

Distinctive motor cars. They say a lot about your club.

And Harley-Davidson gas golf cars reflect both your interest in golfers—and in sound club management.

Like other exclusive cars, Harley-Davidson 3 and 4-wheel golf cars are beautifully engineered and built with care. They have a distinctive style and character all their own.

They also feature fine car suspension, positive braking (disk brakes of course) and effortless

steering. And as you'd expect, the ride is stable and comfortable, pampering golfers and fairways alike.

Quiet? Whisper-quiet. Engine sound is barely audible. And it automatically shuts off the instant you step out to play. Nothing to disturb anybody's game.

What's more, once you fill the fuel tank, the Harley-Davidson is set to go for at least 16 rounds. A full 288 holes. Or more.

It's all here. Luxury car quality, quietness, reliability and expert dealer support. Plus the important

options you expect from the leader. All sound reasons why Harley-Davidson gas golf cars are the best selling in the world.

And sound reasons why you should consider them for your club.

See your Harley-Davidson dealer now. He knows all about fine cars.

AMF Harley-Davidson
Milwaukee, Wisconsin 53201

Circle 119 on free information card



AMF
Harley-Davidson

Golf cars that say a lot about your club.

days, adults may use the course alone until 3 p.m.

Juniors can earn a "preferred golfer" card, and be given a 20 percent discount on green fees, by taking a class in rules and etiquette, then passing a simple test. It takes a score of 80 to pass. About 2,000 juniors have won a "preferred" card since 1971.

Green fees are 75 cents for a regular junior, 15 and under, 60 cents for a "preferred" cardholder, \$1.00 for golfers age 16-17, \$2.00 for adults, and \$1.35 for senior citizens. All fees include sales tax. Adult prices include 20 cents per round for capital improvements. No season tickets are sold.

Group lessons are offered by the city's park and recreation department, under PGA professionals. About 300 juniors are taught annually.

The group clinics consist of four classes, no more than 10 youngsters

per group. Green fees are complimentary to the juniors.

Course managers since 1973 have been Don and Lydia Palmer. Parks and Recreation Director Don Smith gives them credit for the excellent programs. The staff also includes six other seasonal employees for maintenance, starter, and ranger.

The Junior course took in about \$32,000 revenue in 1976. Because of low rates, it is subsidized by profits from the city's three regulation 18-hole courses.

Many city officials and private citizens were involved in starting the facility. The idea was hatched by Joyce Ayers, a Lincoln advertising executive. He visioned a course juniors could call their own because they weren't welcome at the regular clubs, a place to get "educated" in golf.

The idea was next taken to City Hall. The mayor appointed a Junior Golf Committee to study the concept and look into methods of financing. Fortunately, the city already owned an area in Antelope Park that had once been a golf course in the 1930's.

Private enterprise rallied to the cause. About \$70,000 was raised over about 18 months, in 1964 and 1965. Construction was started in 1965. Floyd Farley, Oklahoma City, designed the nine. Harold Glissman, Omaha, was contractor.

The Lincoln Home Builders contributed and built the \$35,000 clubhouse, which was ready in 1966. Weather and a sewer construction project held up the course opening until mid-1967. A dedication and golf clinic marked the occasion.

The Lincoln Elks Lodge No. 80 and city firemen donated time and energy to collect used golf equipment all over the city. These clubs were cut down, regripped, and put into use for clinics and as rentals for youngsters without their own equipment.

Actual cost of the project totaled about \$101,000: \$62,000 for the golf course and \$39,000 to build and equip the clubhouse. Cost to the city: nothing, except use of 28 acres of park.

The late James Ager, who was parks and recreation director until 1970, promoted the idea and helped raise money. When he passed away, the course was renamed as his memorial. □

"Anyone concerned with building golf's future should be working on ways of enabling youngsters in urban areas to learn golf and have a place to play."

per group. Content of the sessions includes:

1) Explanations of the game, course, and equipment; discussion of rules and etiquette with help of the National Golf Foundation's *Illustrated Golf Rules* poster and *Easy Way to Learn Golf Rules* booklets.

