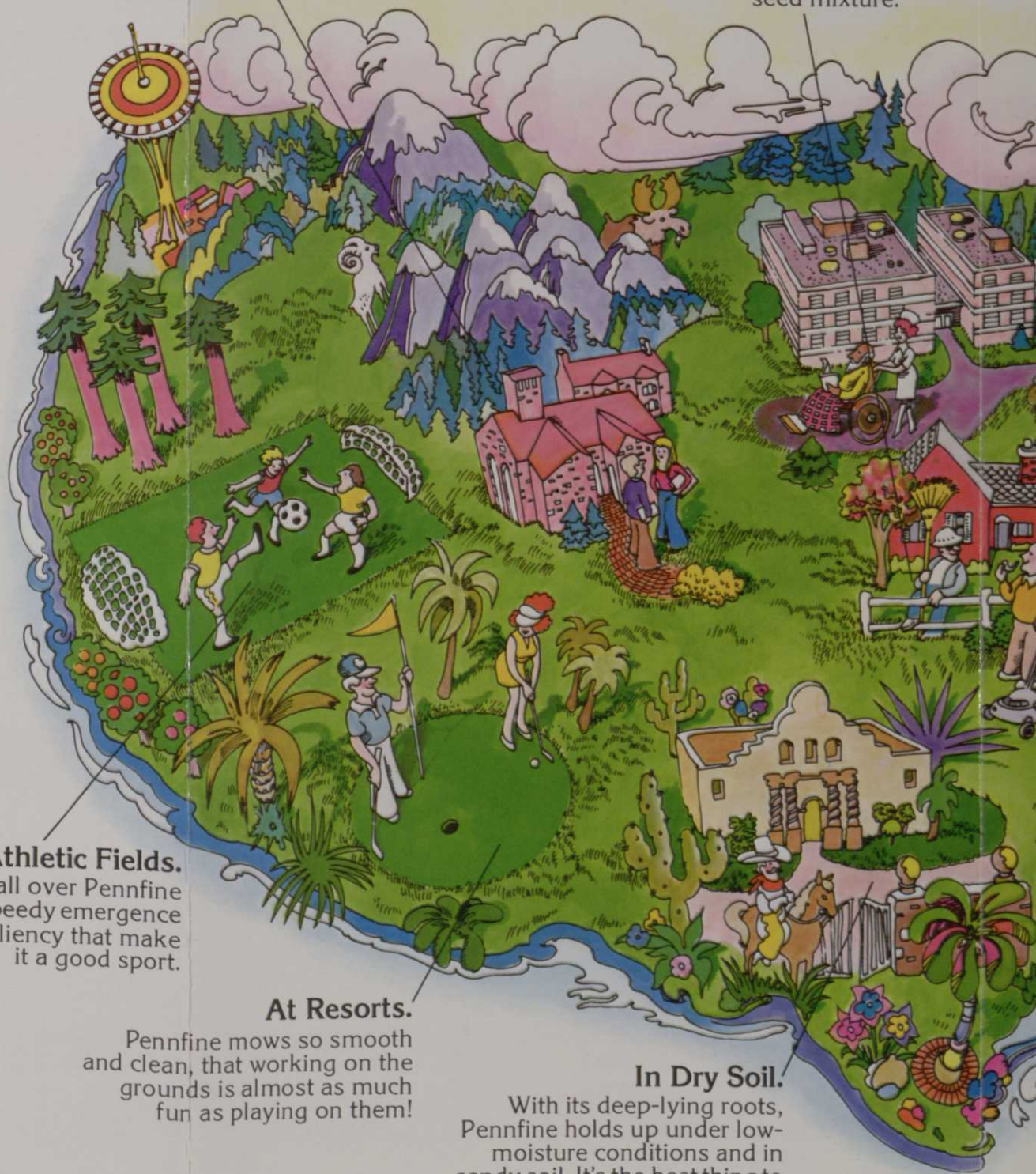


At Colleges.

College is truly a "growing experience" for Pennfine, but while the students grow smart, Pennfine grows dense.

For Backyards.

If the grass is always greener in the other fella's yard, the other fella's probably using Pennfine, in a premium grass seed mixture.



