



The National Club Association's Steve Alberg talks taxes to course owner-operators during the National Golf Foundation's eastern daily fee seminar in St. Charles, Ill. Alberg summarized the effort his organization had been making in the private sector to fight higher taxes.

see that in your lessons."

Most importantly, though, Essig stressed the effort the teacher must make to listen to his golfers. "They want to tell you about their game," he said.

Bertoni, a former superintendent and now employee of a turf chemical firm, spoke on how cheap maintenance can cost too much in the long run. "Well-conditioned courses make money. Preventive programs are important," Bertoni said. He alluded to the philosophy that golfers will not play a poorly maintained facility if they can go to one in good shape.

From the architectural side, Packard and Kidwell attempted to illustrate their belief golfers will pay to play more challenging, exciting layouts. A master plan of redesign can easily be adapted for any facility, according to Packard. Such a plan would take into account needed improvements on a priority listing, plus a significant focus on costs.

Wiren, who self-admittedly was the most commercial of all the speakers, made the biggest pitch to the owners. Backed up by a film presentation, Wiren made a strong sale for the PGA club professional at the public facility. His point was well taken, since his own association's figures show that of all the daily fee courses that could hire PGA pros, only a little more than 26

percent do. Daily fee facilities number the largest percentage of all golf operations in the nation.

There were even some success stories for the owners to look at as something to shoot for. John Coghill, Silver Lake Country Club, Orland Park, Ill.; Bob Billings, Alvamar Hills Golf Club, Lawrence, Kan.; and John Urban, Urban Hills Country Club, suburban Chicago, told of the prosperity enjoyed by each of their operations.

Hard data about the golf equipment industry was supplied by Phil Odeen, vice president of marketing for Wilson Sporting Goods. Odeen gave the owner-operators a bearing on where the equipment business is going in regards to their pro shops.

Litigation brought on by pro-shop competing sporting goods dealers had cut into much of the time of the manufacturers, but Odeen commented that a recent decision in a Chicago federal district court for the "pro-only" policy would have significant impact on pending suits in Buffalo and Kansas City and any other anti-trust cases against the manufacturers that may come along.

Property and real estate taxes remain the biggest headache for the course owner to handle and Steve Alberg from the National Club Association was on hand to tell how those same taxes were affecting the private club sector. Most startling aspect of the tax crunch was Alberg's figure that nearly 22 percent of the nation's clubs/courses are on the verge of liquidation due to the tax burden.

Many times, courses have not convinced local and state taxing authorities that they are an asset to their communities. This is especially true in the impact a golf course has in raising the value of homes in an adjacent area.

When all the seminars were concluded, the NAPGC sat down and went to work on its second national meeting in history. Many of the organizers of the group admitted not much had been accomplished the first year and the biggest problem many of them had was finding out what was going on in their own organization.

NAPGC President William Saunders, National Golf Courses, Inc., Honolulu, never really outlined what the organization was attempting to do, as much as emphasizing that the group's success hinged on getting more members. There are

less than 100 course operators involved now.

For continuity, the membership decided to keep the original set of officers and directors for another term. They are: Saunders, president; Bill Lyons, Lyons Den GC, Canal Fulton, Ohio, vice president; Roy Moore, Golf Management & Planning, Inc., Seattle, secretary-treasurer; Darl Scott, Gull Lake View GC, Richland, Mich., director-at-large; Joe Jemsek, St. Andrews GC, West Chicago, Ill., director-at-large; H. Bailey Trull, Trull Brook GC, Tewksbury, Mass., northeast region director; Art Young, Holiday GC, Stuart, Fla., southeast region; Lanny Snode, Tannenhaut GC, Alliance, Ohio, midwest director; James Dorian, Hidden Lakes G&CC, Derby, Kan., Rocky Mountain region director; Wallace Staatz, Hi-Cedars GC, Orting, Wash., Pacific northwest region director; Pat Markovich, Franklin Canyon GC, Pacific southwest region director; Duffy Moore, Cedar Valley GC, Guthrie, Okla., southwest director; and Russell Wiley, Washington, Pa., director-at-large.

Strength in numbers will be the focal point for the organization in '77. Saunders, the officers and the directors have pledged to make a concerted effort to get more courses involved. Each director will be working in his own region with the regional director of the National Golf Foundation to solicit more members.

Meeting the problems of the day in fighting higher taxes, additional government regulation, while finding better ways to do business are serving as the basics for the NAPGC. Some critics of the group have remarked that the weakness of the organization is its lack of state-by-state owner associations and how a national could be built through them, much like the PGA, CMAA, and GCSAA.

Builder Siemens watches every detail

Nick Siemens is a man with a watchful eye. For more than 10 years and at more than 65 course sites, he has been a man who believes in carrying out specifications to the letter. There is little doubt he is one of the top course builders in the nation.