2) Learning basics: grip, stance, full swing, chipping, and putting.

3) Practicing basics learned in lesson 2.

4) Review of game, choice of clubs for various shots, and etiquette, aided by NGF film, *Courtesy on the Course*, and rules test.

The course is host to several major tournaments each season. Total entry is about 1,000 players. All use handicaps. The tournaments include a 4-day stroke play and a 2-day Parent-Youth better-ball, sponsored by local firms and the Lincoln Men's Golf Associa-



GCSAA 49th International Turfgrass CONFERENCE AND SHOW

February 12-17, 1978

San Antonio, Texas

"ECONOMY THRU IDEAS" is the theme for the premier turfgrass industry conference and show, sponsored by the Golf Course Superintendents Association of America. As the only national turfgrass conference and show, this is a once-a-year opportunity for turfgrass managers, educators and industry representatives to learn about and to share the latest ideas and developments in turfgrass management,

services and equipment. Exhibits featuring new products for the turf industry will be open February 14-16; the conference will be in session February 12-17. This is the place for you to capture dollar-saving ideas and to meet the other people from across the nation who make the turfgrass industry dynamic. See you in San Antonio in '78.

Conference Highlights

- *preconference seminars*
- *certification examination*
- *general education sessions*
- *special interest assemblies*
- *turfgrass industry show*
- *annual meeting and election*
- *golf course tour*
- *ladies' program*
- *social events*

Brochures and registration materials for GCSAA's 49th International Turfgrass Conference and Show will be mailed to all GCSAA members October 1. Others may use the coupon below to request the materials.

Send 1978 GCSAA Conference and Show materials to:
(Companies check here for
exhibitor information _____)

_____ name

_____ address

_____ city _____ state _____ zip

_____ club/firm

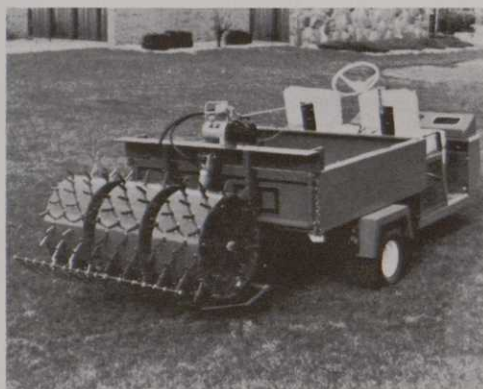
Mail this coupon to: GCSAA Headquarters,
1617 St. Andrews Drive, Lawrence, Kansas 66044

Dedoes Aerators Can Be Quickly Mounted To Most Any Type Vehicle



Garden Tractor

The Dedoes new Two-Drum Aerator has 72 pluggers and aerates a 25" Swath. Mounts to any 10-14-16 H.P. or Larger Garden Vehicle. Includes a self-contained hydraulic unit. *If weight is needed a separate Weight Tray is available.*



Utility Vehicle

Attaching the Dedoes Aerator to your utility vehicle is a simple matter. The Basic Frame Unit allows you to adapt to any equipment in a matter of minutes. *Available with hinged doors and removable sides. Collects plugs internally.*



Specialty Equipment

Even a vehicle built for specific use, can be used with the Dedoes aerator to give quick, neat aeration for small areas.

The complete Aerator that offers speed and quality in addition to the following:

- 3" Tine in 3/8, 1/2, or 3/4 diameter.
- Pivoting Tine gives you a clean hole.
- Hydraulic principle utilizes weight of vehicle for down pressure.
- TCA551 Model gives you close to 2" Tine spacing.

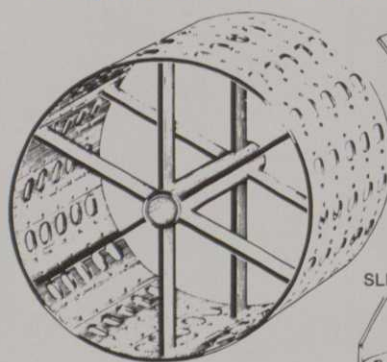
New Items Now In Production

Pointed Tine



Dedoes now has a pointed tine available for tees and greens which gives up to 3" penetration in the turf.

