

tures such as buffing or fine steel wooling the shafts to remove rust and dirt, replacing broken or frayed whippings, dipping or spraying a coat of clear finish over a lightly steel wooled wood head, and cleaning the face grooves in both woods and irons and paint filling them. Trade-ins are not very desirable commodities at many country clubs because of the type of clientele. In many cases, the professional at this type club will be willing to sell his used clubs for what he has invested in them. Here, it is an asset to know the present value and the potential value of used golf clubs. Acushnet publishes a used club guide that is very helpful in this respect. The used golf club business can be very profitable and grow quite large if you maintain a reputation for fair dealing and selling used clubs in the peak of condition.

THE GOLF CLUB MANUFACTURERS (OR WHAT ABOUT BECOMING AN AUTHORIZED REPAIR SERVICE CENTER)

Some manufacturers have established authorized repair service centers throughout the United States. If a repair facility is needed in your area and you write the golf manufacturers, you may be contacted by a company representative who will usually stop in and check your facility to see if you can handle the work load and if the quality of your work is adequate. He will probably explain how many specific repair items that you would have to maintain in inventory.

THE CLUB STORAGE ROOM (OR HOW TO GET BUSINESS IN THE WINTER MONTHS OR SLOW SEASON)

Many golf professionals work in regions where it is impractical to play golf during certain times of the year and consequently they are closed or very slow. Usually, this would be in the winter months in the northern regions. Aside from spending a month or so in Florida, closing the books for the year and ordering merchandise for spring delivery, the northern golf pro usually has some idle time on his hands. This is an ideal opportunity to go through the members' clubs in the club stor-

age room. It's a good time to check for such things as worn-out grips, loose shafts, frayed wood head whippings and wood heads which need refinishing or rejuvenating. After having gone through all the golf clubs, phone each member or drop him a note to obtain permission to repair his clubs. Most all golfers appreciate this spring tune-up service simply because they are usually too busy to think of it on their own during the off season. This type of service is becoming more popular with northern pros in particular, who refer to this service as "winterizing" and usually charge around \$20 to \$30 for a complete set of woods and irons and bag. Here's a checklist of what usually is included in winterizing:

- Either fine steel wool or buff all shafts to polish and clean them.
- Replace whippings on woods if necessary.
- Clean and rejuvenate grips if required.

Rubber—if slick, lightly rough-up with coarse sandpaper.

Leather—in all cases apply a good leather grip conditioner to soften and restore tackiness.

• If an iron club has plastic ferrules that are dull and scratched, they can be made new looking again by wiping them lightly with acetone. This also works on grip collar trim rings and plastic wood club ferrules, which are sometimes used instead of whippings.

• Finally, wipe the golf bag clean, apply saddle soap or a special lubricant to the zippers, and put the clubs back in the bag.

Note: A good idea is to cover the bag and clubs to protect them from dust and dirt during the storage period. The large paper or clear plastic bags that dry cleaners use work perfectly for this and are only a few pennies apiece.

So, if you're ready to reach out for a little extra business and provide more assistance to your members, then you're ready for the extra repair business. It's another way to pursue increased self-satisfaction and more profit. □

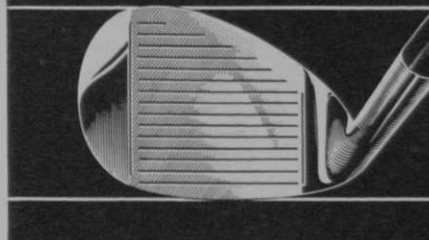
SHORT GAME GOT YOU DOWN?

PITCHING WEDGE

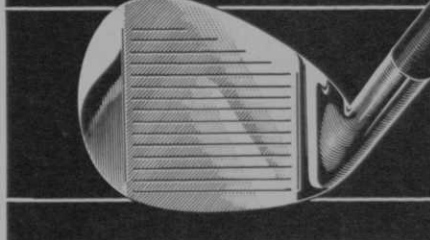


EXCLUSIVE CONCAVE SOLE DESIGN

#001 SAND WEDGE



#007 SAND WEDGE



GET 2 UP on your competition . . . the CON-SOLE PITCHING WEDGE and either the #001 Standard or the #007 "Big Face" SAND WEDGE. CON-SOLE'S new approach to wedge design with its unique concave sole, can give you a whole new approach to your game. Get your shot up faster with less effort, open face or square without skipping into the ball, even off the hard pan. Ask your professional . . . it works!



