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*If it has a weakness,  
nobody's found it yet.*

Circle 150 on free information card

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#### **FRONT COVER:**

Concept by Ray Gibson, illustration by Joe Leonard.

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# Feedback

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

## Right on, Mr. Hunter

As a PGA member of 35 years, I was very interested in the Feedback column by Mac Hunter. It said things I know are important to Gary Wiren, PGA educational director, and also to all PGA members.

I too am very interested in what I feel is upgrading the teaching image of the golf professional. When a pro sells himself as a master teacher, he must have approachability, visibility, and sincerity after the lesson. These qualities can all lead to sales made on the practice tee.

The late Bobby Jones in a statement at a national PGA meeting in Chicago many years ago said, "If I had the responsibility to hire a golf pro, his first qualification would be to be an excellent teacher, as he is the only person who can help another enjoy the game more."

**Gene O'Brien**  
PGA Pro  
Wichita, Kan.

## Pro shop observations

The Feedback article by my friend Mac Hunter (GB, Aug.) was informative and certainly points up some of the problems of the golf business. As a former club professional, Mac is fully qualified to evaluate the changes in the industry.

Today's club member is a graduate of municipal and daily fee courses, and if he is exposed to a qualified, knowledgeable golf professional at that embryonic stage of his introduction to the game, the problems of the club professional will diminish.

There is a strong need to educate beginning players to the value to them of establishing a relationship with the golf professional, so they can really be a part of the game and enhance their ability to enjoy and learn.

**Jay McClure**  
Meadowbrook Golf Course  
Lubbock, Tex.

## A matter of disagreement

In regard to Harry Gray's interview (GB, Aug.) on management, I have to disagree with his statement on the supervision needed by other management personnel under a general manager.

In one quote, Gray spoke about the attitude of club management before the general managers took over: "the rest of the time they

(superintendents and golf professionals) were free to do as they wished with no control, no supervision."

My reply to Gray is that his insinuation is equally absurd. Who the hell will supervise the general managers? His almighty position of the "Big Brother" concept is ridiculous to many of us in the industry who experience successful country club operations with the triumvirate concept.

The general manager's track record hasn't been proved to any extent thus far due to their short longevity at the same club. Does the Peter Principle apply here?

**Paul Voykin**  
Briarwood Country Club  
Deerfield, Ill.

## GM can't do it all

After reading your article in the July issue on "Who Will Manage," I can see a general manager cannot possibly oversee the golf course, pro shop, swimming pool, and dining room and still keep in touch with all departments without qualified personnel to run them.

As president and manager of a club, I can see that the overhead is the basic reason most clubs are floundering. The way we are going seems to be the answer, plus keeping the membership happy.

**David K. Olin**  
Century Country Club  
Scottsdale, Ariz.

## Who gets credit?

I just wanted to express my opinion as the wife of a course superintendent to the series of articles you have written this year on club professionals seeking positions as general manager. Well, they aren't entitled to it.

All you ever hear about are the pros. It's about time the superintendent gets a little credit. The superintendents have done the work for years and the pros have gotten all the credit. I think it's about time the policy changes.

Like they say, the bottom line begins down on the golf course. If it wasn't for the superintendent, there wouldn't be a beginning for the pros to even have a job. You don't see pros or their staffs working from daylight to dark the way the superintendent does.

The superintendent has a lot of headaches and problems, I doubt if you will ever print this letter, but I think it is time somebody knows about how many superintendents feel.

Pros have their jobs just like the superintendent and the club manager. There is work enough for all three.

When there is a tournament on television, the superintendent, who spent all that time making the course look beautiful, can't even get his name mentioned by the sportscasters. Who do they think got the course playable? Is this a losing battle?

(Name withheld)  
Mt. Vernon, Ind.

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# Idea file

## Can you do without a woman in the shop?

Pro shops in increasing numbers have latched onto the idea of having a woman on the premises. It has turned many shops around in terms of making more sales of women's apparel.

The feminine touch in the shop is important, but a woman good with bookkeeping can take care of the ordering along with inventory control. Added duties could take in displays in the shop or a purchase order system.