Separate Slicers and Spikers



INDIVIDUAL SLICER OR SPIKER UNITS SHOULD BE ATTACHED TO DRUM SURFACE.

Interchangeable with the tines on the Regular Dedoes drums.



Manufactured by

Dedoes Industries, Inc.

1060 West Maple Road, Walled Lake, Michigan 48088
(313) 624-7710



Alarm calls help on the course

Speedcall Corp. markets a Touch-Tone high-speed emergency alarm system, primarily for medical emergencies on courses frequented by elderly players. Weatherproof callboxes are mounted on stanchions at frequent intervals over the golf course, and in emergencies can be used to call for help and identify the location of the emergency. The system is already in use at the municipal golf course in Palo Alto, Calif.

Circle 201 on free information card

Products



Broadcaster covers 45 feet

High-flotation tires make the model 606 low-profile Broad-Caster adaptable to any type of turf, from fine bent to the roughest rough. The broadcaster applies an accurate spread pattern of 45 feet, even on the sharpest turns, with the ease of the optional rope-pull land wheel assembly, without changing the application rate. Product of Larson Machine, Inc., it's ideal for close work around greens, tees, and clubhouses.

Circle 202 on free information card



New lighter-shaft clubs

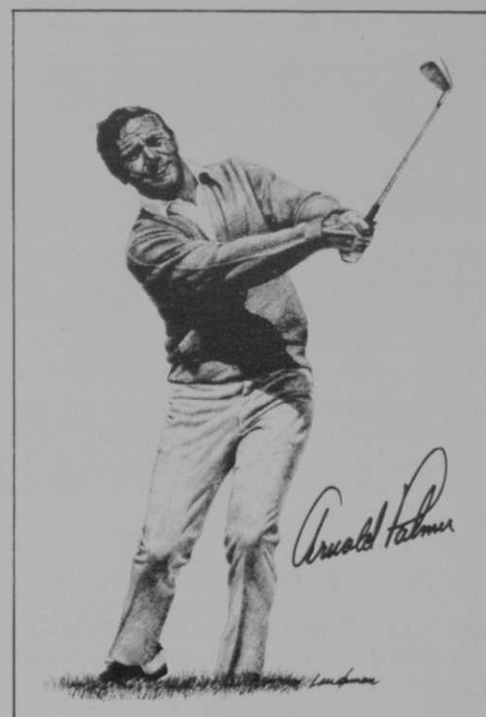
AMF Ben Hogan Co.'s new Medallion line uses a Legend shaft that's even lighter than last year's. Irons are forged carbon steel, with the blade offset slightly behind the front of the hosel. Woods are pear-shaped and have 11½ degrees loft. Hogan clubs are sold only in pro shops.

Circle 203 on free information card

It's in the cards

Sports Deck playing cards, for use in the club game room or for sale in the pro shop, feature Al Landsman's sketches of famous figures. Cubic Corp. now offers cards illustrating Arnold Palmer (shown), Lee Trevino, Lee Elder, Sandra Palmer, and pros in other sports.

Circle 204 on free information card



Products



Paint can and marker

Easy Marker 3 by Fox Valley Marking Systems, Inc. will easily designate out-of-bounds and newly-seeded areas. A can of marking paint is snapped onto the handle and a trigger is pressed to operate the machine. The paint is available in 14 colors.

Circle 218 on free information card



Adjustable putter

The Sidewinder putter by Trivex includes three rectangular weights inside the club that can be positioned to adjust to the speed of the greens. The face also can be altered to control spin on the ball. The putter has a steel or graphite shaft and can be used by right- or left-handed golfers.

Circle 216 on free information card

Durable trophies

New trophies and plaque styles made from Carv-X, a high-density material that reproduces the grain, color, weight, and finish of natural wood and metal, are offered by

Sportsworld Classics. The trophy is durable since the material is unaffected by temperature and humidity.

