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### DAVEY TREE

KENT, OHIO 44240  
Coast to Coast and Canada



# Bring back your buffet

By A. C. Bartolotta  
Director of Foodservices  
John Sexton & Co.

Creating a stampede at the buffet bar was an easy trick a few years ago. All it seemed to take was a well-placed marquee with the ubiquitous blurb: "For An Adventure In Eating, Try Our Buffet."

Diners poured in to feast on chicken, roast beef and ham — which always seemed to be featured — and help themselves to heroic portions of mashed potatoes and green beans.

Besides the food offerings, patrons liked the freedom of the buffet: no waitresses, no menu guessing, no waiting to be served. Customers also liked the idea of going down the line unhampered, free to browse and make their selections.

In a very real sense, the buffet was an adventure. Diners were excited by a full array of food colors. They also enjoyed increased food variety and the concept of "building your own meal" was different and exciting. Patrons could frequently be heard coaxing one another: "Oh, go on try some, you haven't sampled these before," or "I wonder how this tastes with that?"

For awhile everyone was happy. Patrons were getting a good deal more variety as well as a lot to eat. Club managers were gaining increased business and higher check averages.

Then came what managers must have thought was the new national pastime. People started counting calories. They became concerned about their weight. Managers could no longer make it with just quantity; they had to deliver quality, too.

The favorite standards — chicken, roast beef and ham — started losing a lot of their pull power. And the rising cost of these items, plus labor costs in the

kitchen, almost prohibited operators from trying new and dramatic recipe ideas to rekindle enthusiasm.

For awhile the American dream buffet seemed to be on the skids. Today, however, the buffet is getting new and strong attention from some alert and innovative operators. Capitalizing on the nation's unrelenting love for casual dining, these operators have re-styled the buffet to fit the '70s. Restyling incorporates greater menu variety and production flexibility through intelligent use of convenience foods.

With so many different convenience foods available today, managers can quickly change menu offerings and be truly creative with little of the cost risks involved in earlier times.

Preparation of hot entree items serves as a good example. These items are the ones most people "load up" on. They are usually meat items and unless prepared skillfully will incur costs that soon eat up profits.

Using a so-called "quick-fix" approach, managers can mix and match convenience foods with meat and non-meat items to create exciting low-cost buffet entrees. In most instances, it's simply a matter of assembling foods that are already prepared. Quick-to-heat and ready-to-serve, these entrees can be prepared in needed quantities with a minimum of labor.

The "quick-fix" approach also alleviates the strain put on kitchen crews and production capacities when unexpected increased volume occurs. Further, such an approach rules out the risk of over producing when patron cancellations, bad weather or other circumstances alter expected customer count.

Operators also are able to offer patrons a wide variety of entrees to

match today's more inquisitive tastes. Increased travel by more people to an ever-growing list of places, has greatly altered eating attitudes and tastes. Such buffet items as sweet sour turkey Pilaf, Bavarian meat and potato turnover w/raisin sauce and River Queen Chicken Shortcake are exotic and inviting. With the use of convenience foods, they also are easy and economical to prepare.

Along with those items, consider the merchandising strength that could be added to your buffet with an unusual soup station offering a fine seafood bisque or a classical gaspacho. Or why not try a "build it yourself" appetizer bar featuring petite Polynesian shrimp dainties or sardine puffs?

Buffets certainly offer profit opportunities when convenience foods are added to salads. Imagine, for example, the additional appeal salads would have if dressed with Hearts of Palm, Salsify, Pickled Asparagus Spears, quartered celery hearts or artichoke hearts.

Spiced fruits are another quick and convenient way to add color and flavor to entrees and salads as well as appetizer and relish trays. Spiced apple rings, for example, are excellent with roast pork, duckling and roast or fried chicken. Spiced whole crabapples, yellow cling peaches and spiced Keifer pears offer great versatility with meat and fish entrees as well as light salad or fruit plates.

Today's buffets offer almost unlimited creativity. The straight chicken, roast beef and ham trio has been replaced with a whole new exciting mix of entrees, salads, relishes and specialty plates.