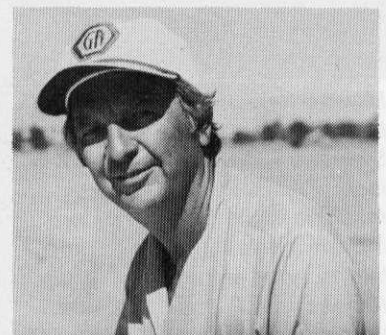
His colleagues were so convinced of his talent, they voted him

their association president this past year. Along with coordinating his busy schedule between job sites, Siemens has enjoyed his year as head of the Golf Course Builders of America.

This month Siemens ended a well-run term by handing his gavel over to the new chief executive of the GCBA, Eugene Brown of Greenville, N.C.



With more than 65 course construction projects under his belt in the last 10 years, Nick Siemens (above) is one of the most active builders in the industry. His term as president of the Golf Course Builders of America has been a fulfilling one, he says. Irrigation is the business of consultant Don Burns. Thought of as an expert in the field, Burns, a Nebraska native, is active on projects primarily on the west coast and Hawaii. He has worked with Nick Siemens on several courses.



"We consider ourselves a real friend of all in the business, especially the architects," Siemens told GOLF BUSINESS in an interview in Palm Springs, Calif. "Qualified builders are a necessity today. There are no shortcuts anymore and it is so important to know and be able to ask the right questions at the right time."

On this current job site, to be called Rancho Las Palmas, Siemens was building a 27-hole facility within a 360-acre tract for



Moving tons of earth is handled by the million dollar equipment Siemens rents out for his projects. This particular Caterpillar machine is one of the largest earth movers available. Massive pipe is laid to bring in the water to the Rancho Las Palmas course site. When finished, the 27-hole facility will be part of a resort hotel complex managed by the Marriott Corp. Siemens says irrigation is critical in the arid Palm Springs, Calif., area.

the Sunrise Corp. in conjunction with a resort hotel development of the Marriott Corp. "There are so many hidden benefits a course owner can get when hiring a qualified builder. An experienced man will only use quality and proper materials."

The influx of so many un-

qualified and what Siemens calls "non-golf people" into the building ranks over the last decade has seriously hurt the standing of those builders with experience. "A lot of these local contractors are not quality control conscious," the California native added.

One tip from Siemens to the owner or club thinking about additions or improvements. Be sure to get a builder who is bonded. There have been cases in the past in which a builder has gone bankrupt after the start of a job and an owner has had to pay bills twice: once to the builder before the financial problems, and then to the supplier, who may have not received payment from the builder.

Most notable in Siemens' operation is his attitude of getting the best people to supervise and coordinate his jobs. Marvin Orgill is the project manager on most of the sites, and his experience takes a lot of the day-to-day pressure off Siemens. Don Burns is an independent irrigation consultant Siemens has utilized several times on other projects, and Burns is probably one of the top two irrigation specialists in the nation.

Although the technology of irrigation would escape the layman, Burns' experience has pushed him into a pains-taking walk around many course sites. Burns treks around the site figuring out what he calls his "coefficient of uniformity." He makes sure each sprinkler head and its irrigation capabilities is directly related to every other head in the system.

Burns makes a detailed map of the system for the superintendent and course ownership, so they know where each head is located exactly. Many plans at many

courses today are not worth the paper they are printed on, but Burns' "As-Built" plan takes a lot of time and detail, and he stakes his reputation on it. Siemens does, too.

"Irrigation is such an exact science," Burns said, "the consultant must be sure the system is workable, especially in these dry climates. Today, poor workmanship and planning have the heads either too far apart or too close.

Watching over the specifications of the architect and spending hundreds of thousands of dollars on a project, Siemens is a demanding perfectionist and a man who questions owners and clubs that don't use professional builders. "There are always people around with a pickup and a wheelbarrow who try to pass themselves off as professional builders. Much to the dismay of the owner, when all is said and done, another second or third rate course is left on the market."

GB EDITORIAL BOARD

Superintendent honor goes to Dave Harmon

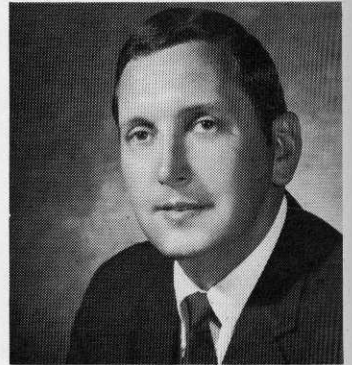
Adding to a number of awards he has already received, GOLF BUSINESS editorial advisory board member Dave Harmon was recently honored by the Old Dominion GCSA as its Superintendent of the Year.