Male chauvinism aside, a woman in the shop is an important ally on point of purchase selling to your female clientele.

## Are you drowning your own course?

George Blake of the Soil Science Department, University of Minnesota, passes along this tip to superintendents about overwatering your course. According to Blake, too much water is wasted on golf courses these days.

"Plants normally grow if watered thoroughly, but less frequently," says Blake. "Healthy roots aren't developed in wet soils. They develop during the drying out cycle."

Some overwatering problems are due to poor system design. A good shop drawing is one thing, but more often than not systems are set up without taking into consideration the contours and low ground areas on the course.

Cut down on your sprinkling time. See how little irrigation you can get away with. Adjust down till you border on the lean side. Your turf should respond with greater health and vigor.

## Stock up on beef while prices low

If there is a bright spot for foodservice operations this year, it's that with beef supplies about the same as last year, prices will continue to hold. The exact opposite is occurring in seafood products, which escalate in price on a daily basis.

Cattle feeders report a reduction in the number of animals moving into feedlots for finishing due to the cost of grain and the low to moderate demand for beef products, trends which tend to keep prices down.

Clubs may wish to utilize the price advantages of beef to set up special promotions that may attract added covers.

## FDA offers questions on your food storage

The Food and Drug Administration has prepared a *Food Service Inspection Report* which lists several questions that can help you make sure your foodservice operation is up to standards.

For example, packaged food can not be in wet storage. Are your portion-packaged creamers/whiteners stored in crushed ice? Unwrapped food that is potentially hazardous must not be reserved. Are lazy susan condiments not discarded after original table service? Are leftover "homemade" bread loaves from table service sliced and prepared for later use as "garlic toast?"

The government offers a number of important checklists and standard sheets to keep up on sanitation requirements.

## Pesticides made easy for superintendent

If you are preparing for federal or state tests leading to certification or licensing as a pesticide applicator, a new publication may be just the thing you need to get ready.

Entitled *Pesticides: An Auto-Tutorial Approach*, the book was written by George W. Ware, professor and head of the entomology department at the University of Arizona.

Fundamentals of pesticide chemistry are thoroughly covered, along with how various pesticides work and how they can be handled safely. Ware also studies the applicator's appreciation for the "super chemicals" of the 20th century. The book is available from the W. H. Freeman Co., 660 Market St., San Francisco, CA 94104.

## Check on Congress by phone service

Worried about what is happening in Washington? Well, you can keep track of legislation affecting the golf business by using a new telephone service in the nation's capital.

By dialing (202) 872-1313 on a station-to-station rate, you can get up-to-date information on what happened today on Capitol Hill.

The Chamber of Commerce of the United States reports on the Congress Monday through Friday, then organizes and analyzes the information. Most timely reports are condensed into a three-minute recording by 9:30 a.m. (EST).

# Personal

## Campaign gifts? Check election laws

If you're thinking about giving money to any of the Presidential candidates this fall, better check into the new laws governing campaign contributions.

Limitations have been placed on individual gifts. You may give a maximum of \$1,000 per candidate in one year. If you are married, you can use your spouse's allowance and push the maximum to \$2,000. Your total donations to all candidates in a year may not exceed \$25,000.

On the tax side, when making out your next return, remember to itemize your deductions and you may deduct up to \$100—or \$200 on a joint return—for campaign gifts for that year. Gift taxes no longer apply to such contributions.

## You may get a raise —but a small one

Inflation seems to be easing as the year rolls toward its conclusion, so large raises seem unrealistic with the new year.

Management personnel are not likely to get the high cost-of-living boosts of the last two years, as prices stabilize. In 1974, the average raise was near 10 percent, while in 1975 it dropped to 9.5 percent; this year's average increase was 8.1 percent.

Courses and clubs may throw out the principle of performance in determining who will get raises, depending on how hard it is to fill your position. In the last few years, management's chief criterion in giving raises seemed to be based more on keeping up with inflation, than on an employee's track record.

## Free info available on home protection

The most important possession you have is, in most cases, your home. One insurance firm offers a free brochure to give you added information on how to protect it.