Check some of the recipe ideas on the next page and see if they might make a lively, profitable addition to your buffet menu:

## Seafood Delmonico

Combine all ingredients carefully (drain and reserve clam juice for use in chowders). Heat and serve in patty shell or over steamed rice for an excellent entree. For cocktail receptions or hot hors d'oeuvres, heat and serve in petite fish shape pastry puffs.

Yield: 200 — 5 ounce portions

- 6 No. 5 ounce cans of Tuna ala King
- 6 No. 5 cans Newburg sauce
- 3 No. 5 cans chopped clams
- 4 No. 2 cans cleaned broken shrimp
- 8 doz. hard-cooked eggs, diced
- 1 pt. pimentos
- 1/3 cup parsley flakes
- 1 pt. Sherry Newburg wine



Two other possibilities for the buffet are Tahitian-style Tuna (above) and Pork and Cabbage Rolls (below). With a No. 10 can of tuna, a cup each of diced green pepper and pimentos, one quart diced celery and a pint of pineapple tidbits along with Monterey dressing can give you an appetizing addition to any table. The Pork and Cabbage Rolls are easy to prepare and can be placed on a pasta pilaf.



## Oriental style pork

Combine all ingredients, mixing gently (mixing with soy sauce first to disperse). Blanch pea pods lightly (do not overcook). Fold into above. Serve on steamed rice, garnished with toasted sliced almonds and mandarin orange segments.

Yield: Approximately 200 — 4 ounce portions

- 2 No. 5 cans chop suey in vegetables
- 8 No. 5 cans sweet/sour sauce
- 6 No. 5 cans of plt cooked barbecued pork
- 1 pt. soy sauce
- 2 tsp. ground ginger
- 6 lbs. snow peas (pods), frozen

## Curried petite meatballs

Combine chicken fricassee gravy and curry powder, mixing well with wire whip to disperse curry powder evenly. Add sliced apples and seedless raisins. Drain and reserve stock for soups and gravies — add drained meatballs to above sauce, mixing carefully. Heat and serve curried meat balls over steamed rice or buttered green noodles, garnished with shredded coconut with side garnish of chutney, salted peanuts and diced, fresh, green peppers.

Yield: 200 — 5 ounce portions

- 10 No. 5 cans of chicken fricassee
- 1/2 cup curry powder
- 2 No. 10 cans of sliced apple
- 3 lbs. seedless raisins
- 6 37 ounce cans of Scandinavian meatballs

## Chicken liver mousse

Dissolve gelatin in salted water. Set aside. Take chopped chicken livers, brown sauce, mayonnaise, ground nutmeg, garlic and cognac and whip these ingredients together at slow speed in mixer until well blended. Add dissolved gelatin, blending thoroughly. Adjust seasoning. Pack into moistened oil greased molds. Chill thoroughly.

Yield: 335 — 3 ounce portions. Can be served in individual molds or in bulk for buffet.

- 18 oz. gelatin
- 2 gal. water
- 1/2 cup salt
- 24 1 lb. cans chopped chicken livers
- 4 No. 5 cans brown sauce
- 1 gal. mayonnaise
- 2 tsp. ground nutmeg
- 2 tsp. garlic powder
- 1 pt. cognac

## Ratatouille

Combine all ingredients except La Scala dressing, adding dressing to flavor level desired. Serve warm, or chill as an appetizer or salad on crisp lettuce or feature on buffets.

Yield: 350 — 2 1/2 ounce portions.

- 4 No. 10 cans of eggplant in tomato sauce
- 2 No. 10 cans of zucchini and tomatoes (lightly drained)
- 2 No. 10 cans of green pepper strips
- 1 qt. La Scala dressing



# NEW PRODUCTS

IMPROVEMENTS in existing models and some new ones are coming from AMF/Ben Hogan in its new line of golf shoes. Available in a dozen styles for men and 10 styles for women, Hogan shoes feature a foam-cushioned innersole, special arch support and individual spike receptacles. The all-weather shoe is always in fashion.