In charge of recreational maintenance at Colonial Williamsburg in Virginia, Harmon's responsibilities include the upkeep of the Golden Horseshoe and Spotswood courses.

His award was given on the basis of work he had done on the local, regional, and national levels. He is currently president of the state turfgrass council, secretary-treasurer of the Old Dominion GCSA chapter, and a member of the GCSAA education committee.

Los Angeles manager new member of panel

Like anywhere else, people come and go in industry. The same is true for the golf business. When Tom Carroll left the ranks



James Brewer

recently, GOLF BUSINESS had to find a replacement for the club manager section of its editorial advisory board.

With 18 years in the business, James Brewer has served the industry well, especially since taking over in 1969 as general manager at the Los Angeles Country Club.

Among his accomplishments in the golf business, Brewer has served as the president of the Southern California CMAA, as a past director of the National Club Association, co-founder and current vice president of the California State Club Association, a past regional director of the CMAA, and current chef-training advisor at the Los Angeles Trade Technical School.

Brewer's addition to the board also gives the GOLF BUSINESS panel a better geographic distribution throughout the nation.

COMPANIES

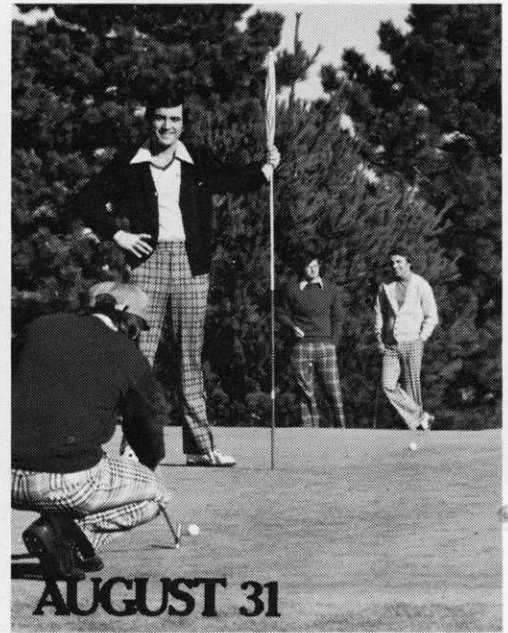
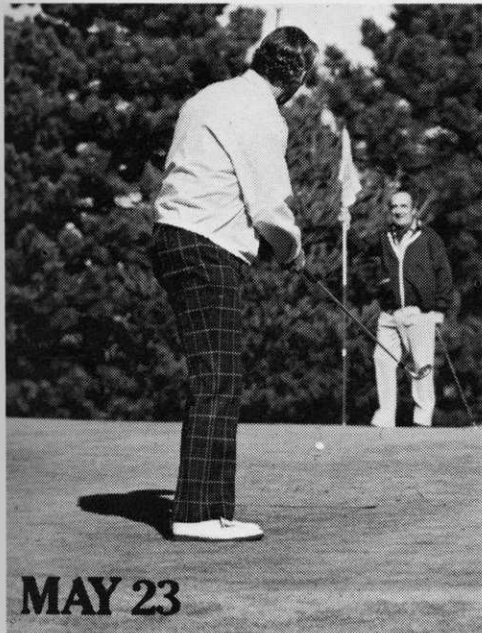
Po-San project plus for Mallinckrodt

Fighting *Poa annua* gets to be a full-time job for many superintendents, but a free, introductory program instituted by Mallinckrodt might give turfgrass managers some much-needed assistance.

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CLUBS & COURSES

CCA Florida course adds nine new holes

Nine additional holes will soon be part of the overall complex of the Walden Lake Country Club in Plant City, Fla. The facility is managed by the Club Corp. of America.

When completed the new nine will finish out the 18-hole course, measuring 6,785 yards with a par 72. Golfforce Inc. is doing the architectural work on the project, while the Wadsworth Construction Co. is the general contractor.

The plans will offer challenging, interesting holes that retain the integrity of Walden Lake's land use, according to development official Joseph Michal. Present design plans call for both grass and sand bunkers, four holes will have water hazards and a mixture of both wide and narrow fairways.

D. K. Kunkel is the facility's club manager and golf professional. Other services of the club include

tennis, the golf pro shop and a snack bar.

Seattle muny system plans major facelift

With more than 45 years of service to the Seattle area, West Seattle Golf Course will undergo a \$1 million major facelift this year, as the city initiates a major renovation program.

Architect Ron Fream, San Francisco, and irrigation consultant Carl Kuhn are collaborating on the project that will remodel and expand the present facility. Nine new holes will also be added to the existing grounds.