Circle 214 on free information card



Wine dispenser

A bar hose dispenser designed to pour wine has been designed by Bar-O-Matic Dispensers. Model 1200 pours red, rose, or white wine and fills a liter carafe in less than 12 seconds. The hose dispenser is connected to tanks holding 30 gallons and can be placed 50 feet from the bar. Rose and white wines can be chilled with a cold plate or the tanks placed in a refrigerator.

Circle 212 on free information card



Frozen sandwiches

Juicy Joe is a sandwich with no preservatives, additives, or texturized vegetable protein. It is cooked and shipped frozen by Janson's Foods, Inc.; shelf life is 10 days. A portion of Juicy Joe mix is completely enclosed in the bun of the beef, barbeque beef, "cheesy beef," pizza, and ham-and-cheese sandwiches. Sandwiches can be heated in a microwave oven in 20 to 30 seconds, in a conventional oven in 15 minutes.

Circle 211 on free information card



Blue denim uniforms

A new group of blue denim coordinates, highlighted by a pinafore jumper, is available from the Angelica Uniform Group, Inc. The new uniform also includes a man's bib apron and a his and hers tunic and cobbler outfit. All garments are 50 percent polyester and 50 percent cotton blue denim.

Circle 208 on free information card



Golf glove merchandiser

Edmont-Wilson has redesigned its counter and shelf merchandiser and produced walnut-colored packages for its Winter-Grip golf glove. The container holds 36 pairs of gloves and takes less than a square foot of counter space. The packages also have a J-hook cut-out to hang them on wire racks or pegboards.

Circle 205 on free information card

Coming events

OCTOBER

19-20—17th Annual Turfgrass Equipment & Educational Exposition, Orange County Fairgrounds, Costa Mesa, Calif.

24—NRA seminar, food merchandising & sales promotion, Pick Congress Hotel, Chicago.

—NRA seminar, improve people relations, Holiday Inn Airport, Pittsburgh.

25—NRA seminar, basic supervision II, Hilton Inn, Milwaukee.

NOVEMBER

7—NRA seminar, improve people relations, Ramada Inn Southwyck, Toledo, Ohio.

8—NRA seminar, basic supervision II, John Yancy Motor Hotel, Raleigh, N.C.

8-9—11th Annual Clemson Turfgrass Conference, Clemson House Hotel, Clemson, S.C.

14—NRA seminar, food merchandising & sales promotion, Registry Hotel, Dallas.

—NRA seminar, improve people relations, Sheraton Plaza Hotel, Chicago.

14-16—N.Y. Turfgrass Association Conference, Albany, N.Y.

15—NRA seminar, basic supervision II, Massau Inn, Princeton, N.J.

21—Carolinas PGA, annual meeting, Fayetteville, N.C.

DECEMBER

6-9—PGA of America, annual business meeting, Olympic Hotel, Seattle, Wash.

JANUARY

3-4—Tennessee Turfgrass Conference, Music City Rodeway Inn, Nashville.

10-12—16th Annual North Carolina Turfgrass Conference, Wilmington.

23-27—1st International Conference & Exhibition on Jewish Culinary Art, Jerusalem, Israel.

28-31—PGA Merchandise Show, Walt Disney World, Lake Buena Vista, Fla.

29-31—Southern Turfgrass Conference and Show, Broadwater Beach Hotel, Biloxi-Gulfport, Miss.

golf business

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ROBERT A. MIEROW
Western manager

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Increase your cart rental profits with no initial investment through Kangaroo Katty's® lease-purchase plan. This liberal plan lets you earn rental profits for 45 days before the initial lease payment.

Supplementing your present cart fleet with the Kangaroo Katty® Course-Master increases your rental income and conserves working capital.

Designed and engineered for the rental fleet market, this rugged Course-Master is virtually maintenance-free, yet makes an 18-hole round on 4¢ worth of electricity. And it can make two 18-hole rounds per day.