Circle 701 on free information card

UNIFORM CUTTING is the guarantee of the new P.T.O. reel gang mower from Brouwer Turf Equipment Ltd. The Canadian-made model is lightweight and the free floating units follow ground contour. Together the five mower units cut a width of 138 inches. Transport is easy.



Circle 702 on free information card

SOLVING the problem of tire maintenance is a snap with the Tire Changer from Yeats. Designed for golf cars and turf vehicles, the changer will handle four to 12 inch rims. A number of optional turf tire tools are also available with the unit.

Circle 703 on free information card

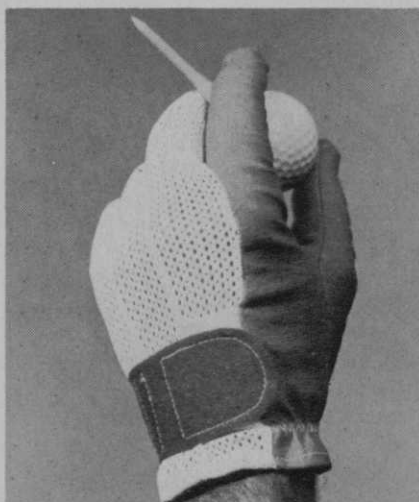
PROTECTING LINEN from dust and soil is the idea behind linen cart covers from Tami. Antibacterial and

antistatic, the covers are heavy duty, flameproof, waterproof and self-deodorizing. The covers are designed with full front zipped panels, permitting complete access. Easy to clean, the product resists stain, tears and abrasion.



Circle 704 on free information card

STIMULATING pro shop sales during the Bicentennial is the hope of Edmont-Wilson, as it introduces its new red, white and blue "Spirit of '76" golf glove. Another in the Super-Grip line, the Spirit is designed with a bright red palm, thumb and forefinger, white back and blue wrist strap. Constructed of long wearing vinyl, the glove gives an excellent grip in either dry or wet weather. Models are available in both men's and women's sizes.



Circle 705 on free information card

EASE of installation and portability are just two of the features of the Econoline system from Kwik-Wall. Utilizing partitions, the system makes smaller areas out of large rooms in the clubhouse. Panel location is quick and easy. No floor channel is needed on carpeted floors, since the bottom of each panel has a shaped extrusion, holding the panel in place. Panels are available in a variety of surfaces.



Circle 706 on free information card

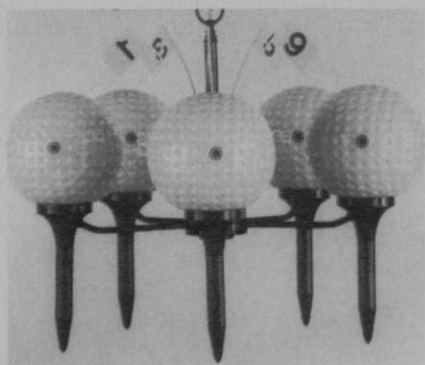
RUGGED durability in a heavy-duty utility trailer is now being offered by Hyland. With a capacity of 10,000 pounds, the trailer is constructed of diamond plate steel with a wide body mounted on dual axles. Either surge or electric brakes are available.

Circle 707 on free information card

MERCHANDIZED through the pro shop, Sport Graphics has a new line of golf-oriented personalized informal writing notes, miniature legal note pads, invitations and embossed stationery. A line of cocktail napkins, dinner napkins and boxed wooden matches with the golf accent is also available. Lynn Graham, noted sports illustrator, has done the artwork for the line.

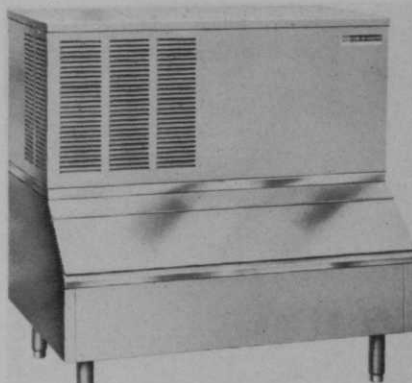
Circle 708 on free information card

TAKE CARE of your clubhouse decorating problems with new golf-motif lighting from Feldman. The Golf-Lights are oversized replicas of balls on tees. The lamps come in several styles — table lamps, hanging fixtures or wall units. Available in bright chromatic yellow, green and red, the lights are a natural for the grill, bar or locker room.