For Athletic Fields.

You can run all over Pennfine—it has the speedy emergence and resiliency that make it a good sport.

At Resorts.

Pennfine mows so smooth and clean, that working on the grounds is almost as much fun as playing on them!

In Dry Soil.

With its deep-lying roots, Pennfine holds up under low-moisture conditions and in sandy soil. It's the best thing to pop up through dry ground since the last oil well came in.

Around Hospitals.

Naturally Pennfine does well around hospitals. It's very disease-resistant!

Along Highways.

Yep, that's Pennfine along many major state thruways. Leave it to Pennfine to make the quickest route the scenic route.

At National Monuments.

During the Bicentennial, Pennfine's durability made history at Independence Hall. It likes crowds, and vice versa.

On Cemetery Grounds.

What more could anyone ask for? Pennfine germinates quickly and mows smooth and clean.

In The Shade.

Willows never weep over Pennfine. It does as well in shade as in direct sunlight.

On Golf Courses.

Pennfine's quick germination makes it ideal for overseeding at many of America's most prestigious golf courses. About the only place you won't see Pennfine growing is in the cup.





The seed that's changing the face of America.

Pennfine Perennial Ryegrass

The biggest breakthrough in the greening of America began in 1970. That's when turfgrass specialists at Pennsylvania State University completed development of a remarkable fine-leaved perennial ryegrass with all the advantages of ryegrass. And none of the drawbacks. They called it Pennfine.

Now, just six years later, the success of their undertaking is evident. On golf courses and athletic fields. In parks and cemeteries. And on public grounds across the country.

Proven in tests. Among the nine perennial ryegrasses tested over a five-year period at University Park, Pennsylvania, Pennfine ranked finest in texture. Most resistant to disease. First in density and decumbency (low growth).

The University Park test results were only the beginning. Over 5,000 test kits with seed samples were distributed over the entire country in answer to requests from turf professionals wanting to test Pennfine. The results confirmed the University Park findings.

Most importantly, Pennfine established a new standard of mowability. Some other perennial ryegrasses, cut with the same mower, left ragged, fibrous tops that quickly turned brown. Pennfine's softer fibers cut smooth and clean.

Proven from coast to coast, from North to South. Pennfine's durable beauty has been demonstrated at prestigious sites all over America. From the lawns at an historic national landmark to the greens at a nationally-renowned golf course.

Besides possessing the ability to stand up under heavy traffic, Pennfine germinates rapidly. That makes it ideal for winter overseeding in the South. And, its non-competitiveness allows a smooth spring transition to bermudagrass.

Proven quality control under the Plant Variety Protection Act. You can be sure that all Pennfine Perennial Ryegrass meets the same high standards, because Pennfine is covered by the Plant Variety Protection Act.

That means every pound of Pennfine is certified. You are assured, by law, that it's produced exactly as intended by the original variety breeder.

Prove it to yourself. To learn more about how Pennfine is changing the face of America—and how it can work for you—write: Pennfine, P.O. Box 923, Minneapolis, MN 55440.



The best thing growing.

Circle 102 on free information card

Make your ponds look better. And maybe smell better.



If the ponds on your golf course are unattractive or smelly, and your budget for improvements is limited, don't despair.

With the right Otterbine Spray Sculpture™ floating fountains you may be able to turn your ponds into cleaner-smelling showplaces. Without having to float a big loan.

Dynamic spray displays.

Otterbine floating fountains whirl placid pond water into dynamic, free-standing spray displays that delight the eye. Available Spray Sculpture™ shapes include towering plumes. And low, lacy floral patterns.

Helps control odors beautifully.

Otterbine floating fountains may delight the nose, too. As they beautify

ponds, they help oxygenate and mix their water. This helps control unpleasant odors. And it may keep algal growth under control as well.

No plumbing needed.

Otterbine floating fountains are available in ½, 1, 2, 3 and 5 horsepower sizes. Just tow them into position, moor or anchor them in place, and make electrical connections in accordance with applicable codes. No plumbing is needed.

We want to help.

We'll help you or your architect select the right-sized Otterbine floating fountains and the right Spray Sculpture™ shapes for your ponds. Rodale Resources, 576 North Street, Emmaus, PA 18049. Phone: (215) 965-6010.