Liberty Mutual Insurance has published its *Inventory of Personal Property* which is a workbook listing description, price, and purchase date of your furnishings, clothing, tools, and appliances — room by room.

This booklet is a great aid in determining how much insurance you need and reimbursement for settlement purposes. For further information write Liberty Mutual Insurance, 175 Berkeley St., Boston, MA 02117.

## Get into government files about you

New legislation can now allow you to have access to files the government has on you. Agencies like the FBI and IRS must now relinquish such information on request.

Being as specific as possible when requesting information is the key. Government agencies have hundreds of divisions, so it is important to know what you are looking for before you go after it. When writing to Washington for file information on yourself, be sure to include all your individual identification facts — including Social Security number and a copy of your birth certificate.

Agencies may charge you for searching their records for information and for copying costs. It may save time to give the go ahead on such charges at the beginning of your inquiry.

## If you have a CB, get theft insurance

Joining the CB craze can cost you more than you bargain for. Early operators of the radios found theft exceedingly high in the initial months of the new fad.

Figures show the units are being taken from owners at the rate of 2 million a year. Most auto insurance companies are excluding them from the comprehensive portion of policies. Some companies do offer separate CB policies now.

Don't be a target for would-be thieves, though. A CB antenna is like a flashing red light, so either get an antenna that looks like an ordinary car radio antenna or hide it when you are parked. When buying, get a slide-in set with a mounting bracket. It's worth the investment.

## Your career always moving — literally?

With the job opportunities the golf business offers, it's not unusual for a club professional, superintendent, or club manager to make several stops before his career has ended.

Planning is the key to the smart move. When you know the new job has come in, ask friends or business associates about reliable moving firms in your area. Always make sure the mover is licensed — this is for your protection in the long run.

Be sure to shop around when looking for a mover. Get written estimates from several companies. When paying, ask if the mover will accept a personal check. Certified checks paying the mover's original estimate fee plus an additional 10 percent are the best way to insure a safe transaction.

# News

## ASSOCIATIONS

### Palmer keynotes GCSAA celebration

NEWS, 7  
COMING EVENTS, 9  
PEOPLE, 33

All of the original members of the Golf Course Superintendents Association of America have passed away, but if any of them were still alive, they would have been impressed with the 50th birthday party the superintendents gave themselves last month in Toledo, Ohio.

Everything worked well for the association, including the weather at Sylvania Country Club. Visitors to the anniversary site had to be impressed with the collection of antique maintenance equipment and an assortment of golf course memorabilia that brought home the great strides the turf maintenance business has made since the 1920's.

It was truly an enjoyable day and night, but guest speaker Arnold Palmer broke the night's euphoria when he told the assembled superintendents and guests that

their industry could be heading for trouble and they had to realize it.

"Are you going to let tennis take us over?" Palmer asked. Admitting with pride that he was the son of a golf course superintendent, the playing great emphasized the hard work the industry has ahead of it.

Although Palmer admitted his speaking style was pretty much ad lib, his audience accepted the thought and responded. Palmer pointed to the fact that golf might be losing its hold on the American public. He gave the example of Ray Floyd's win in the World Open in North Carolina and how it had not even been televised — but a tennis tournament was.

"Start thinking about greenbelt legislation, real estate taxes, and better wages," Palmer told his listeners. "These things all affect our business." The man from Latrobe (Pa.) Country Club used

his influence on his younger brother, Jerry, who left another job to take over at Latrobe as course superintendent, as their late father was. Jerry also has gone back to turfgrass school at Pennsylvania State University, and is now a year away from getting his degree.

Even though the spotlight was directed at the celebrity speaker, 11 men who had literally made turfgrass their lives stole the show as recipients of the GCSAA's Outstanding Service awards.

As each attempted to cope with the pressure of accepting such a coveted piece of hardware, there were some longer-than-usual speeches of acceptance and some very short ones. All in all, for these superintendents, it was as one of them said, "A moment I will remember always."