Circle 709 on free information card

WITH the largest capacity of any ice machine that fits under a bar, Sunbeam Mile High introduces a choice of three models with capacities of 250, 325 or 450 pounds daily. All units are 44 inches wide, 36 inches high and 30½ inches deep with 300 pound bin. Cubes can be made in a choice of three sizes and are individually frozen and harvested.



Circle 712 on free information card

SNOW is on its way to a lot of northern clubs and the Toro Snow Master can help alleviate the build-up problem on drives and walkways. With an improved 2-cycle, 85 cc winterized engine, the Snow Master has a sleek, handsome exterior. The unit is made of high-impact-strength plastic and aluminum. Toro has other models in various sizes.



Circle 710 on free information card

FEATURING the advantages of graphite at a more moderate price, the Carbonflite shaft from the 3M Company is a combination of graphite and reinforced plastic. Lighter and stronger than the conventional steel shaft, Carbonflite, is more fatigue-resistant. Double barrel construction is an added plus along with several color selections.

Circle 711 on free information card

A CLEAN ball anytime, anywhere is possible with the Kaddy Aid portable washer from D-J Enterprises. The product slips into any golf car or bag or can be permanently mounted on cars. Attractively colored with red, white and blue.



Circle 713 on free information card

TEMPORARILY replacing a worn tee or for use as a new one, the Astro Turf tee by Monsanto can give the superintendent more options. Presenting a grassy look, Astro Turf allows golfers to hit through and have the same sensation of taking a divot. Easily installed on any course, the tees withstand shoe traffic and will not damage clubs.

Circle 714 on free information card

WASTE and lost profits in the bar can be stopped with the Speedy-Bar liquor dispensing system from Wayco. Precisely measured por-

tions, electronically controlled by the unit, will increase quality per drink and reliability on each pour. Each dispenser has seven liquors at the touch of a button.



Circle 715 on free information card

SIMPLE STYLE lines accentuate the Auld Blade putter from Mac Hunter. Available with aged hickory shaft and cowhide leather grip, the Auld Blade is aligned and balanced to perfection, according to the manufacturer.



Circle 716 on free information card

MANEUVERABILITY in all directions and an improved cleaning capacity are just two of the new features of the Tornado Carpet-keeper from Breuer Electric.

Circle 717 on free information card

DESIGNED to hold any size bag in a convenient, upright, vertical position on the driving range, the new Range Caddy from Quality Metal Products is the portable answer to keeping clubs in order.



Circle 718 on free information card

# NEWS OF THE INDUSTRY

## Who Knows Best What Members Want?

It has been the general notion for years that a good club should be run by the officers setting the policies and the department chairmen and their operating executives figuring the budget and methods of applying the policies.

One Midwest pro recently criticized this practice, telling GOLFDOM:

"I am better qualified to decide club policies than our president is. I know the members and their likes and dislikes about the club, their wants and needs better than anyone on our board. I have a fair idea of what members can spend on golf. I think our manager has similar infor-

mation from his viewpoint. The superintendent does not get as close to the members as the manager and I do, but he knows more about what our men and women members want the course to be than any of our directors, including the green chairman.

"I think that the mistakes which have caused the most complaints and wasted the most money were errors the pro, manager and superintendent were against from the start. The reason our losses last year were reduced and programs altered was because our officials paid more attention to department heads on policy matters before any trouble got too strong."