Kuhn, from Mercer Island, Wash., will be working on plans for a fully automated irrigation system.

Renovation will span a three year schedule. Plans are, though, to have at least 18 holes open for play during all phases of the project.

Upon completion, the three nines will measure approximately 3,000 yards each with a par 35. Seedbed improvements and improved fairway drainage will permit year round play with an anticipated increase in play of 67,000 to 100,000 rounds a year.

Fream participated in public meetings over an 18-month period to achieve golfer acceptance and approval of the masterplan.



Mrs. Eva Carr, of Northport, Long Island, N.Y., holds part of grand prize she won in Dunlop's recent "Max-imize Your Game" Sweepstakes — a set of 9 Maxfli Investment Cast Irons, 4 Woods, plus two dozen personalized Blue Max golf balls. Pro Ralph Camerlengo, left, looks equally pleased; as Mrs. Carr's club pro at the Tall Tree Golf Club in Rocky Point, N.Y., Camerlengo wins a duplicate Grand Prize. At right, Terry Murphy, Dunlop Territory Manager.

EDUCATION

Accrediting council okays PGA program

Getting the stamp of approval for its home study and seminar programs, the Professional Golfers' Association was grateful in getting recognition from the National Continuing Education Council recently.

Evaluating the quality of such instructional programs, the council made an on-site examination with the PGA, attempting to evaluate the educational courses.

Homer Kempfer, executive director of the NCEC, said, "Based on the report of our visiting team,

our commission can vouch for the quality of the PGA program." Kempfer went on to comment that the council had studied the PGA courses and had found the instruction was found to have a good reputation around the nation.

PGA President Don Padgett was happy with the high grade given his education division. "The executive committee and staff have worked to put new materials and programs into our educational efforts."

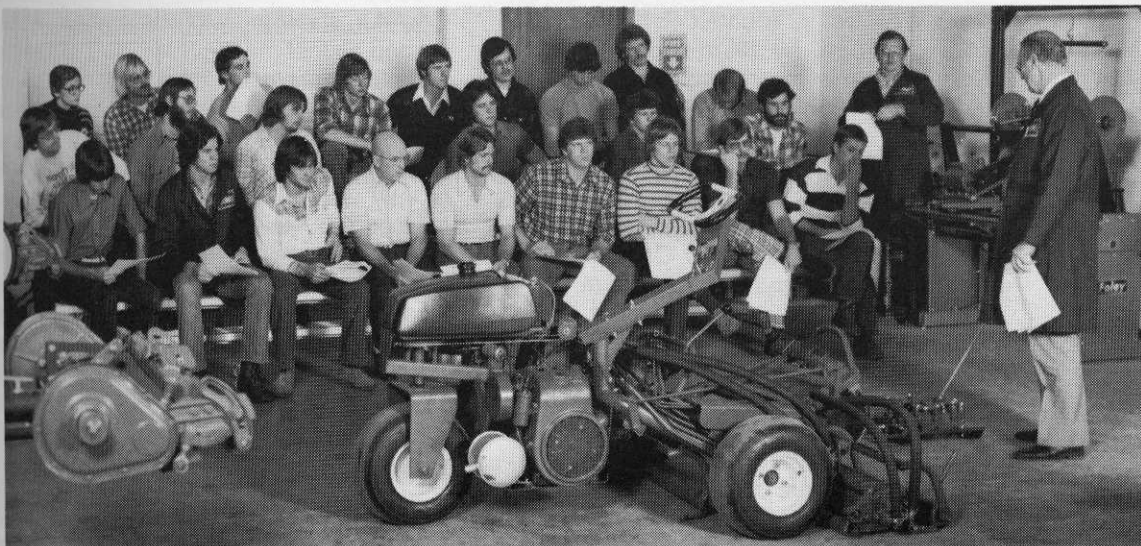
EMPLOYEES

Proposals on tap on hiring aliens

In an attempt to clean up some of the problems caused by illegal aliens working in this country, the Labor Department has some new ideas on the drawing board that could affect your course or club.

With the unemployment strain on the country, the Labor Department is trying to make sure all aliens working in the United States are here legally. The law currently provides for aliens to be allowed in, if the American workforce does not have enough skilled workers to fill the positions.

Legislation has been passed in the House of Representatives to make an employer responsible for hiring illegal aliens, but the bill has never been able to pass the Senate. States already with such legislation include California, Kansas, New Hampshire, Massachusetts, and Connecticut.



Michigan State University students received classroom instruction in the maintenance of turf equipment from Toro's manager of technical training for the turf service center, Dale Atkinson (extreme right). Twenty-one men and one woman participated in the 4-day seminar sponsored by The Toro Co.