CON-SOLE[®]
GOLF CORPORATION

Brandywine Summit Center
P.O. Box 137, Route 202
Chadds Ford, Pa. 19317
Phone: 215-GL 9-5464

For More Details Circle (119) on Reply Card

Have You Created A Maintenance Monster?

During the last few recession years, golf courses, especially the private country clubs, have been in a serious financial situation because of skyrocketing operational costs. These operational costs have increased so much that many clubs are now having difficulty keeping their heads above water.

Some have sold out to home builders and high-rise developers. Others are desperately looking to fill their decreasing memberships and reluctantly lowering the application standards in order to exist. Boards of directors and club management are working hard at most clubs to find means of surviving for the future, without drastically cutting out the gracious living familiar to country clubs. How does the superintendent fit into this?

Superintendents are in a serious rut, and they are responsible for their position. They have brought themselves to this predicament. The best among the ranks are to blame for the situation all superintendents face. They have set the standards too high. The problem, as I see it, is over-grooming of golf courses. We do too much of it. The desire to improve and excel in the maintenance of our golf courses has been carried to a ridiculous and costly extreme. If we did less grooming, the country clubs could save money and have more challenging golf courses with fewer headaches. I am not in any way talking about reducing the upkeep and management of our greens and fairways, I am only talking about possibly reducing the costs of grooming other areas that we do so diligently maintain now.

At Briarwood, we mow our greens at a tight 3/16-inch and our widebent collars at 1/2-inch or less. Our sloping aprons that meet the fairways in the front are cut at 3/4-inch and then we use a triplex mower to mow around the traps and the back mounds of the green. This is all accomplished before we even

Have course maintenance standards been set too high over the years? This Midwest superintendent feels that with soaring costs and tight money, overgrooming is indeed overspending.

by Paul N. Voykin
Briarwood Country Club
Deerfield, Illinois

come to the rough which is also mowed too short and too frequently, but my members love it that way. The fairways are mowed from 3/8-inch to 3/4-inch with a strip or two outside our fairways which we call intermediate rough.

Next example is our tees which, except to be level, are really not that important. They are mowed too frequently, seeded, sodded and fertilized too often. The tee banks are also mowed constantly so as not to look shabby. The precarious mowing of fairway bunkers and the laborious hand-mowing around all trees on the golf course also devour a lot of time and expense.

There are many superintendents who have to contend with other time-consuming, relatively unimportant jobs, like mowing high creek banks and cultivating shrubs around trees, over-edging of traps, pruning too high under low-branched trees and perhaps raking traps that do not come in to play, mulching every leaf that drops in autumn and mowing out-of-the-way areas that really do not have to be groomed at all. I found this out a couple of years ago when I left unmowed all season two acres on the remote west side of my course. No one complained. In fact, no one even noticed.

It is becoming too expensive to maintain 160 acres like our own back yards. The machines are going constantly from day to night. We

have spoiled the golfer rotten with expensive around-the-clock grooming. Now we have the high cost monster looking over our shoulder with hungry fangs, and we cannot afford him for a pet anymore.

How much can you save? Here is what I did. I went over my time sheet from April to October and came up with these figures. Mowing roughs at \$3.50 an hour, 700 hours = \$2,450. Mowing around greens and some tees, plus the practice tee, 350 hours = \$1,225. Triplex around tees and green and fairway traps, 400 hours = \$1,400. Rotaries around trees, 250 hours = \$875. Total grooming cost is \$6,000. I only chose these items because they are four maintenance items which I feel I could reduce by 50 percent or about \$3,000. It would still give the membership a presentable, but slightly tougher and a definitely more interesting course.

Maybe \$3,000 does not sound like much. But we can also accomplish other important savings in machinery. I know I could save an impressive amount on machinery over the years because, instead of having my present two or more pieces of equipment for the four jobs I mentioned — rotaries, triplex, rough and pro — I could get along with one piece of machinery in each category because of less demand for grooming. There is \$5,000 more saved right there. Not to mention saving in mechanical upkeep and gasoline.

Also, there would be a substantial saving in having to use less fertilizer and pesticides because the grass would be longer and therefore be stronger and better able to cope with the elements with less attention. Traffic damage by carts would definitely decrease. And keep in mind that I chose only four items that I can reduce easily by a full 50 percent. There are many other maintenance aspects that can be reduced

to page 42

with just one hand



Greenskeeper #27200

That's all it takes . . . just one hand to repair the ball marks on the green. That's if you have a Standard Greenskeeper. This very simple, yet efficient tool takes the back-breaking job out of repairing ball marks.

