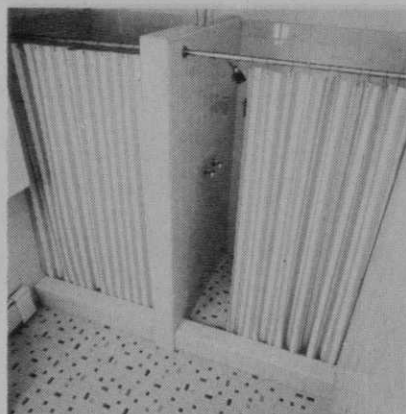
Circle 716 on free information card



**OUTDOOR LIGHTING** can now become handsome and still functional with a new line of lighting installations and replacement globes from Trimblehouse. Resistant to thermal extremes and vandalism, the globes are made of unbreakable Lexan®. Custom sizes are available.

Circle 707 on free information card

**CUSTOM DESIGNED** to keep water in its place, Tami shower curtains add practical decorating to the locker room. Designed in an attractive fabric that is inherently flame-proof and antibacterial, the curtains effectively inhibit the growth of surface organisms. Eyelets are rust-proof aluminum and the curtain fabric will not mildew. The curtains come in a variety of colors and stripes.



Circle 708 on free information card

**IDEAL FOR** marking lockers or keeping a better inventory on shoes stored in the locker room, self-stick numbered markers by Pratt Paper Products can help keep track of things. Eight sheets of markers, numbered from 1 to 500 are included in each set of labels.

Circle 709 on free information card

**AN ATTRACTIVE** addition to the landscape of any club, Roman Fountains can enhance the beauty of the grounds. The water displays are shipped with complete pools, fountain equipment, pumps and lights and can be easily installed. According to the manufacturer, even the most complex custom fountain may be offered in kit form, helping to further reduce costs. Roman offers a complete line of fountains and a free catalog is available by request.

Circle 710 on free information card

**A SENSIBLE SOLUTION** to sand-

trap situations is the reasoning behind the Sandman wedge by Golf Limited. The club's revolutionary design enables it to give complete control in the sand or on the fairway. The design eliminates the drag on the sole and according to Golf Limited, the club is the most perfectly balanced wedge ever made.



Circle 711 on free information card

**WITH THE SUPERINTENDENT** in mind, the new Toro Workmaster utility vehicle is engineered for the heavy-duty work of the course. The vehicle offers hydrostatic drive, a lower center of gravity and oversize rear tires that make for increased sidehill stability, traction and hill-climbing ability. Automotive controls, increased legroom, spring suspension and shock absorbers are all standard.



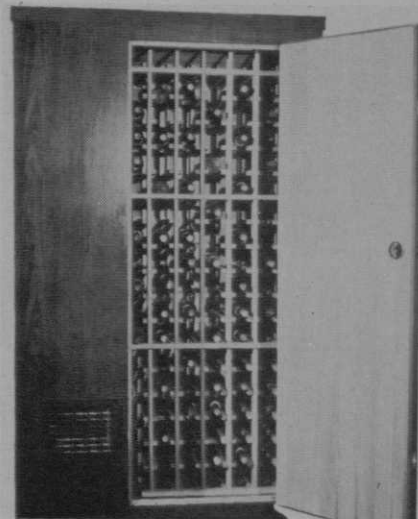
Circle 712 on free information card

**AVAILABLE IN** distances spanning from 20 to 130 feet, laminated wood bridges by Weyerhaeuser can cost less and require one-third the time required to install steel or concrete structures. Weyerhaeuser's deck-bracket design virtually eliminates decay from moisture penetration and allows individual parts of the bridge to be replaced.



Circle 713 on free information card

**ABLE TO** create and control cool air, as well as hot, the Wine Vault by Viking Sauna offers a professional way to store wine at the club. The unit is shipped in a prefabricated form, but is easy to assemble or disassemble in minutes. The Wine Vault also offers mobility, convenience and the security of a key lock. The unit is self-contained and lined throughout with redwood. A specially designed refrigeration unit inside is adaptable to regular household current. Each bottle is individually suspended on redwood racks.