The list was distinguished and read like a Who's Who of the

*At the GCSAA celebration (clockwise from top right) President Richard Malpass presided over the dedication of a commemorative plaque set in stone (lower right in photo); antique course maintenance equipment on display included Ford Model T and Model A tractors; old-timers and young superintendents alike enjoyed the old mowers, aerators, and other machines; the anniversary cake was beautifully frosted before the cutting.*



turfgrass world: Robert M. Alexander, retired from Diamond Oaks Country Club, Fort Worth, Tex.; Carl E. Anderson, retired from Woodhill Country Club, Wayzata, Minn.; Angelo Cammarota, Allview & Hobbits Glen Golf Clubs, Columbia, Md.; M. L. DeMartelaere, Elmcrest Golf & Country Club, Cedar Rapids, Iowa; Joseph C. Hadwick, Lincoln (Neb.) Country Club; Glenn B. Hudson, Walnut Hill Country Club, Columbus, Ohio; Eberhard R. Steininger, Pine Valley Golf Club, Clementon, N.J.; Ross E. Taylor, Black Mountain (N.C.) Golf Course; Melvin J. Warnecke, Dalton (Ga.) Country Club; Clarence H. Wolfrom, Sr., Maple Lane Golf Club, Sterling Heights, Mich.; and Jay D. Woodward, Desert Forest Golf Course, Carefree, Ariz.

Probably the busiest man at the gathering of the GCSAA clan was current national President Richard Malpass. The Oregon superintendent performed the master of ceremonies role well, from helping in the unveiling of a commemorative plaque, set in rock at Sylvania to mark the spot of the association's birth, to cutting a heavily frosted anniversary cake.

President Gerald Ford heralded the GCSAA effort in a letter from the White House, and dignitaries from the rest of the golf business gathered to honor the GCSAA. The Club Managers Association of America sent Executive Director Horace Duncan and President Harry Gray. The National Club Association was represented by Executive Director Jerry Hurley.

The National Golf Foundation's executive director, Don Rossi, was also present, along with its president, Paul MacDonald.

The banquet was a well-run show. The past officers and presidents were led into the hall by a bagpiper, who if nothing else added a sort of loud, historic presence to the proceedings.

A 36-hole golf tournament, held the next two days at Sylvania and nearby Glengary Country Club, was won by William Knox, superintendent at Scioto Country Club in Columbus, Ohio. Superintendent/golf professional flight winner Joseph Felus, Whitemarsh Valley Country Club, Conshohocken, Pa., was presented the GOLF BUSINESS trophy by the magazine's publisher, Hugh Chronister.

#### CLUBS & COURSES

### West L.A. gets new private course

MountainGate Country Club, the first private 18-hole golf course built in the West Los Angeles area in a quarter century, opened earlier this year. Almost half of the limited number of memberships were taken at that time.

The championship par-71 course sits in the Brentwood hills between Westwood and the San Fernando Valley. Designed by Ted Robinson, it was seeded in August

1973 and allowed to mature some 27 months before its first informal opening.

"MountainGate is a club for the true golf enthusiast," said Club Manager Don Howell. Although the club has a cocktail lounge, snack bar, and dining area as well as a pro shop, the emphasis is on golf rather than social events. One comforting feature for those playing at MountainGate is that the temperature is often as much as 10 degrees cooler on the course than in the valley and other parts of the L.A. basin — thanks to the prevailing breeze from the ocean.

MountainGate is a development of Barclay Hollander Corp. and is operated by California Golf.

### Tough public course opens in So. Cal.

"This is not a typical public course. This is a championship course."

The man talking was superintendent John Miller. He was describing his course, the Mint Valley Municipal Golf Course, which opened in Southern California August 15. Designed by golf course architect Ron Fream, also of California, Mint Valley has four ponds and makes liberal use of traps. The par-71 course plays 5,600 yards from the championship tees, 6,100 from the regular men's markers, and 5,300 from the women's.

Scheduled to open later at Mint Valley is a par 27 pitch-and-putt course.

Golf Course.