A couple of taps on the ball mark does the job. There are four spring-loaded prongs on the bottom of the Greenskeeper. When you push down, the prongs cut into the turf at an angle to pull up the turf. A couple of taps and the job is done.

Or one hand will take a soil sample with this useful tool. The 2½" tapered probe cuts into the turf while allowing additional samples to be held in the holding cup. This enabling a composite sampling of the entire green to be taken at one time.

These are just two of the many products from Standard Golf Company. Standard designs and produces equipment to help make your job of maintaining and grooming a golf course much easier. And some times, it does take more than one hand.



Soil Sampler #31200



STANDARD GOLF COMPANY

220 East Fourth Street • Cedar Falls, Iowa 50613 • Phone 319-266-2638



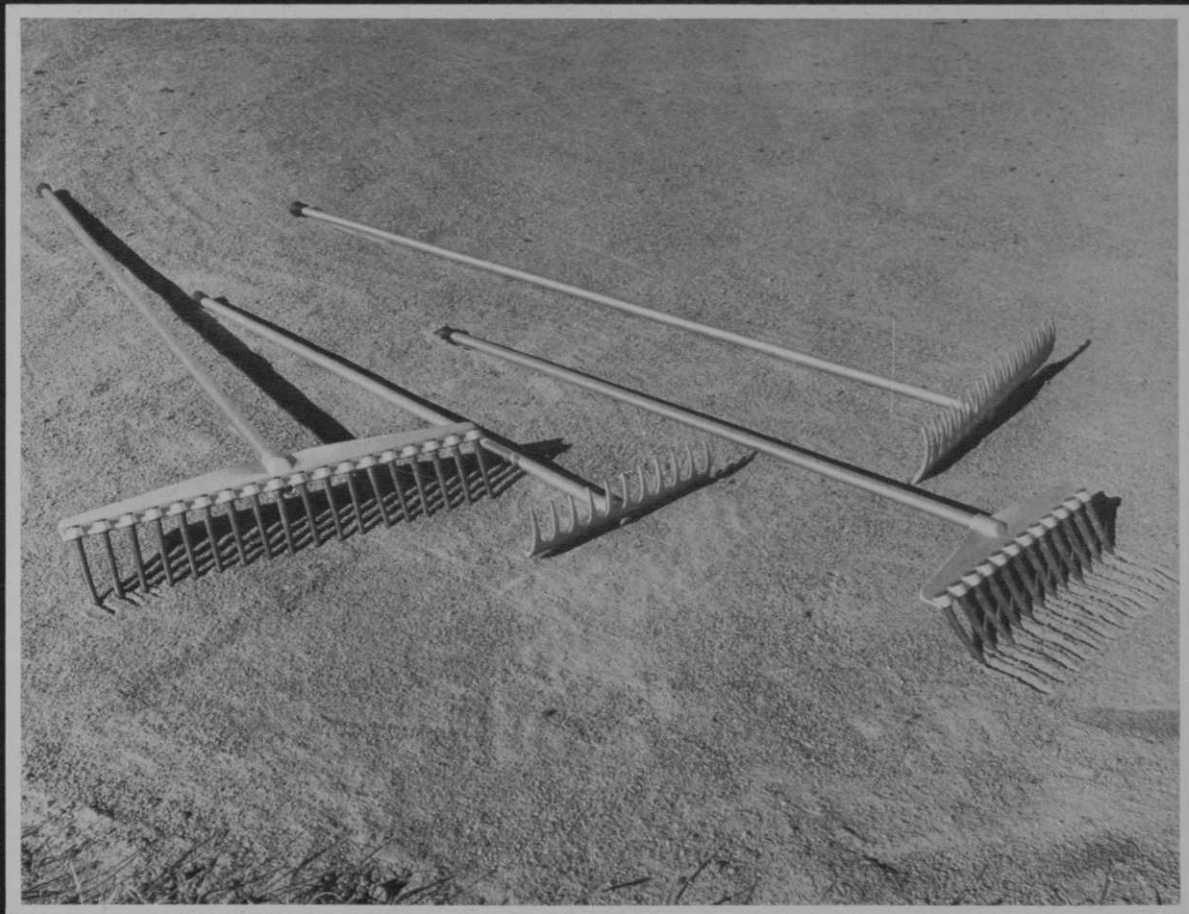
Managers Take A Long Range Look

New CMAA President John Simmons has spearheaded a reorganization of the association and a hard look into the future to see what is ahead for clubs and managers

If it is to continue serving its members to the fullest, the Club Managers Assn. of America must achieve a conscious future rather than merely drift into one by reaction, according to John R. Simmons, newly elected CMAA president.