Contents

6 The old pro

9 Inside foodservice

10 A golf superintendent

11 News

Features

16 **REMODELING: BLUEPRINT FOR BETTER PLAY**

In this first part of a two-article series, golf course architect Ron Fream gives an overview of the reasons for remodeling a golf course and tells how to do it right. Next month's article will give the specifics in two case histories.

22 **MILLION DOLLAR TRANSFORMATION — FROM MIDDLE TO UPPER CLASS**

Hillcrest Country Club was just another middle-of-the-road operation until the influx of new management and the investment of a cool million uplifted it.

26 **AMERICAN VS. EUROPEAN WINES: A PRIMER**

American products represent some of the best values in the world of wine. Wine expert David Ludwig outlines the differences between our and theirs, as well as between California and New York wines, to help you please your customers.

30 **KIDS COME FIRST AT COURSE FOR JUNIORS**

Ex-NGF staffer Jerry Claussen describes the juniors golf course operation in Lincoln, Neb. — which could be a model for increasing interest in the game in other urban areas.

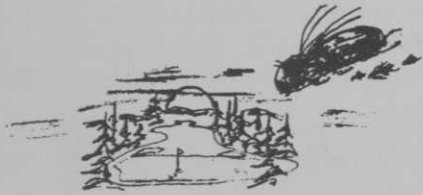
Departments

IDEA FILE _____ 7
PERSONAL _____ 8
PEOPLE _____ 14

PRODUCTS _____ 35
COMING EVENTS _____ 37
CLASSIFIED _____ 38

GOLF BUSINESS (formerly Golfdom), published monthly and copyright© 1977 by The Harvest Publishing Co., a subsidiary of Harcourt Brace Jovanovich, Inc. EDITORIAL AND ADVERTISING OFFICES: 9800 Detroit Ave., Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first class postage. Not responsible for lost manuscripts or other material. SUBSCRIPTIONS: Sent free to qualified management personnel at golf facilities. All others, including elected club officials: \$18 per year in U.S. and Canada; foreign, \$24 per year. Single copy price: \$1.50. Back issues, when available: \$1.50. Send subscription requests and change of address notice to GOLF BUSINESS, 9800 Detroit Ave., Cleveland, Ohio 44102. New subscribers are advised it takes 6 to 8 weeks to receive first copy. A similar period is required to effect a change of address. Controlled circulation paid at Cleveland, Ohio. BPA membership applied for April 1977.

IT'S WAR



The Ataenius Beetle attacks by night leaving golf courses battle scarred in their wake.

No turf or course is immune to assault and the right chemical to dispose of the Ataenius effectively and legally is still being researched.

The cost to a golf course chosen as an attack site can be phenomenal, the damage devastating. As in any declared war, emergency funds are urgently needed to destroy the threat once and for all.

"The situation is serious," says Dr. Fred V. Grau, president of the Musser Foundation, "and is bound to get worse."

With your help the battle can be won, hopefully before your turf becomes a victim of war.

Contributions to combat the Ataenius could save millions of dollars of unnecessary repair work.

To help in the fight, send your contributions to:

MUSSER INTERNATIONAL TURFGRASS FOUNDATION:

Ben O. Warren
Treasurer, MITF
8400 W. 111th Street
Palos Park, Illinois 60464
312-974-3000

THE MUSSER INTERNATIONAL TURFGRASS FOUNDATION

of the H. B. Musser
Turfgrass Fellowship, Inc.



The old pro

It's time to think about helping Santa Claus

Maybe I wasn't a good businessman — or it could have been I was lazy. Anyway, it took me too long to make money by showing my shop as a gift buying place for Christmas shoppers.

Before I retired I was selling more in December than in any other month of the year, except for three years when I had record April sales. My assistant, now the club's pro, is doing better in Christmas golf gift selling than I did. He and his wife work harder and smarter at making a Santa Claus store of the pro shop. They also have learned that club members and their friends, and even people who live in the neighborhood but don't play golf, are looking for places to spend money around Christmas, and a golf pro shop gift is the happy answer a great many times.