People on the move

Adding to his business experience, **William P. Sovey**, youngest president ever of the AMF Ben Hogan Co., has graduated from an advanced management course at the Harvard Business School. Sovey was one of a class of 160 involved in the program, which ran more than 3 months. The 38-year-old has been with the Hogan Co. since 1971.



Sovey

Robert L. Austin has been elected senior vice president and chief operating officer at the Acushnet Company. Austin had been vice president and director of the Sunshine Biscuit, Inc. He had been with Sunshine for 3 years, after a 20-year career with the Andrew Jergens Co. Austin, 48, is a graduate of Ohio State.



Austin

In a basic restructuring move, Jacobsen has reorganized its various business groups to include a separate division for turf products. In an announcement by Executive Vice President **Frank Depew**, **Howard L. McPherson** has been named to head that operation. **McPherson** had formerly served as vice president, operations.



McPherson

Tom Moore has been promoted to head pro at Atlas Valley CC, Grand Blanc, Mich. . . . **Curtis Cato** is in charge of club management at Heather Ridge CC, Denver . . . **Frank Mackal** has been named head golf professional at Lakewood CC in suburban New Orleans . . . **Gary Jorgensen** is club manager at Island Hills GC, Sayville, N.Y. He succeeds **Philip Kaklugin**, who has taken a post as manager at Hampshire CC, Mamaroneck, N.Y. . . . **Frank Gumpert** is club pro at Audubon CC, New Orleans, while **Keith Evans** is now pro at the CC of Terre Haute (Ind.) . . . **Tony Thayer** is now general manager at CC of Sarasota (Fla.) . . . Mt. Hawley CC, Peoria, Ill., has **Gary Leader** as its latest head pro . . . **Richard Henry** is the club manager at Roanoke (Va.) CC . . . **Charles Walkee** can be found tending the pro shop at Falls Road GC in the Middle Atlantic PGA section . . . **M. M. "Chuck" Witherspoon** has been appointed general manager at Savannah (Ga.) CC . . . **Hank Stukart** has the club pro post at Rock Island (Ill.) CC . . . manager at Canton (Ill.) CC is **Virgil Lee** . . . Soangetaha CC, Galesburg, Ill., has hired **Dave Kerr** as its new head golf professional. . . . **Jack Sauers** is new club pro at the Country Club of Birmingham (Ala.) . . . **Milt Jeinnings** has taken over as superintendent at Rydall CC, Huntingdon Valley, Pa. . . . **Clifford Stodghill** is the manager at Oakwood CC, Enid, Okla. . . . Brook Wood GC, Quinton, Va., has recently hired **Marshall Staton** as its new head professional . . . **Jim Bullwinkle** can now be found in the superintendent's position at Heidelberg CC, Bernville, Pa. . . . **Jack Northrup** has been promoted to service training manager for Cushman-Ryan in Lincoln, Neb. More than 8,000 dealers have graduated from service courses taught by **Northrup** . . . **Marty Nadenichek** is the new course superintendent at Lehigh CC, Allentown, Pa. . . . **W. Boyd Mattinson** can be found in the club manager post at Cottonwood CC, Salt Lake City . . . Broadwater Beach CC, Biloxi, Miss., is the new home of PGA pro **Dewey Stewart** . . . **Mac Crouch** handles the superintendent's chores at Gaston (N.C.) CC . . . **Whitey Adams** is the new head pro at Rock Hill (S.C.) CC . . . **Jerry Knickerbocker** takes over the Texas, Oklahoma, Arkansas and Louisiana territories for Northwestern Golf . . . **Mike Brooks**, formerly at Karsten Manufacturing, has left there for a spot at Champions Corp., a San Diego manufacturer of woods . . . **Mike Miles** is the pro at Trenton (N.J.) CC . . . **Walter Philbrick** has the club management duties at Woodmont CC, Nashville, Tenn. . . . **Larry Murphy** has been named new club pro at In-