The 54-year-old manager at Tacoma Country and Golf Club in Washington was chosen president at the association's annual conference in Vancouver earlier this year, and has wasted no time in setting concrete goals the CMAA can work for to plan for the future.

"My theme for the year is 'Let's Take a New Look,'" Simmons told GOLFDOM with his British accent. "What I am trying to say is that this is a good time to sit back and evaluate our trends and procedures we have developed over the years. This is a good time to reevaluate what we



Wherever golf is played...

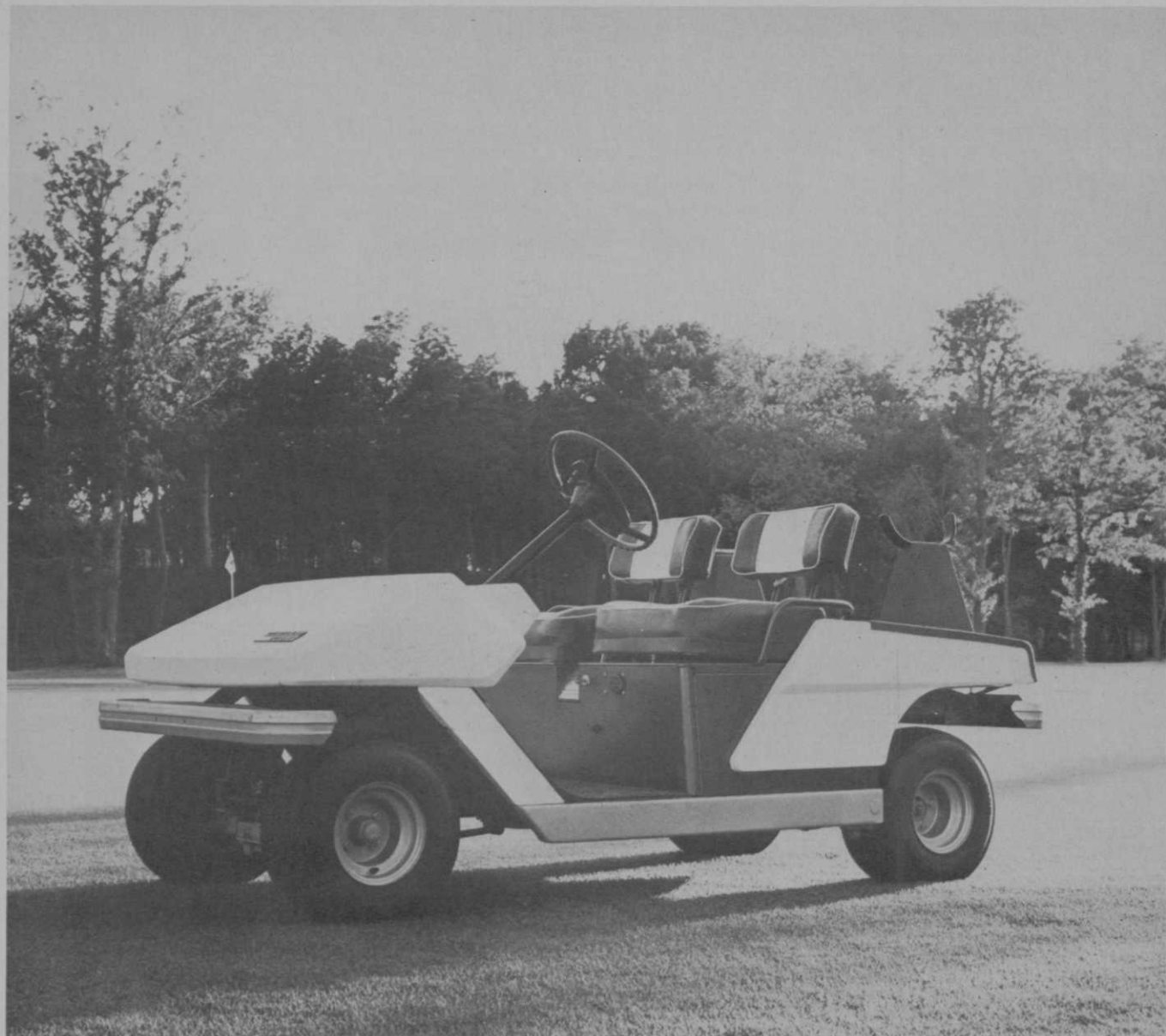
Par Aide Products Company has been servicing the needs of the golf course superintendent since 1955. Because its products are designed to be functional and are built to withstand rugged use, it's just natural to find Par Aide equipment "wherever golf is played."