It takes a little work and brains to make Christmas shopping at the pro shop a habit. Honestly, I wasn't too fond of work at the club, what little there was of work after October, so my wife and I usually would go to Florida and live cheap for the winter.

The first Novembers and Decembers we stayed at the club, my wife and I made enough to live very well in Florida until nearly April and come back with enough to discount my bills when I was opening for the year.

That far back GOLFDOM was building Christmas pro shop gift selling with a little book like you get from so many people now. It had my name on the cover. We sent it our members and to others we knew were golfers, and it helped put us in Christmas business. People never seemed to have thought the pro shop had answers for Christmas shopping puzzles.

Wives of members came into the shop and, among other welcome buys, bought shirts and slacks I thought I'd been stuck with the previous fall.

My wife and my assistant and I got to like the Christmas shopping business. We'd never seen the shop so busy with people talking about spending money.

I'll never forget the personalized ball sales I made to a member who'd been giving boxes of cigars to his customers. That one sale was about a third my ordinary year's ball sales.

And the Santa Claus business smarted me up on what a service I'd be doing for members in suggesting gifts for birthdays, Fathers and Mothers Days, little tournaments of business friends members have at the club on the "off days."

After all my years from caddie days on, golf became a new business world to me when the Christmas golf gift idea showed me people were delighted to pay me money for suggesting something a golfer would love to have.

golfbusiness
FORMERLY GOLFDOM

EDITORIAL:

DAVID J. SLAYBAUGH
Editor
SCOTT SCREDON
Assistant editor
RAYMOND L. GIBSON
Graphics director
HERMAN ZACCARELLI
Foodservice management editor

FOUNDERS & CONSULTANTS:

HERB GRAFFIS
JOE GRAFFIS

BUSINESS:

HUGH CHRONISTER
Publisher
RICHARD J. W. FOSTER
General manager
DARRELL GILBERT
Production manager
JACK SCHABEL
Circulation manager
DAVID HARMAN, PH.D.
Research services

OFFICERS:

HUGH CHRONISTER
President
LEO NIST
Senior vice president
DAYTON MATLICK
Vice president
GIL HUNTER
Vice president/Circulation

GOLF BUSINESS BOARD:

Club professionals
BOB BENNING, Congressional Country Club, Bethesda, Md.
JOE BLACK, Brookhaven Country Club, Dallas, Tex.
CHUCK BRASINGTON, Gainesville Golf & Country Club, Gainesville, Fla.
BOB FOPPE, Kenwood Country Club, Cincinnati, Ohio
DUFF LAWRENCE, Canterbury Golf Club, Cleveland, Ohio
FRANK MOREY, Wilshire Country Club, Los Angeles, Calif.

Superintendents

RICHARD EICHNER, Lakeside Golf Club, Hollywood, Calif.
DAVE HARMON, Golden Horseshoe, Williamsburg, Va.
BOBBY MCGEE, Atlanta Athletic Club, Duluth, Ga.
PETER MILLER, Firestone Country Club, Akron, Ohio
TOM ROGERS, Patty Jewett Golf Club & Valley Hi Golf Club, Colorado Springs, Colo.
BOB WILLIAMS, Bob O'Link Golf Club, Highland Park, Ill.

Club managers

LAURICE T. HALL, Pinehurst Country Club, Littleton, Colo.
PAUL N. KECK, Greenville Country Club, Wilmington, Del.
MATTHEW MORGAN, Butler National Golf Club, Oakbrook, Ill.
JAMES L. NOLETTI, Winged Foot Golf Club, Mamaroneck, N.Y.
W. R. "RED" STEGER, River Oaks Country Club, Houston, Tex

Daily fee

JOHN R. COGHILL, JR., Silver Lake Country Club, Orland Park, Ill.
STEVE HORRELL, Singing Hills Country Club & Lodge, El Cajon, Calif.
WILLIAM E. LYONS, Lyons Den Golf, Canal Fulton, Ohio

Municipal

PHIL JACKSON, Los Angeles County Golf Courses, Los Angeles, Calif.

Resort

ROGER L. MAXWELL, Marriott Hotels, Scottsdale, Ariz.

Design

EDWIN B. SEAY, Edwin B. Seay, Inc., Ponte Vedra Beach, Fla.