Touring pro Pat Fitzsimons tried out his putter recently while (from left) touring pro Dave Glenz, Dr. Fred Grau and Bill Rose, vice-president of Tee-2-Green Corp., Kansas City, Mo., look on before the start of a Musser Foundation Tournament held on the West Coast. The tourney was played at Illahe Hills Country Club, Salem, Ore. The Foundation was established in honor of the late Prof. H. Burton Musser for his pioneer contributions to the turfgrass field. The Foundation was organized with the express purpose of further developing turfgrass research and education through the establishment of fellowships at institutions of higher learning. Bad weather accounted for fewer players than expected, but the first West Coast Musser Foundation Tournament raised over \$500 for the Musser Fund. The tournament was sponsored by Tee-2-Green, marketers of Penncross bentgrass.

## Will EPA Seek Endrin Ban?

There is a strong probability that the U.S. Environmental Protection Agency will seek to ban use of endrin if registrations of chlordane and heptachlor are cancelled.

Pesticides continue to be a major industry problem with the EPA. Last year the agency cancelled the registrations of aldrin and dieldrin. Hearings are now being held on the suspension of manufacture and distribution of chlordane and heptachlor.

Another important issue with the EPA is certification of pesticide applicators, according to a spokesman for the American Association of Nurserymen. Present law requires states to have approved plans for certification of commercial and private applicators in effect by October. Pending in the House of Representatives are two proposals by the Agricultural Committee concerning this program.

The first would delay implementation of this portion of the law for one year. The other proposal would permit licensing of private applicators upon their own certification that they are experienced in the use and application of pesticides and will apply the pesticide in accordance with label instructions.

## Petition to Lessen Depth Of Underground Cables Filed

A petition to lessen the depth of underground low voltage cables in golf course irrigation is being filed with the National Fire Protection Association by the Golf Course Builders of America.

The builders are urging 13 other trade groups in the golf and landscape industries to join them in requesting that the present 24-inch requirement is unnecessary for open spaces such as golf courses, parks and recreation areas. Until recently, underground control wires were buried 12 inches. The wiring activates valves and starts irrigation pumps.

Nick A. Siemens of Fresno, Calif., a golf course contractor and GCBA president-elect, is directing action to change the national electrical code requirements. He has pointed out that golf course construction costs would increase because of the tremendous irrigation



footage involved in the automatic irrigation system which requires from 10 to 40 miles of wire. In addition to higher costs, Siemens said construction and maintenance hazards would result.

The association will formally ask the National Electrical Code Committee when it meets in December to amend Exception 3 of Section 300-5 of the National Electrical Code to add golf courses to the exception now provided for residential branch circuits of 300 volts or less.

Harry J. Lambeth, executive director of GCBA's Washington office, has urged other golf associations to join the effort. For additional information on code standards, contact Richard Lloyd, 1285 Walt Whitman Rd., Melville, Long Island, N.Y., 11746, chairman of Underwriters' Laboratories, Inc.

### Golf Car Industry Injured, Government Says on Import

The federal International Trade Commission has ruled that some electric golf cars imported into the country from Poland being sold at "less than fair value" have injured the American golf car industry. The cars have been imported by Melex, U.S.A., Inc., Raleigh, N.C.

The ruling from the ITC has not been published in the Federal Register yet, according to Donald Schreiber, operations officer for the U.S. Customs Service. Clem W. Sharek, executive vice president of Melex, said his company had been notified that golf cars being imported into the country by his company would be assessed dumping duties. He said a figure was not yet decided upon. Schreiber said it might take until the middle of next year to decide what duties would be assessed.

Sharek said his company was still importing golf cars into the country, and that his company has to put up a bond on the cars until the case is finally settled. He said the cars are still being sold. The published price of 1976 Melex golf cars is \$1,695 for its three-wheel models and \$1,765 for its four-wheel models. The highest-priced retail car in the industry for major manufacturers is E-Z Go's model at \$2,042. The lowest-priced model of the majors is Harley-Davidson's new DE-40 at \$1,560.



M. O. Lee, chairman of The Lee Co., Shawnee Mission, Kan., recently signed an agreement to be official sponsors of the Eighth Annual PGA Club Professional Golf Tournament to be held this month at Callaway Gardens, Pine Mountain, Georgia. With Lee were Charles Van Dyne, Lee golf line manager (left) and William McKenna, president.