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104



Cushman makes a good golf car.

A good golf car has extra little features that save big money. Like steel bumpers bolted to the body frame to help prevent body damage. One dependable solenoid. A foot switch that's

protected from dirt and moisture. And lead-coated, corrosion-resistant, replaceable body panels.

**Cushman.
Proven
Performance.**

You're in business to make money with your golf cars, and those little extras are important to you. So we build them in at no extra cost.

But there's still another reason to buy Cushman . . .

For your free Cushman Golf Cars brochure write:



Bart McCloskey makes it better.

He's a Cushman mechanic, trained at our specialized, factory Service School in Lincoln, Nebraska. He works for Mr. Golf Car, your Cushman distributor.

Bart wants to keep your Cushman fleet

on the course. So if mechanical problems arise, he has the parts, know-how and equipment

**Mr. Golf Car.
Reliable
Service.**

to take care of it—quickly, efficiently, dependably.

Good mechanics, like Bart McCloskey mean good service. And that makes Cushman an even better investment.

PLANNED FAIRWAYS

DEPENDABLE UNDER STRESS

Fairways are fine until the first wave of 90° weather hits, says George Thompson, superintendent at Columbia Country Club, Bethesda, Maryland. With a planned fairway program, now he is ready for extreme weather and other stress periods.

Golfers take good greens and tees for granted. Greens and tees are supposed to look like pictures, and on most courses they do. This is generally not the case with fairways, and the golf course superintendent has much room for improvement in this area, according to George B. Thompson, superintendent at Columbia Country Club in Chevy Chase, Md.

"In our area anyway," Thompson told GOLFDOM, "it is easy to take a defeatist attitude and blame it on the transition zone. I don't know how many times I have heard phrases like, 'we haven't had any fairways in 40 summers, so why should this one be different?' or 'no one can grow grass in this area, the cool-season grasses die in the summer and warm-season grasses die in the winter.'"

Thompson said that in his area most courses were originally planted to bluegrass and red fescue mixes. He said with these mixes, the superintendent has about five to 10 years of good fairways depending on management. Eventually, fusarium rosum gets a foothold and the high-nitrogen program forces out the fescue. Goosegrass quickly fills in the high droughty areas which fusarium took out, and *Poa annua* gradually starts to fill in the low, shady areas.

"When *Poa* and goosegrass get a foothold," Thompson said, "you get desperate and are willing to try anything. The members are unhappy. Your fairways were great until the first wave of 90-degree weather hit."

What can a club do to improve itself? Thompson said automatic irrigation is an aid, because with this a superintendent has the flexibility to control water, and fairways can

be syringed and the whole course watered in one night. The superintendent sells the club on another \$5,000 for fairway fungicides and this also improves the fairways. Also, of course the superintendent keeps up on modern technology, he is on a winter nitrogen and iron program, his equipment is up-to-date and he is using insecticides and herbicides to their best advantage.

"However," Thompson said, "all of this will not guarantee good fairways. You cannot buy good *Poa annua* fairways. Each fall you try to incorporate some of the new 'Cadillac' bluegrasses, you aerate and thatch and spread \$5,000 worth of seed. Then in two weeks the fuzz starts coming in rows and next year everything is going to be different, right? Wrong. The young seedlings are *Poa* and we will be lucky to get \$5 worth of seed up, let alone \$5,000 worth."

Thompson said the only way superintendents are going to have any degree of success on bluegrass or bentgrass overseeding is by doing something radical by way of scorched earth with Paraquat or Daconate; or tricalcium arsenate and ease it out a little more subtly. "Some other alternatives may be Pre San, *Poa* San or two or more applications with other pre-emergences," Thompson said. "Or you may decide *Poa annua* is great for 10 months a year and hope that you get a summer like I had last year more often and try to live with it.

"The method I have been successful with is none of these," Thompson said. "Instead, I started working in native Bermuda 11 years ago and in the past five years I have planted Manhattan and Pennfine perennial ryes. I had two reasons for

this. First, I needed a strong grass to compete with the goosegrass in the summer. Second, I needed another strong perennial grass to compete with *Poa annua* in the winter. When I started my Bermuda program I had a tremendous amount of success until I experienced some hard winters. After awhile it became frustrating because I would lose all my north slopes about every other winter. Also, spring dead spot was rapidly becoming another serious problem."