verary CC, near Ft. Lauderdale, Fla. . . . **Stan Boraski** is the new superintendent at Forest Pawtucket CC, Charlotte, N.C. . . . Confidence Golf Co., Gardena, Calif., has named **Ron Rhea** its manager of all international marketing activities . . . general manager at Broadview CC, Carthage, Mo., is **James Hurst** . . . Kings Grant CC, Summerville, N.C., has hired **John Warko** as its new course superintendent . . . **Andre J. Scharroo** has accepted the club manager job at Cascade Hills CC, Grand Rapids, Mich. . . . **B. E. "Butch" Fick** has been named to the post of international sales manager for Victor Golf, Morton Grove, Ill. . . . **Dotta Watson** is in charge of the golf program at Wichita Falls (Tex.) CC, as its new pro . . . **John C. Gallagher** has taken over as general manager at Palm Beach (Fla.) National G&CC . . . **Linwood Harmon** can now be found in charge of course maintenance at Knollwood Fairways GC, Southern Pines, N.C. . . . **Jeff Barr** is the golf pro at Peaceful Valley CC, Colorado Springs . . . **Phil Freese** has taken over the club management duties at Tam O'Shanter CC, Brookville, N.Y. . . . **Mike Cavey** is the new club pro at Fremont (Ohio) CC . . . **John Robinson** can now be found as the club manager at Portage CC, Akron, **Denny Warner** is the new superintendent there . . . **Charlie Wood** has been hired as the new club professional at Cleveland's Mayfield CC . . . Quidnessett CC, East Greenwich, R.I., has announced the appointment of **Robert MacDermid** as its new club manager . . . **Tim Leslie** has taken over as head professional at Tulsa (Okla.) CC, moving up from an assistant's post . . . **Joseph Finnegan** has been elected the president of the Central Pennsylvania CMAA . . . **Jim Wickham** has been named district manager for the Texas and Oklahoma areas for Moody Sprinkler . . . former PGA champion **Herman Barron** has been named executive golf host at Bonaventure, a resort-oriented community west of Ft. Lauderdale, Fla. . . . Nassau CC, Glen Cove, N.Y., has named **Arthur V. Schmitt** as its new club manager . . . **Dave Stuard** is the new pro at Beau Chene Golf & Racquet Club, Mandeville, La. . . . **Richard Saltmarsh** can now be found in charge of the clubhouse operation at Piqua (Ohio) CC . . . **Dale Wilson** has the club pro job at Colonial CC, Jackson Miss. . . . **Wayne Vanderpool** is the club manager at CC of York (Pa.) . . . **Leon Langley** is the new owner of Pecan Meadows CC, Clarksdale, La. . . . **Robert Adams** is club professional at Reservation CC, Mattapoisett, Mass.

Coming events

FEBRUARY

6-9—PGA educational workshop, teaching and playing, San Diego.

6-11—PGA Business School I, St. Louis.

6-12—48th GCSAA International Turfgrass Conference & Show, Memorial Coliseum Complex, Portland.

7-9—NRA educational seminar, bar management, Chicago.

7-11—CMAA annual conference, Conrad Hilton, Chicago.

14—NRA educational seminar, controlling food cost, Pittsburgh.

14—NRA educational seminar, evaluating employee performance, DuPont Plaza Hotel, Miami.

16—NRA educational seminar, controlling food cost, Ramada Inn West, Jacksonville, Fla.

20-24—PGA educational seminar, general club and course management, Atlanta.

20-25—American Society of Golf Course Architects 31st annual meeting, Hilton Head, S.C.

22—NRA educational seminar, controlling food cost, Albuquerque, N.M.

NRA education seminar, basic supervision II, Airport Marina Hotel, Seattle.

23—NRA educational seminar, improve people relations, Cleveland.

27-Mar. 2—PGA educational workshop, rules and tournament management, Biloxi, Miss.

27-Mar. 4—PGA Business School II, Myrtle Beach, S.C.

28-Mar. 2—Midwest Regional Turfgrass Conference, Purdue University, West Lafayette, Ind.

28—NRA educational seminar, controlling food costs, Doubletree Inn, Tucson.

MARCH

1-3—University of Massachusetts turf conference, Springfield.

2—NRA educational seminar, evaluating employee performance, Copley Plaza Hotel, Boston.

3—NRA educational seminar, basic supervision, Allentown, Pa.

6-9—PGA educational workshop, club repair and custom fitting (Basic I), Indianapolis.

PGA educational workshop, rules and tournament management, Baltimore.

7—NRA educational seminar, controlling food cost, Red Carpet Inn, Milwaukee.

9-12—PGA educational workshop, club repair and custom fitting (Basic II), Indianapolis.

10—NRA educational seminar, basic supervision, Ala Mouna Hotel, Honolulu.

NRA educational seminar, purchasing, Cleveland.

13-16—43rd Iowa Turfgrass Conference, Waterloo Ramada Inn.

13-17—PGA educational seminar, general club and course management, Dallas.

13-18—PGA Business School II, Cranford, N.J.

14-16—Canadian GCSA 28th Canadian Turfgrass Show, Calgary Inn.

NRA educational seminar, bar manage-

ment, Holiday Inn at Fisherman's Wharf, San Francisco.

14—NRA educational seminar, improve people relations, Clarksburg, W.V.

15—NRA educational seminar, basic supervision, Stouffers National Center Hotel, Kansas City.