Circle 714 on free information card

**POPULAR** on tennis courts indoors and out, the Plexipave color finish system is chosen because it's tough and durable, but at the same time, economical. Made of 100 percent acrylic, Plexipave will not develop shiny areas after years of hard play. The system comes in eight colors, enabling it to complement or contrast to its surroundings. The surface is suitable for any climate. A free brochure about the system is available free from the maker, California Products, on request.



Circle 715 on free information card

## Merchandising from page 16

a merchandising packet for pros handling its line. Included in the portfolio are a number of testimonials from satisfied customers along with press items on the club from various media, the most prominent of which was a piece from the Nov. 4, 1974 issue of *Newsweek*.

For several seasons one company in golf business, has con-

sistently aided the pro, the Etonic division of the Charles A. Eaton Co. For example, for a minimal charge, Etonic provides a complete merchandising kit for such big sale days as Mother's Day and Father's Day. The kit is full of promotional items that can compliment sale opportunities in the shop.

Of course, promotional efforts are often focused on such special emphasis holidays as Christmas and several of the firms offer gift

packaging of products to coincide with this time of year. For instance, Faultless, Royal, PGA/Victor, Ram, Dunlop, Acushnet and Pedersen all offer gift boxes of their top of the line balls for the Christmas selling season.

Added incentives were attached to the balls to aid sales. Royal's gift box featured an attractive chess set, while PGA/Victor's was accompanied by a flask of men's musk oil and Ram's offered a weighted warm-up ring.

Throughout the year, manufacturers offer a number of brochure-type leaflets highlighting new products. Easily available from field salesmen that visit the pro, these leaflets can often be turned into envelope stuffers that can be placed in the mail from the club to its members, thus highlighting merchandise either new to the shop or still prominent. These items are almost always free from manufacturers.

By the efforts of the manufacturer and the piece of merchandise itself, the pro can often gain an advantage on how to sell a product. For instance, Ron Sanders of Red Hot Golf markets a wood and an iron that in themselves are teaching tools for the golfer. Sanders' club have incorporated a solid epoxy insert in the club face that after contact with the ball show a smudge from where the club connected. "We call them our 'Instant Replay' clubs. Since they use clear epoxy and show the smudge, they are almost a self-teacher for the player. The advantage of the club is its aid in correcting the swing. That's an added selling point," Sanders said.

Impulse buying in the pro shop is an every day thing and especially on such items as gloves. Robert Robinson, sports glove product line manager for Edmont-Wilson told GOLFDOM, "Prominently displayed merchandise can keep sales up and attractive displays lend themselves to sales."

Edmont-Wilson along with many other manufacturers package their products in attractive displays that catch the eye and keep the product name in front of the customer.

Through a variety of ways, manufacturers are helping the pro merchandise. Why not, it's to their advantage too. □

# PICK OUR BRAINS.

Profit from our experience. Over the years, and around the country, we've seen what works and what won't. You know us as the leading sales reps in golf and sportswear fashions. But you may not know how many business ideas we can contribute to your retailing success. We provide this advisory service free—just for the asking. Free... write for our useful Profit Markup Calculator.

**JACK CARNAHAN, INC**

The profit pros.



National headquarters: P.O. Box 1308, Newport Beach, California 92663 (714) 646-5169  
Representing Johnston & Murphy golf shoes, "John Weitz" men's shirts by Excello, Esquire sportswear, Spyder Mark slacks, Hadley women's sportswear, and Illi knit sweaters.

Circle 112 on free information card



## IRRIGATION from page 30

other item in the system because of friction and pressure. New switches, gauges and other monitoring devices will also be necessary for the newer systems. The "as-built" plans of the system would be handy to have for the contractor and could save money with careful planning. However, this is generally lost after a period of years and changeover in personnel. Many courses were built with a route plan only and no plans remain.