Does the Course-Master really make money? You bet it does. One cart making five rounds per week can earn \$429.84 net profit in a six month season.

Get all the facts and figures today. Write or phone for the whole profit story. We'll show you how to cash in on Course-Master profits.

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In Australia: A. J. Zimmerer, P.T.Y. Ltd., Box 367, P.O. Mascot 2020, 6695205

Classified

When answering ads where box number only is given, please address as follows: Box number, c/o Golf Business, Dorothy Lowe, Box 6951, Cleveland, Ohio 44101.

Rates: All classifications 65¢ per word. Box numbers add \$1 for mailing. All classified ads must be received by the Publisher before the 10th of the month preceding publication and be accompanied by cash or money order covering full payment.

Mail ad copy to Dorothy Lowe, Golf Business, Box 6951, Cleveland, Ohio 44101.

HELP WANTED

REPS WANTED to sell emblem caps, hats, hose, jackets, accessories. 10% commission. Box 143, Golf Business, Box 6951, Cleveland, Ohio 44101.

POSITION WANTED

CLASS A PGA MEMBER seeks new employment as head golf professional. Age 29, married, two children. Outstanding business knowledge along with experience in all phases of golf operations. Very popular as golf instructor. Presently employed as professional-manager of busy southern golf course. Desire to relocate in east or southeast. Box 142, Golf Business, Box 6951, Cleveland, Ohio 44101.

HEAD PROFESSIONAL or director of golf position desired: Class A PGA professional, age 31, married, children. Background in resort and private country club operations, organizing large scale tournaments, some experience in golf course and country club design. Excellent merchandiser and teacher. Experienced in junior programs and golf schools. Presently at western club. Box 147, Golf Business, Box 6951, Cleveland, Ohio 44101.

GOLF POSITION WANTED available 1978. PGA member 25 years, married, experienced, also manager, greenskeeper, Box 84, Golf Business, Box 6951, Cleveland, Ohio 44101.

HEAD PROFESSIONAL position wanted. Class A Professional Golfers Association member, fifteen years experience, noted teacher, player, developer of golf programs; will relocate. Would consider teaching position for a year. Box 139, Golf Business, Box 6951, Cleveland, Ohio 44101.

COUNTRY CLUB SPECIALIST (all facets) via experience, academics and endorsement (i.e. Professional Golfers Assoc., Golf Course Superintendents Assoc. of America, Club Managers Assoc. of America). Any geographic area vis salary, commission or concession: dining; bar; shop or course. Want commitment for current or 1978 season. 717 788-2789.

GOLF MANAGEMENT POSITION WANTED, either private or public. Fourteen years of management experience in municipal park and recreation field, with proven record of accomplishment. Box 146, Golf Business, Box 6951, Cleveland, Ohio 44101.

WANTED: Resort area position preferably May, June, July, August. Class "A" P.G.A. and starting 1978 season. Also would assist for those months. Box 144, Golf Business, Box 6951, Cleveland, Ohio 44101.

DEDICATED AND PROGRESSIVE certified golf course superintendent seeking more challenging turfgrass management employment opportunity. Age 33, married. Phone: 215 437-1216.

FOR SALE

18 HOLE PUBLIC COURSE, Olympia, Washington, 125 acres, 1000 feet waterfront, modern club house, shop with machinery to maintain course. \$485,000. Box 145, Golf Business, Box 6951, Cleveland, Ohio 44101.

PRACTICE RANGE BALLS from \$1.50 dozen, solid balls \$2.50 dozen, like new resale balls from \$2.60 dozen. Free brochure. Raven Golf, 6148 Thornycroft, Utica, Michigan 48087. 313 731-3469.

9 HOLE SEMI-PRIVATE GOLF COURSE, bar, dining room, living quarters, 10 carts, all equipment. Western New York, Lake Chautaugua area. \$180,000.00. Call 716 596-3003, Cassadaga Country Club, Cassadaga, New York 14718.