To counteract the spring dead spot, Thompson increased his spring and summer nitrogen to force the Bermuda to cover over. By using additional nitrogen he feels he was making the turf more susceptible to the disease. He said in 1968 his 12th fairway was about 25 percent killed from spring dead spot. He said he had not treated this fairway for goosegrass and by the middle of July the goosegrass had taken over the spring dead spots completely. In the spring of 1969 he was determined to prevent this goosegrass invasion again so he treated the fairway with bensulide. He had no goosegrass that summer. However, instead of circles full of goosegrass, he had circles of dead grass. The bensulide inhibited the Bermuda stolons so much that they did not move more than one or two inches all summer.

"I applied 14 pounds of nitrogen per 1,000 square feet on this fairway to no avail," he said. "In the fall of 1969 I revised my game plan and decided to plant the entire fairway to Manhattan rye. We planted this fairway Oct. 15 at 60 pounds per acre in one direction. About 60 to 70 percent of that original planting is still maintaining itself to date, especially in the spring dead spot areas. Since then I have worked Pennfine and Manhattan into all my fairways and the results have been gratifying."

According to Thompson, some advantages of the new perennial ryes are:

- germinate in three to five days, compete strongly with *Poa annua* and overwhelms it eventually
- has finer leaves, forms better sod than old ryes
- more dependable under stress periods, very gradual transition back to Bermuda goes unnoticed by



Nitroform® nitrogen is a series of polymers with different release rates . . . making it last a long time . . . like time-release cold capsules. The polymers are triggered by temperature change so that when moisture conditions are right nitrogen keeps feeding for months without repeated application.

W.I.N.

- Is nonleaching . . . stays to keep feeding turf and ornamentals
- Pampers delicate turf . . . feeds slowly instead of causing sudden growth
- Pampers nursery stock, too, with predictable, sustained feeding
- Reduces labor costs since you apply less often

Look for Nitroform as your source of W.I.N. It's your guarantee of quality . . . whether you use Nitroform 38-0-0 or a Blue Chip® fertilizer mix.

Feed with
W.I.N. (water insoluble nitrogen)
from **NITROFORM**®
UREAFORM

You can be a W.I.N.ner in any kind of weather.



HERCULES INCORPORATED

Turf and Horticultural Products, Wilmington, Delaware 19899

STH75-1



Million Dollar Pro Shop

Stocked to the Rafters

West Hills' pro shop is not your standard Horatio Alger story. Fourteen years ago, the Evanko family took 15 sets of clubs and started a shop, that just last year, grossed over \$1-million in sales.

Situated in suburban Pittsburgh in what brother Bob Evanko terms, "the deep woods", West Hills has to be one of the largest operations in the country. Its inventory bears this out.

For starters, the shop carries a standing inventory of between \$200,000 and \$400,000. There are a 1,000 sets of clubs, 2,000 pairs of shoes, nearly 1,000 golf bags and 1,000 dozen balls.

Those mind-boggling numbers are distributed in five separate buildings that the Evankos use to store their merchandise, a couple of which are family residences.

Initially, there is a pro shop that covers 900 square feet, but if you

make the trek to West Hills, you'd find a supply of headcovers in a kitchen, bags in an attic, carts in the fruit cellar and \$25,000 of assorted merchandise in a laundry room.

"We use all the available space we can get," said Bob Evanko, "And we need it, there is just so much here." How everything got there started in 1961, when Bob and his twin brother Dick and their other brother James pooled their savings to build their parents a par-three course from an old farm they owned.

Working seven days a week, often 14 to 16 hours a day, for two years, the family built the course. All three of the brothers worked part-time on the project, since their full-time jobs as civil engineers filled a regular part of their days.

Eventually, the project was completed and the pro shop evolved. At first, the brothers were unsure about

what to buy or how to get started, but through hard work and a trial-and-error attitude, the shop began to stockpile merchandise and get a name in the area, but even that wasn't easy.

"We have always dabbled in a small amount of local advertising and it wasn't any different when the course got started. We got some posters printed up and went around to about 75 stores, asking if they would put them up, so people would know where we were," Evanko said. Besides the poster parade, the course took ads out in the local daily newspapers.

To say that West Hills is crammed with merchandise would be an understatement. A look around the premises will provide a customer with just about every brand of club on the market. There are 31 in all and 48 different models.

If a customer finally makes up