### Japanese Beetle No Longer Worst Pest

No longer is the Japanese beetle the most obnoxious summer insect pest. Rapidly taking over the number one spot is a newcomer — *Ataenius Spretulus* — a grub only about one-tenth the size of the beetle.

The grub has emerged throughout the East as one of the most destructive grubs ever to be coped with, it was reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents. Wide-spread infestations have been noted on many golf courses, taking on the appearance of wilted-out patches ranging in size from four inches to two feet in diameter. Another tell-tale sign is any area birds begin to chew up that is wilted in appearance.

The insects are located in the soil immediately below the thatch, ranging in number from 20 to 150 individual grubs per square foot. The grub is attracted to any poorly drained area. The mature insect is black and difficult to see without close observation.

The eastern region of the USGA Greens Section reports: "Preliminary findings indicate that the best time to apply Diazinon or Dursban for control is late May.

"With specific research lacking, the rates are given at tentatively Diazinon at four pounds active per acre and Dursban at two pounds active per acre. Aeration and/or spiking of infested areas prior to application of the insecticide is recommended. Wetting agents to further aid in the penetration of the insecticides may be helpful. The insecticides must also be watered in very well. Insecticides are most effective when applied to young stages of insect development. Presently there appears to be only one annual brood."

Turf damage from *Ataenius Spretulus* is being reported all along the east coast, predominantly in New York, New Jersey, Connecticut, Ohio, Maryland, Virginia, Pennsylvania and Delaware.

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## NEWS OF THE INDUSTRY continued

### National Golf Foundation Announces Teacher Seminar

The National Golf Foundation has announced dates and locations for its 1976 Fifth Annual Seminars for Teachers and Coaches of Golf. As in past years, the programs will offer a five-day, in-depth concentration upon modern golf teaching and coaching methodology as presented by foremost professionals and educators of the game.

Sessions will be held June 20-25 at Singing Hills Lodge and Country Club, El Cajon, Calif.; July 5-10 at Dartmouth College, Hanover, N.H.; and August 1-6 at Pine Needles Lodges and Country Club, Southern Pines, N.C.

Each program will be open to golf teachers, coaches and interested professionals. The California seminar will be designed for both beginning and advanced level teachers while the New Hampshire seminar will focus on teachers on a beginning level and the North Carolina seminar is for those at an advanced level. Four recertification credit points will be awarded through the Professional Golfers' Association to pros for attendance at any one of the three programs.

Brochures and applications are available from the NGF at 707 Merchandise Mart, Chicago 60654.

### Florida Golf Representatives Re-Elect Faultless' Stone

The Florida Golf Representatives Association held its biggest-ever show recently at Innisbrook Golf Resort with 53 booths of exhibitors.

The show coincided with the Florida PGA Section tournament held at Innisbrook. It filled the resort's convention center and several exhibitors had to be turned away for lack of space. State shows have been held regularly since 1959 in conjunction with the PGA tournament but this was the first one that had been operated independently by the association.

Jack Stone of Fort Lauderdale, who represents Faultless, was re-elected president of the representatives group and said that a similar show will be held next year but not

necessarily in connection with the PGA event. The representatives want the show at the time their new product lines come out, which is often earlier than the PGA section championship.

There were an estimated 300 buyers from Florida golf facilities at the show. Jerry Porter of Dunlop and Bill Kennedy of PGA/Victor were elected vice presidents and Todd Read of Etonic was named secretary-treasurer. The association has 83 members.

### Green Topdressing Timing Is of Critical Importance

Timing of topdressing can be of critical importance especially when applied during periods coinciding with peak germination of weed seeds that might be dragged onto the greens from the fairways, according to John R. Hall, turf specialist at University of Maryland.

Hall said spring topdressing in late April has been known to lead to heavy infestations of smooth crabgrass and goosegrass in situations where the topdressing provided an excellent seedbed for the annual grass germination. The same problem can arise in situations where late fall golfers drag annual bluegrass onto freshly topdressed greens in late October and early November.