Some clubs have to do any type of irrigation work on their own with their own people. In many cases this is the only way the job will be accomplished, regardless of the outcome and cost. However, the present-day irrigation contractor has the materials, men and equipment to get the job done in a minimum amount of time and inconvenience to the golfers. His services may cost more than volunteer efforts of the men's club, but he should leave a warranty or guarantee on the parts and/or labor for a period of time. Some manufacturers are offering up to a 10-year warranty on certain parts. Some examples of remodeling and renovation of irrigation systems are:

Patty Jewett Municipal Golf Course is in Colorado Springs, Colo. This 27-hole facility gets heavy play, more than 125,000 rounds last year. Yet the course was not closed during the renovation procedure. One fairway or hole was closed at a time for a period of about three days each. The contract called for the new pipe to be plowed in rather than trenched. Thus, the damage to the turf was minimized and practically nonexistent. The only areas needing to be trenched or opened were for placement of valves and tie-ins to the existing pipe. The job was done in 89 days (weekdays only because of heavy play on weekends) during the summer of 1973 for a cost of about \$215,000. This included 40,000 feet of pipe, modifying the fairway watering system to include a two-row system for 18 holes and changing over a two-row quick coupler system on nine holes to complete automatic. This job demanded 500,000 feet of wire and 1,200 sprinkler heads. Some pipe was usable from prior installations, but for the most part, galvanized swing joints showed extreme wear

and were leaking after six years in the ground.

Tinker Air Force Base Golf Course is in Oklahoma City, Oklahoma. This project involved upgrading of nine holes with a single-row fairway system, plus tees and greens coverage. The cost of this work was near \$50,000. Due to limited funding, this system is operated semi-automatically. A valve must be turned manually for each segment of the system in order to activate the sprinkler heads. At a later date, plans have been made to plow in the necessary tubing and wiring plus the automatic controllers to facilitate an entire automatic system.

**Advance planning.** Trospen Park Golf Course is also in Oklahoma City. This is an 18-hole municipal facility that made a different renovation. This bid called for a complete new system. Thus, a single-row system, including tees and greens, was installed and automated for about \$135,000 in 1973. Houston Country Club in Houston had no choice but to install a totally new system in 1973 and chose the electric

to page 40

### OUTDOOR WATER COOLING

for golf courses, tennis courts,  
recreation areas.

**AQUAMASTER**  
Electric water cooler

New patented Hi-capacity water cooling system may be installed over one mile on underground 115 V AC using existing power from club house maintenance building — irrigating system.

**WATER BOY**  
10 gal. 115 V Portable electric water cooler  
(Ice-bank principle — No Hand Icing)

**SAFARI** Gas-Fired Water Cooler  
Cold drinking water where you need it. Costs less than 10¢ a day to operate.

Write or call (305) 942-8076  
H. N. GEISLER CO.  
591 N. E. Fifth Street  
Pompano Beach, Fla. 33060

Circle 175 on free information card

### Neet-Kleet Heavy Duty, Rotary Brush

#### ELECTRIC SHOE CLEANER

for:

- Country Clubs
- Factories
- Resorts
- Ranches
- Offices
- Homes

- Plug into regular A.C. supply.
- Greatly reduces contamination of carpets & floors.

*Also available:  
the lower priced*

**SHOEMASTER**

**Shoe Cleaner & Polisher**  
Leonard Industries  
Dept. G, P.O. Box 5842  
Sherman Oaks,  
California 91403  
Phone: (213) 789-5836



Circle 125 on free information card

# DISPOSABLE



## Chix<sup>®</sup> Tee Towels

NOW AVAILABLE  
IN WHITE

NO LOSSES...  
NO LAUNDRY PROBLEMS

Look for the CROSS HATCH Brand.

For samples and information:  
**Chicopee Mills, Inc.**  
P.O. Box 68, Milltown, N.J. 08850  
Offices in leading cities

\*Trademark © CMI

Circle 104 on free information card

# CLASSIFIED

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

## BUSINESS OPPORTUNITIES

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

## HELP WANTED

### REPS WANTED

Most publicized golf clubs of 1974-75 Shamrock. "Power Pocket" clubs. Certain regional areas now open for qualified sales reps. Please send resume to:  
**SHAMROCK GOLF COMPANY**  
10850 Wilshire Boulevard  
Suite 560, Los Angeles, California 90024

**HELP WANTED Instructor:** Golf course and turf maintenance courses, AVTI in upper midwest — 3 years experience required. Contact: Lowell Blom, Landscape Career Center, Anoka AVTI, Box 191, Anoka, Minnesota 55303. Phone 612 427-4920.