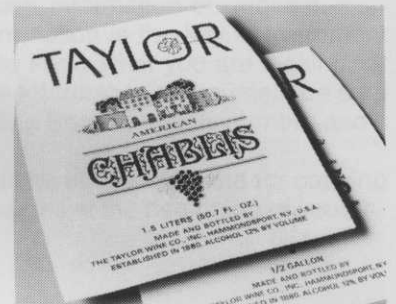
Golden Hills offers four-season climate with occasional snow in winter and balmy, cool summers. Attractions for golfers — besides the clean mountain air — are swimming, tennis, hiking, fishing, elegant dining facilities, and a lounge with live entertainment on weekends. The club invites tournaments and group outings.

#### BEVERAGE SERVICE

### Taylor switches to metric magnums

The Taylor Wine Co. has become one of the first to convert an existing wine package from the American standard to the international metric system of measurement, by switching from half-gallon bottles to metric magnums (1.5 liters) for its dinner and dessert wines.

"The change called for far more than a simple switch of containers," said Lloyd G. Magee, Taylor vice president and director of marketing, in commenting on the amount of paperwork involved in



getting the new size approved by state agencies having jurisdiction over wine sales. The company began work on the change late in 1974 and began shipping about a year ago. The conversion is now 95 percent complete, so Taylor is considerably ahead of the January 1, 1979 deadline for the wine industry's conversion to metric as promulgated by the government.

The company plans a gradual conversion of its other wine sizes over the next two years. The present quart will become a liter, the fifth will become the 750-milliliter size, the "tenth" will have 375 milliliters, the "split" will be 187 milliliters, and the "miniature" size will contain 100 milliliters.

MountainGate: first new club of its type in its area in 25 years.



### Golden Hills Club goes public

California Golf Inc. has purchased Golden Hills Country Club, an 18-hole course located in the Tehachapi Mountains of California, and opened it to the general public. California Golf is a business management firm operating many recreational facilities throughout the state — including Yorba Linda Country Club, Camarillo Springs Golf Course, Lake Arrowhead Country Club, MountainGate Country Club, Westchester Golf Course, Santa Fe Springs Golf Course, and Berkeley's Tilden