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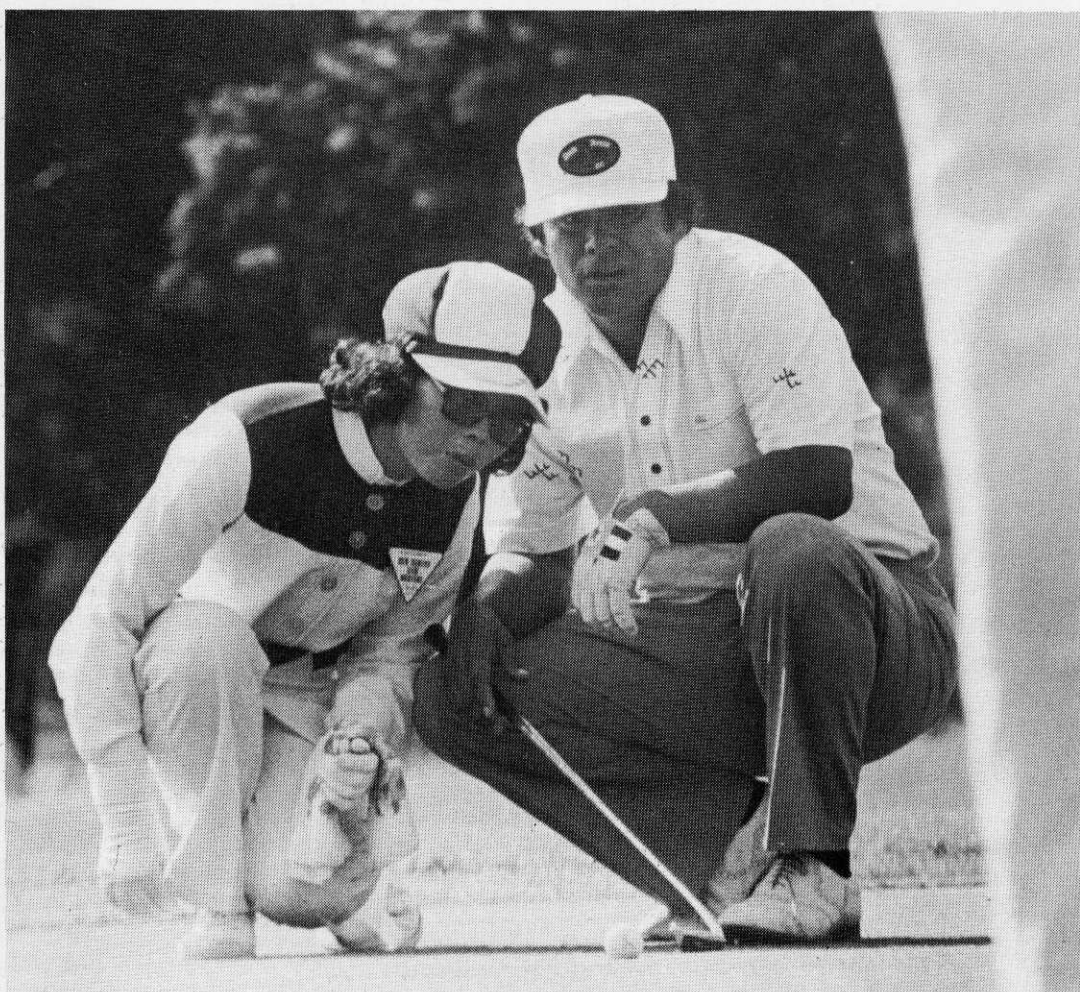
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Golf business in Japan: taking lessons from U.S.?

by Mac Hunter



UPI photo

Lee Trevino gets some help reading a green at the 1976 Taiheiyo Club Masters Golf Tournament. Yes, his caddie is a female—98 percent of them in Japan are. U.S. golf pros are heroes there.

Golf is doing a brisk business in Japan — at least until it comes down to the business of playing it.

Indeed, one jet-age connotation applicable to The Land of The Rising Sun is that for an enthusiast to play some of Japan's 1,000 courses, he's going to have to greet the sun as it peeks over Mt. Fuji. Japanese golfers are, to put it succinctly, backed up to the tea house. It may be the only place in the world where a man would need to call to get a starting time on the practice tee.

Mac Hunter, well-known former golf professional, now manufactures and sells his own line of golf equipment. He recently returned from a trip to Japan and brought back the observations printed here.

But the Japanese aren't complaining. They happily and homogenously accept conditions as they exist because since the beginning of the "Gorufu" boom they haven't known conditions any different. So what if many of Japan's 16 million golfers rarely swing a club at any place other than her 5,000 driving ranges? So what if many of those driving ranges are three-decked enclosed edifices where a man simply hits a ball into a net at fairly close range? That's okay, too.

They are keen students of the game. They will drive for miles just to see an American give an exhibition, which, apart from osmosis and voracious reading, is one of the few methods available to them for learning the techniques of the swing.