WANTED TO LEASE

WANTED: Golf course to lease or lease-purchase in southeast but will consider other areas. Send information to Stan Czerno, Golf Pro, Waynesboro, Georgia 30830. (404) 554-2262.

BUSINESS OPPORTUNITIES

GOLF COURSES: Want to buy or sell a golf course? Our business is exclusively golf courses transactions. We also do golf course market value appraisals. McKay Realty — GOLF AND COUNTRY CLUB PROPERTIES. 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

OREGON 18 hole course, year round play, pro shop, bar, recreation room, lounge, club storage, restaurant, maintenance equipment, 150,000 population, gross \$225,000.00 annually, price: \$770,000.00 terms. Hillsboro Realty, Inc., 136 East Main Street, Hillsboro, Oregon 97123. AC503 648-7112.

MISCELLANEOUS

GOLF CAR TIRES First line 18 x 8.50-8, \$15.25; 18 x 9.50-8, \$15.75 plus F.E.T. Send for our line. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

GOLF CART FLOOR MATS. New nylon reinforced rubber mats for Harley carts. \$14.75 per set. C.O.D. or send payment to Rice Die Cutting Co., 8831-33 Ave., Kenosha, Wisc. 53142.

YELLOW RANGE BALLS. Red or black stripe, \$2.50 per dozen. Free sample on request. Raven Golf, 6148 Thornycroft, Utica, Michigan 48087. Phone 313 731-3469.

GRIPS — Victory \$8.00 dozen, Crown \$9.00 dozen, Crown Cord \$18.50 dozen, Whipping 1½¢ yard (500 yards). No limit. discount Golf Grips, P.O. Box 19355, Washington, D.C. 20036

PERSIMMON CLUBS — Drivers and sets, adjustable swingweights, dynamic shafts, finest quality. Woods \$30.00 each; custom irons \$22.00 each. No limit. Persimmon Golf Company, P.O. Box 19335, Washington, D.C. 20036.

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BUILDING A GOLF COURSE? Request directory of qualified contractors — members, Golf Course Builders of America, 725 15 Street, N.W., Washington, D.C. 20005.

**If you won't
read these 7
signals of cancer...**

**You probably have
the 8th.**

1. Change in bowel or bladder habits.
2. A sore that does not heal.
3. Unusual bleeding or discharge.
4. Thickening or lump in breast or elsewhere.
5. Indigestion or difficulty in swallowing.
6. Obvious change in wart or mole.
7. Nagging cough or hoarseness.

8. A fear of cancer that can prevent you from detecting cancer at an early stage. A stage when it is highly curable. Everyone's afraid of cancer, but don't let it scare you to death.

 American Cancer Society

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NAME _____ TITLE _____ BUSINESS ADDRESS _____

COURSE/CO. NAME _____ CITY _____ STATE _____ ZIP _____

I WISH TO RECEIVE/CONTINUE RECEIVING GOLF BUSINESS YES NO

SIGNATURE _____ DATE _____

PLEASE ANSWER THE FOLLOWING QUESTIONS

- Type of facility: (check one only)
 - Private
 - Semi-private
 - Daily fee
 - Municipal
 - Hotel/resort
 - Other golf facility (specify) _____
 - Driving/practice range
 - Manufacturer/rep.
 - Dealer/distributor
 - Golf association
 - Course builder/architect, agronomist, other allied to golf
 - Other (specify) _____
- Job function: (check one only)
 - Owner Partner
 - Golf course corp. president
 - General manager
 - Club manager
 - Buyer Purchasing agent
 - Golf professional Assistant pro
 - Pro shop manager
 - Director/commissioner of parks & rec.
 - Superintendent
 - Assistant superintendent
 - Elected club official (paid only)
 - Other (specify) _____
- Size of golf facility (Check one only.) 9 holes 18 holes 27 holes 36 or more holes
- Does your facility operate a practice/driving range? Yes No
- Total yardage of facility: _____
- Number of members: _____
- Annual pro shop sales: \$ _____
- Annual foodservice sales: \$ _____

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