THE HARVEST PUBLISHING CO.

A subsidiary of Harcourt Brace Jovanovich, Inc.
9800 Detroit Ave., Cleveland, OH 44102
(phone 216/651-5500)
Publishers of **Golf Business**, **Lawn Care Industry**, **Pest Control**, and **Weeds Trees and Turf**

Idea file

Hiss! Inform golfers about poisonous snakes

Poisonous snakes can be a hazard to golfers, and course personnel in those Southwest states with the slithering creatures should let their customers know which ones are dangerous and how to treat a snake bite.

Some misconceptions exist about poisonous snakes, but Dr. James R. Dixon, herpetologist at Texas A & M University discounts them, saying rattlesnakes do not always rattle before striking (it may strike, then rattle), small poisonous snakes are dangerous and the coral snake's venom is not as deadly as many other snakes.

Using a heavy staff to make noise will scare away snakes, he says, so maybe your golfers can finally find a use for their 4-woods. Any bite should be packed with ice and the person taken to a doctor as quickly as possible, but running will only speed the spread of the poison, Dr. Dixon says.

Zero-base budgeting could help save money

Numerous large corporations and local and state governments say they have saved significant sums through "ZBB." The concept is simple: Take each spending area of your operation, such as a locker room facility, and justify everything that is done. Basic service and overhead are also included and then a brief outline of the reasons that each employee or pieces of equipment are used is compiled.

Alternative methods of achieving a job are also examined, and the manager of each area ranks his needs and priorities to the club manager, also suggesting possible changes.

Maybe your facility could use radiant heat

The rising cost of fuels is again bringing up talk about radiant heating as a primary source of warming buildings during winter. It has been disdained in the past since its panels, usually placed into ceilings, had to be powered with high-cost electricity. But an Albuquerque firm, Aztech International Ltd., has found that tiny sand crystals in the New Mexico desert transmit heat more efficiently than previous radiant systems. Some companies with large buildings are finding that the panels are good secondary heat sources without the inconveniences of portable electric heaters. "They're safer than the small portable space heater that sits in the aisle that people trip over or spill their coffee on," says one executive.

Beepers help employees communicate better

How many times is the golf course superintendent needed near the clubhouse while he's out on the course, somewhere, and no one knows when he'll return? If the answer is "too many," consider buying a beeper for him (or the pro) to carry.

The 4- to 7-ounce devices are essentially radio receivers that give off a high-pitched sound when someone telephones by dialing a specific paging number. Some even have what's called a dual address system, allowing a person to receive messages from more than one source.

Look in the yellow pages of the telephone directory under "Paging and Signaling Service" to locate the businesses in your area that carry beepers.

Use some fresh fruits soon after delivery

Cherries, strawberries, blackberries, and figs will last 1 or 2 days; apricots, plums, blueberries, grapes, nectarines, peaches, pears, and watermelons are good from 3 to 5 days; and apples and cranberries for one week.

Unripe fruits should be kept at room temperature and out of any sunlight to ripen, according to Mrs. Gwendolyne Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service.

She also reminds food service personnel that damaged fruits should be discarded before others are stored.

Personal

Three kinds of tires; which is best for you?

The insides of bias-ply tires are made of layers of rayon, nylon, or polyester that crisscross at an angle of about 35 degrees with the centerline of the tires. It takes the least amount of material and is inexpensive, so persons who don't drive often or plan to sell their car soon should like it. The belted-bias-ply has a stronger sidewall and tread since two belts made of rayon, nylon, fiberglass, or steel circle the area beneath the tread. Its cost and performance is in-between the others. The material in the radial-ply crosses the centerline at 90 degrees, allowing the sidewall to be extremely flexible. The body consists of polyester cord and the belts are usually steel. These tires cost the most, but their durability and the money saved in gas mileage usually counter the initial investment.

Foam insulation board can cause problems

"When foam insulation board is tightly installed on the exterior of a wall, moisture vapor may be trapped, resulting in condensation," says Dr. Bill Stewart, agricultural engineer with the Texas Agricultural Extension Service.