Hall explained topdressing is the spreading of a prepared mixture of soil-like material over established turf. It is practiced most frequently on creeping bentgrass greens where vigorous thatch development occurs as a result of rapid stolon development, excessive nitrogen fertilization or other factors.

He said topdressing generally becomes necessary when greens do not putt "true." He said greens needing topdressing are characterized by excessive thatch buildup, puffiness, footprinting, poor water infiltration and excessive disease activity.

He said normal rates of application range from 1/8 to 3/4 cubic yards of topdressing per 1,000 square feet. New greens may need to be topdressed every two weeks to provide adequate stolon coverage and smoothing. Good topdressing is characterized by being similar in texture to the soil in the greens. It is generally mixed eight to 16 months in advance to allow for maximum stabilization and biological activity.

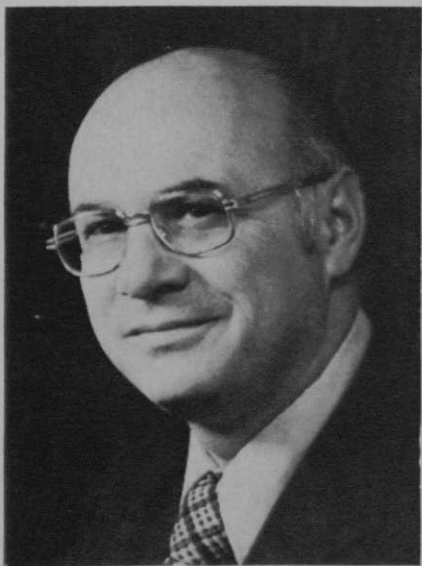


## Graves Is New President Of True Temper Corporation

Herbert C. Graves III has been named president of True Temper Corp., Cleveland, a member company of Allegheny Ludlum Industries.

Graves was president of the Talon Division of Textron, Inc. headquarter in Meadville, Pa. He succeeds Richard C. Harris, and executive of True Temper since 1939 and president since May of 1974. Harris is retiring.

Graves, 48, has been an executive with Textron companies since 1968, when Talon was acquired by Textron. Earlier, he had been president of Gibson Electric Co., Greensburg, Pa. From 1969 to 1973, Graves directed the Polaris Div. of Textron, which also manufactured E-Z-Go golf cars. He is a graduate of Penn State University.



Graves

## More and More Court Cases Result from Errant Golf Balls

Across the country, on crowded public courses and at posh country clubs, golf is rapidly becoming recognized as a dangerous game.

Although there are no statistics on accidents, golfers and managers agree that these days more than ever players risk hitting someone with a ball or getting hit, and that they risk ending up in court if a mishap occurs.

The layout of golf courses has a good deal to do with hitting or get-

ting hit, reports the *Wall Street Journal*. In general the risk is somewhat greater on public courses because they are more crowded and usually don't provide as much space between side-by-side holes. Private clubs are more likely to have wider roughs, thus less accidents.

In most cases involving golfers who sue public golf courses alleging faulty design or other shortcomings, courts have ruled in favor of the course, provided there was not any clearly established negligence, such as failure to put up protective fencing in known danger zones.

## CMAA Member Job Value Exceeds \$25,000 a Year

The Club Manager's Association of America recently reported its member's average job value has increased by 71 percent or more in three years to an average of more than \$25,000 a year. The job value figures includes salary and fringe benefits.

For country club managers that have attained "certified club manager" status, average salary is \$25,273, and average cash income is \$26,711. For non-CCM's, average salary is \$20,793 and average cash income \$21,954.

Also for country club managers, average benefits are \$6,942 for CCM's and \$4,349 for non-CCM's. Average total job value for CCM's is \$33,653; for non-CCM's, \$26,303.