# Coming events

## OCTOBER

**27-28**—Wisconsin Golf Turf Symposium, Pfister Hotel, Milwaukee.

**28**—NRA educational seminar, controlling food cost, Paducah, Ky.

**31-Nov. 3**—PGA education seminar, club repair and custom fitting (I Basic), Hartford.

## NOVEMBER

**1**—Tennessee GCSA monthly meeting, Tullahoma.

**2**—Tri-State GCSA monthly meeting, Western Hills CC, Mt. Vernon, Ind.

**3-5**—Club Management Institute, leisure activities management, Florida International University.

**3-6**—PGA educational seminar, club repair and custom fitting (II Advanced), Hartford.

**4**—NRA educational seminar, controlling food cost, Cleveland.

**5-10**—PGA Business School I, Orlando, Fla.

**8-9**—60th International Hotel/Motel Educational Exposition, New York City.

**8-10**—NGF seminar for public course operators, Chicago.

**9-12**—PGA educational workshop, teaching and playing, Philadelphia.

**9**—Southern California GCSA monthly meeting, Los Robles Greens CC, Thousand Oaks, Calif.

**9**—Indiana GCSA monthly meeting, Delaware CC, Muncie.

**11-16**—PGA Business School II, Lehigh Acres, Fla.

**11**—National Association of Public Golf Courses annual meeting, Chicago.

**11**—Iowa GCSA monthly meeting, Indianola (Ia.) CC.

**11**—NRA educational seminar, energy management workshop, Chicago.

**12**—Mid-Atlantic GCSA monthly meeting, Westwood CC, Vienna, Va.

**14-17**—PGA educational workshop, golf shop design, display and merchandising, Phoenix.

**15-17**—NGF western seminar for public course operators, Los Angeles.

**15**—NRA educational seminar, controlling food cost, Minneapolis.

**16-18**—New York State Turfgrass Association conference, Turf Inn, Albany.

**16**—Greater Cincinnati GCSA monthly meeting, Belwood CC.

**16**—NRA educational seminar, basic supervision, Miami.

**18**—NRA educational seminar, controlling food cost, New Orleans.

**18**—Metropolitan GCSA annual meeting, (site not decided).

**18**—NRA educational seminar, controlling food costs, Gateway Hotel, Metairie, La.

**19-23**—PGA annual business meeting, Breakers Hotel, Palm Beach, Fla.

**22-23**—Seventh Georgia GCSA/U. of Ga. turfgrass short course, U. of Ga., Athens.

**28-Dec. 1**—PGA educational seminar, club repair and custom fitting (I Basic)

**28**—PGA Business School II, Phoenix.

**29**—NRA educational seminar, controlling food cost, Princeton, N.J.


**29-Dec. 1**—PGA educational seminar, operation of daily fee, public and municipal courses for the golf professional.

## DECEMBER

**1-4**—PGA educational workshop, club repair and custom fitting (II Advanced), San Francisco.

**4**—Indiana GCSA monthly meeting, C.C. of Indianapolis.

**6**—NRA educational seminar, controlling food cost, Miami.



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**pga for pride and profit**

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COMPANIES

**Change of place, name for Crookshank**

In a year when as many as eight golf equipment companies have gone out of business, changes continue to happen in the marketplace.

The Anglo Burton Co., maker of Crookshaft woods and irons, has merged with Golfcast Corp., manufacturers of Centre Poise equipment and Wallaby Walloper sand irons. Paul C. Miller, president of Golfcast, recently made the announcement.

Golfcast, an affiliate of Johnson Rubber Co., has set up offices in Naples, Fla., where general manager J. J. Mudd will direct all manufacturing and sales efforts.

Crookshank equipment was the invention of famous British engineer J. H. Onions. Golfcast has

been manufacturing its Centre Poise line for custom club makers and pros desiring clubs to sell under their own label.

Additional information about the Golfcast lines can be obtained by writing J. J. Mudd, Golfcast, Bonaples Plaza, Old Route 41, Naples, FL 33940.

**Distributors group for golf cars formed**

Distributors of Melex golf cars in the United States recently formed a Melex Distributors Association to convey to the importer, Melex USA, Inc., their recommendations for improved sales promotion and suggestions to improve the product. Robert Wolverton of Rivlex Industries, Inc., Melex distributor in 11 western states, was named vice chairman. He said the need for the

organization had been self evident. "As growth evelves with any marketing system, it becomes essential that the lines of communication are strengthened between consumer, distributor, and the manufacturer or importer."

John Ferenchak of FernClo Golf Car Sales in Pennsylvania is chairman of the association and Tom Goorhouse of Boylan Leasing, Inc., in Michigan is secretary/treasurer. Other distributor members are Ross Products (Florida) and Eddietron, Inc. (North Carolina).

EDUCATION

**Manufacturer gives turfgrass scholarships**

TUCO, division of The Upjohn Co., has awarded scholarships to 10

students at six universities. The cash awards of \$500 or \$250 were established "to assist turfgrass students in meeting their educational needs."

Receiving awards for 1976 were Michael O'Connor and Richard Slattery, seniors in turf management at the University of Massachusetts; Ragsland Cornett, junior, and Mark Liddy, senior, in turf management at Purdue University; Robin W. Smith, eighth-term student in agronomy at Pennsylvania State University; Wayne Ertel, two-year student, and William Kotenko, senior, in turf management at Michigan State; Myron Showalter, senior in turf management at Virginia Polytechnic Institute and State University; and Mark Hodnick and Donald Johnson, seniors in turf management at California State Polytechnic University.

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**Grass seed growers help students**

The Penncross Bentgrass Association, a group of grass seed growers in Oregon, has set up a scholarship program to help train foreign students in golf course maintenance. The initial offer was presented to Richard Helms, U.S. ambassador to Iran, by Jay Glatt, director of the Agriculture Development Department, during a recent trade mission in the Far East.

The association has offered \$2,000 scholarships to help deserving foreign students through a one-year training program at Pennsylvania State University under the direction of Dr. Joseph M. Duich. The group also sponsors scholarships at the same university for American turf students.

Bill Rose, chairman of the association, said, "The grass seed promotion in countries where it can be grown is a form of diplomacy, since green grass areas have a peaceful effect on people. Many of the Far East countries are now financially able to provide parks and golf courses for their people, and it could provide a good market for grass seeds."

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