The water vapor will attempt to move within a home, and cause wet insulation and musty odors, and eventually rot the wood, Dr. Stewart says. It can be restricted with a barrier of polyethylene film near the surface of all exterior walls. Condensation can be further eliminated by allowing small cracks between the sheets of foam board or by drilling 1-inch holes through each stud space at the top and bottom of each board.

Costs of home-buying double since 1970

Studies show that the average price of a home in 1970 was \$23,400 and that cost jumped to \$44,200 last year, says the Wall Street Journal. To afford the costs of home ownership, annual income of \$21,165, an amount earned by only 27 percent of all families, was needed.

The average home will continue to appreciate by about 8 percent each year, according to Dr. Kenneth E. Graeber, economist in real estate with the Texas Agricultural Extension Service. Other studies show that persons who have previously owned homes and want a more expensive one can afford to pay 20 to 30 percent more than those who have rented. This is because the equity in the first home can be reinvested.

This insurance covers cost of replacement

Some insurance companies, including Kemper and the Insurance Company of North America, are offering policies which would pay for the full replacement value of property lost during fire or theft. It differs from traditional policies that usually lop off an amount for depreciation and may include a deductible clause on clothes, furniture, or other personal belongings. Art objects and antiques aren't covered, and Kemper won't pay the replacement value if any damaged object can be repaired or renovated. Premiums vary, but normally cost about 10 percent more than traditional policies.

Tax credits available for child care costs

Persons who pay for child care can qualify for tax credits up to \$800 when filing their federal income taxes next spring. New changes in the law have eliminated the need to itemize deductions and have removed the income ceiling. Also gone is the requirement that married couples must work, although one must be a full-time student or mentally or physically handicapped if they are not earning money. One of the married persons can work part-time, but the government will only allow you to recover 20 percent of the lowest of the two salaries.

Inside foodservice

compiled by
Herman Zaccarelli,
foodservice editor

An efficient club manager knows food purchasing

It is the club manager's responsibility to set up guidelines for food purchasing, whether it is done by the manager, the chef, or someone else. These procedures should be reviewed at least on a monthly basis.

- An inventory should be established of all items utilized in the preparation of your menu, covering every item — right down to toothpicks.

- Sizes and specifications for each particular product should be detailed. Be sure you are purchasing the most economical size of each item you purchase. Break down prices to cost per-ounce. Consider alternatives. (Example: Should you buy No. 10 cans of garbanzo beans, or cook them from dry beans?)

- Set up a purchasing guideline sheet with columns for each purveyor's weekly quote. Don't order any item without two quotes — preferably three.

- Request that each purveyor supply a list of his weekly or monthly "specials."

- Eliminate salesmen, where possible, and try to deal with the owner or manager of the companies you buy from.

- Purchase heavily if you think you have a

good buy. In many cases, the purveyor will store the item for you for a limited period of time at no cost to you.

- On delivery, weigh your merchandise. Check to see that specifications have been met.

It's amazing what a little care can do to decrease cost with quality food.

Develop creative methods to check rising costs

Labor leaders and the Carter Administration have agreed to press for an increase in the minimum wage from the current \$2.30 hourly level to \$2.65 effective January 1978. Moreover, under the proposed legislation, in future years automatic rises will be factored into the minimum wage periodically as the earnings of manufacturing workers increase. Under this formula the minimum wage would pose questions that demand close examination now, well in advance of the fact.

Here are some ways the added labor costs and food costs could be offset:

1. The proper selection of food service personnel and the scheduling of each employee so that maximum results will be

achieved.

2. The reorganization of a food preparation system that will develop food entrees that please the customers. Remove menu items that do not sell.

3. Better quality of food will be a plus for the club, and it will be even more critical in the future. In order to prepare better quality food it is necessary to have efficient equipment. For example, an old fryer with an inaccurate thermostat and slow recovery uses more cooking oil, slows service, and wastes fuel. It also produces an inferior product (improperly done and grease soaked). A test of old fryers proved that food actually absorbed as much as 28 percent of the cooking fat during frying. Contrast this with newer units that cut absorption to 10 percent, and it is easy to see why the food will be crisper and less greasy.