**REPS. WANTED** to sell golf and tennis pro shops and boutiques. Complete men's and women's apparel including tennis shoes. Nationally advertised lines. These territories only: (1) Hawaii, (2) eastern Pennsylvania, D.C., Maryland, Delaware. Reply Box 29, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

## MISCELLANEOUS

**GOLF CAR TIRES** First line 18 x 8.50-8, \$13.50; 18 x 9.50-8, \$13.75 plus F.E.T. Send for our complete tire line. All sizes available. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

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

## POSITIONS WANTED

**PRO-MGR. SUPT.** age 38, 10 years experience, desires job with challenge and opportunity. Write R. W., 6901 Mex-

icala Court, Tampa, Florida 33615 or call 813 886-6257.

## FOR SALE

**USED GOLF CAR CLEARING HOUSE.** We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. NEDA Northeast Dealers Association. 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

**FOR SALE** — 18 hole golf center 9 hole regulation course 9 hole par 3 (lighted) golf course, large lighted driving range, pro shop and all equipment, land and living quarters. Located in south, year around climate. Terms can be arranged. Write Rt. 1, Box 208-D, Semmes, Alabama 36575, or phone 205 649-1113.

**18 HOLE GOLF COURSE,** 40 miles from Columbus, Ohio. 146 acres — good equipment and 17 golf cars. Club-house with living quarters, snack bar (D-1-2-3) and pro shop, \$695,000.00 firm. 29% down will finance balance. No brokers. Box 30, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

**UTICA — ROME AREA,** upper state New York. 1. 9 hole course, complete. Bar, restaurant and clam bake area, \$125,000. 2. 18 hole championship course, par 72, 7200 yards, \$500,000. Financing available. Bashant Real Estate, 118 Genesee St., New Hartford, New York 13413. Phone 315 732-3176.

**FLEXIBLE TINE Pasture harrows,** herd grass seeders, woods stump cutters, tractor mount rotary mowers, portable welders, flatbed, horse stock trailers. Appaloosa horses. Wayne R. Wyant, Inc., New Bethlehem, Pa. 16242. Phone 814 275-2115.

**APPALOOSA HORSES,** colorful and gentle, 1975 foals, mares, stallions, show stock. Large selection. Free list. Longhorn and Charolais cattle. Pasture harrows, horse and stock trailers. WayLo Acres, RD1, Fairmount City, Pa. 16224.

**GOLF COURSE** — 9 hole regulation, watered fairways. Clubhouse, 2 bars, banquet room seats 175. 2 family residence. 40 minutes northwest Chicago limits. Call Ruth Quas, Webster Realty 312 653-5500.

**100% GRAPHITE DRIVERS,** new seapter shafts, R & S shafts men and lady's \$68.50. Graphites Unlimited, 3325 S. Walnut, Muncie, Indiana 47302.

## WANTED TO BUY

**WANTED to buy:** Southeast US only — Executive golf course, or driving range. Will consider only S.E. United States. Box 28, Golfdom, 9800 Detroit Ave., Cleveland, Ohio 44102.

## REAL ESTATE

**FOR SALE** 18 hole golf course, Western New York. For details call Paul M. Robshaw, Inc., 716 433-2626.

## IRRIGATION from page 39

automatic at a cost of about \$100,000.

The cost and availability of the necessary materials to complete an irrigation system today requires a good deal of advance planning. In many cases, an additional 25 percent would have to be added to the total to compete with 1975 market circumstances. For this reason many systems that have been designed to be fully automatic are being compromised in order to get some form of automation into the basic water system.

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. It is one of a kind, and cannot be mass-produced in a factory and assembled piecemeal on the site. For this reason it is imperative that expert advice be obtained prior to any renovation work. Most recognized golf course architects do this type of redesign and renovation work. Some irrigation supply distributors offer a water system design service. Some manufacturers of irrigation equipment have qualified personnel in the field to assist a club with the proper advice and suitable equipment. Whatever the situation may be, if upgrading an irrigation system is a priority, advice should be sought from someone who has done this type of work before. You will be time and money ahead. □