## Golf Business Executives Added to Foundation Board

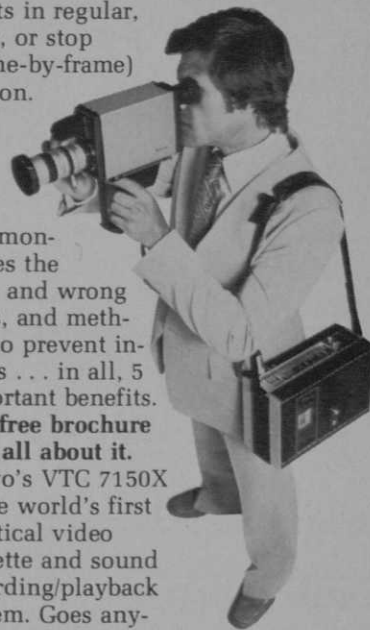
A pair of new directors and an honorary chairman were added to the Board of the National Golf Foundation at the organization's annual fall meeting in mid October in Scottsdale, Ariz.

George Manning, an executive with the True Temper Corporation, and Bill Dolan, executive vice president of E-Z-Go Car, were added to the board. Dolan took over the position of Vaughn Border, of Cushman golf cars, since that company will stop operation in golf business at the end of this year.

Named to chair the 15-man board in an honorary capacity, is Ted Wooley, a former board member and founder of the foundation.

# 5 EASY WAYS TO TEACH MORE PROFITABLY.

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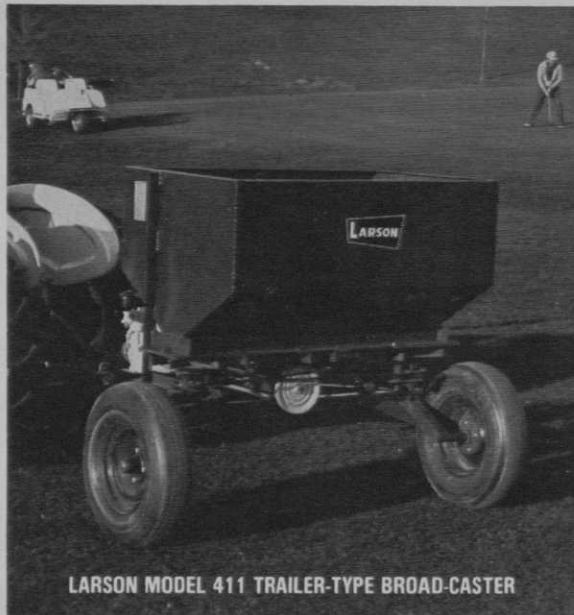
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# NEWS OF THE INDUSTRY

continued

## New Golf Book Supplements Pro's Lessons to Beginners

Pros needing supplemental information in the teaching of the beginning golfer have a new book on the market to help their students. Entitled "Golf — A Positive Approach", authors Carol Clark Johnson and Ann Casey Johnstone make the mechanics of the game understandable.

The instructional text gives a practical approach to several facets of the game, including the fundamentals of grip, swing, stance, short shots, sand shots and putting. More advanced areas of the game and trouble shots are also covered.

Examination of equipment, safety measures, rules and courtesies are also viewed. Practice hints, error-correction procedures and various elements of the sport through illustration are also involved in the book.

Students can conveniently read chapter after chapter and get a full understanding of the game and how it is played. The paperback is published by Addison-Wesley Publishing, Reading, Mass.

## Colgate Sees 12% Sales Gain

The 1975 earnings from continuing operations of Colgate-Palmolive Co., New York, are expected to rise about 14 percent on a sales gain of about 12 percent, David Foster, chairman and chief executive officer reports. The company in future years expects a compound earnings growth rate of 10 to 12 percent.

Colgate, which has acquired Ram Golf Corp., Elk Grove Village, Ill., and Bancroft Sporting Goods Co., Woonsocket, R.I., makes and markets in addition to its sporting goods, toothpastes, detergents, cosmetics and other products. It is also reported that it seeks to get further into the golf market with acquisition of a shoe company.

Foster said physical volume for Colgate is running below last year across most major product lines, but higher selling prices and cost-cutting programs are resulting in higher sales and earnings. He blamed the recession, with its effects on retailer inventories and consumer-spending patterns, for the physical volume declines.