4. In recent years there has been a trend toward serving larger — "king size portions", "one pound steaks" and so on. Perhaps you have some exceptional customers who can eat a pound steak with all the trimmings and afford to pay the price, but the vast majority of people prefer smaller portions of better quality food at a more reasonable price. Today people are eating less; diets are popular; people are health conscious. This is now a good time to check those jumbo servings.

MONTHLY MENU IDEA FOR CLUB MANAGERS

BAKED PUDDING BUNS

- ¼ cup warm water (105°-115° F.)
- 1 package active dry yeast
- 6 tablespoons sugar
- ¼ teaspoon salt
- ½ cup (1 stick) margarine, melted and cooled
- 2 eggs, beaten
- 2 teaspoons grated lemon peel
- 2¼-2¾ cups unsifted flour
- 1 cup heavy cream
- sweet custard sauce

Measure warm water into large warm bowl. Sprinkle in active dry yeast; stir until dissolved. Add 3 tablespoons sugar, salt, 1/3 cup of the melted margarine, eggs, lemon peel, and 1 cup flour. Beat until smooth. Stir in enough remaining flour to make a stiff dough. Turn out onto lightly floured board; knead until smooth and elastic, about 5 minutes. Place in greased bowl, turning to grease top. Cover; let rise in warm place, free from draft, until doubled in bulk, about 45 minutes.

Punch dough down; divide into 18 equal pieces. Form each piece into a smooth ball. Arrange in a greased 13-by-9-by-2-inch baking pan. Cover; let rise in warm place, free from draft, until doubled in bulk, about 1 hour.



Pour heavy cream over rolls. Drizzle with remaining melted margarine, then sprinkle with remaining 3 tablespoons sugar. Bake at 375°F. 20 to 25 minutes, or until done. Cool buns in pan on wire rack.

Serve generously topped with your favorite sweet custard sauce. Makes 18 servings.

A golf superintendent

Let's get together

Much has been said in past years about co-operation, communication, and professional association between golf superintendents, managers, and professionals. The time has come to cease talking and start doing.

We superintendents, of course, hear our side all the time. But lately I've been talking with and hearing the manager and pro side. Just from personal observation, I have come to believe that a large part of the lack of interest is on the supers' side of the triangle.

Now don't tell us the old cliché: without a good golf course, those two guys wouldn't have a job. In a very few instances that could be right. But, most of us are employed by a club-oriented organization and regardless of what the super thinks, it takes all three members of the team to keep people coming back. The more people we have at the dances, din-

ners, and special clubhouse functions, the more revenue is generated. This keeps the member active in all phases of his club. The more golf lessons, club sales, and soft lines sold in the golf shop with cart rentals and green fees, the happier the pro is — and a happy pro keeps people coming out to the course.

All of these people in the clubhouse dining rooms and bars, on the lesson tee, in the pro shop, and on the course are doing the most vital and essential thing that we as superintendents must recognize: they are spending money. It's true, our expenses are most usually looked upon as a liability due to the fact that our particular responsibility is a liability, not an asset. This is where we play our big role. The superintendent must convince them we are also an asset, in all ways.

Where do your budget funds originate? Does your salary and that of your personnel

come from course profits only? In most instances, golf maintenance operation's dollars and cents come from general funds. This includes your pay, too. If all areas within the club structure require that their budgets be based on their incomes only, plus their share of dues and initiation fees, we would all be in rather bad shape. That's where and why it is vital that the three team captains get together and become the "Three Musketeers" — one for all and all for one. Unless we do, the clubs will take the necessary steps to bring in a team that *will* work together.

This editorial is reprinted, with permission, from the Florida West Coast Golf Course Superintendents Association newsletter, Dan Hall, Jr., and Mark Hampton co-editors. Hall and Hampton are the head and assistant superintendents at Countryside Country Club, Clearwater, Fla.



It's Winter
It's Green
It's Ryegrass!*

Why settle for a course that's truly playable only part of the year? Oregon Ryegrass will green up your greens and tees and make your fairways a lush carpet in a matter of days. And they'll stay that way throughout the winter. Oregon Ryegrass makes the difference!

For information see your seed dealer
Or write to

Oregon Ryegrass Commission
Dept. 1 • 2111 Front St. N.E. • Suite One
Rivergrove Bldg. • Salem, Oregon 97303