What about the pro?

The pro doesn't instruct much. Perhaps he could, but he doesn't. He is not the driving force of the business that his Yankee counterpart has always been. In Japan, he is an employee of the club — basically a goodwill ambassador under contract to one of the huge conglomerates which own many of the courses built during the boom.

The conglomerates — such as Kokudo Keikaku, the largest of them, which is based on railroads and the Prince chain of luxury hotels — own not only the clubs and the club pros' contracts, but the shops that sell the equipment in the city as well. Lock stock and barrel.

The square footage of the shops is small and cluttered from floor to ceiling. Like everything else in Tokyo, the shops are wedged into cramped areas where no space seems to exist.

How did it begin?

Golf came to trade-conscious Japan through the store window — as opposed to America and England, where the game is rooted in heredity. Mindful of the glut of merchandising that sprang up in this country during the affluent sixties, the perceptive and innovative Japanese businessman saw the potential for it in his country.

Oh, the game existed in Japan before. But only on a very limited rich man's scale. It had roughly the same

Western influence

The influence of American Technology can be detected in all aspects of golf in Japan. Robert Trent Jones and his son have contributed to course design. So have Jack Nicklaus and Arnold Palmer. In fact, most of the major American equipment manufacturers have a Japanese counterpart. "Made in USA" golf equipment is as much in demand now as watches, shoes, purses, etc., have long been to the style-oriented Japanese consumers.

There is also a growing awareness of the importance of display. Representatives of Japanese merchandisers have visited my company as well as others to assimilate new methods. While the golf shop in Japan is comparable to what it was in the U.S. 20 years ago, there is a growing awareness that junkiness is going out of style and that to insure that merchandise keeps moving something must be done to make it more attractive. There is an urgent move toward refinement through better counter displays and other merchandising techniques.

The lag is understandable. Golf grew so rapidly in Japan that no one needed to concern himself with making the product attractive. It was merely a matter of turning a fast yen by converting a shop that previously may have sold all manner and means of merchandise into a golf shop to keep pace with the demand. This is not to say that the shops are poorly operated; U.S. merchandising has pressured them into being competitive.

Advertising, in a country roughly the size of Montana, is a simple process. There are no large overhead costs to be absorbed. The golf magazines of Japan are printed on inexpensive paper and a merchandiser or manufacturer has only to buy space in a couple of them to reach a market that may produce a gross revenue of up to \$5 million.

The figurehead pro is no more the merchandiser than he is the teacher. He couldn't care less. If he has his hand out, it is merely to greet the clientele. Unless he is a playing pro, such as Jumbo Ozaki or Takashi Murakami, he enjoys no special status or social position. But the evolution of golf in Japan may change that, too.

It is a sport that seems to be rising just like the sun. □

“Golf balls are sold in huge bins that sit outside the numerous shops that specialize in golf equipment. It is not uncommon to find up to 20 such shops in an area of three or four blocks.”

And when you're talking about the merchandising of Japanese equipment, barrel, or perhaps bin, is the appropriate term. Golf balls are sold in that manner, in huge containers that sit outside the numerous shops that specialize in golf equipment. There is no need to worry about theft. The Japanese have the lowest crime rate in the world.

Perhaps the golf merchandise shops provide an even more explicit picture of just how resounding the golf boom hit Japan than the activity at the courses and driving ranges. It is not uncommon to find up to 20 such shops in one "unio" — an area encompassing three to four blocks. They open for business at 9:00 a.m. and close at 9:00 p.m. seven days a week. Sundays, as a rule, traffic is re-routed from certain parts of Tokyo, such as the Ginza, to permit unimpeded golf shopping.

Picture the mass of humanity following Ray Floyd down the 18th fairway in the last round of the Masters and you get a fair idea of a typical day in a golf merchandise area of Tokyo.

patronage in Japan as polo in the U.S. There were possibly 100 courses in Japan in 1957 when Torakichi (Pete) Nakamura scored what was then considered a major upset in the Canada Cup matches (now World Cup) by defeating Sam Snead, Gary Player, and Dave Thomas of Wales by seven strokes while finishing the tournament 14 under par.

Not long after Nakamura's victory, the Japanese began to realize that golf, with its mind-over-matter and will-power demands, was ideally suited to their Zen Buddhist philosophy. "... In playing golf a person must learn to control many emotions and make the best expression of himself," suggested Tokuchika Miki, son of a Zen Buddhist priest.

In years since, golf has rivaled baseball in Japan for thorough infiltration. Originally a game for the millionaires, it reached into the lower echelons of business executives as they saw their bosses play and then got invited out to play themselves. Finally, it has filtered into the working class with the construction of driving ranges.