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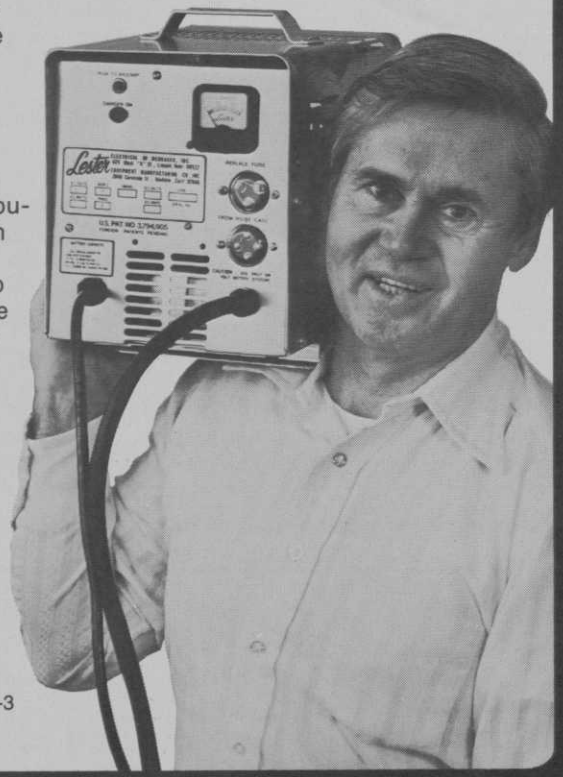
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The old pro

Staging a golf lesson

When "Red" Lawrence was greenkeeper at Florida's very costly and exclusive Boca Raton Club in the Thirties, he definitely helped Tommy Armour to become the most famous, most effective, and richest golf teacher the game had known.

Tommy said Red staged and managed a lesson like Ziegfeld put on the Follies. It was the Lawrence idea to have a colorful beach umbrella, a table, and a couple of attractive chairs for Armour and his pupil.

There was a super caddie, who was almost a lesson assistant. He teed the balls and cared for other minor chores, including get-



ting a couple of drinks to ease the strain of scholarship.

Carlton J. Geist, who owned Boca Raton and a golf club at Atlantic City, thoroughly endorsed the deluxe presentation of lessons.

In the summer when Armour went north to Medinah Country Club outside of Chicago, there wasn't the showy arrangement of a lesson that there had been in Boca Raton. Armour didn't have the inspiration of the quality presentation of the show, and neither did the pupil. Naturally, the price was lower and the lesson wasn't especially impressive; only what the mood of Armour and the pupil could get the pupil to learn. Armour's genius was in teaching the pupil how to learn.

Prices of golf lessons haven't generally increased anywhere near the Armour level in 40 years, although there certainly are golf instructors as effective as the famous Tommy.

Maybe one reason is that giving lessons on most lesson and practice tees is about as enjoyable as taking a kid back of a woodshed to teach him a lesson in conduct. Most ordinary golf ranges are more attractive than private golf club lesson tees. There have been very little developments in the attractiveness, convenience, and effectiveness of lesson tees since Donald Ross presented this innovation about 1912.

Golf architects, usually imaginative and practical artists, have failed to develop the possibilities of the lesson-practice tee. Especially is this failure noticeable to resort courses.

What wonderful business golf clubs could have with lesson-practice tees during the cocktail hour.

Idea file

Let fish eat up your algae problems

When the Jack Nicklaus Golf Center just north of Cincinnati, Ohio, suffered a severe problem with algae clogging its many water hazards, superintendent Richard B. Craig came up with a rather unusual — but successful — solution. He introduced German carp from Lake Erie to the courses' lakes to eat up the vegetation.

After an initial success with a 5-acre lake, Craig and his crew stocked the others, at a rate of 400 to 450 pounds of carp per acre. They paid 21 cents per pound for the fish and have not had to restock in 3 years. The only limitations Craig noted were that the water must be 3 feet deep, and that the fish are not very tolerant of insecticides.

Model sand trap teaches rules of golf

Fred King, golf professional at Andrews AFB Golf Course, Washington, D.C., has installed a miniature sand bunker in his shop. In it are a mannequin golfer and bits of debris of various kinds to illustrate which things may be removed and which may not be touched when playing out of a trap. A small sign asks: "Do you know the rule?"

The kidney-shaped trap is 6 feet long and 3 to 4 feet wide. The bottom is plywood and the sides are sheet metal, 4 inches high, painted brown. Inside is regular bunker sand. The debris (changed from time to time) includes a pine cone, matchbook, piece of paper, stone, leaves, cigarette wrapper and butt, twig, bottle cap, and piece of glass. "It helps create interest in the rules — and the shop," says King.

Seniors association boosts clubs' income

Some 28 golf clubs in Maryland have increased their revenue through activities of the new Maryland Interclub Seniors Golf Association. MISGA was organized under the leadership of President Al Hagen of Lakewood Country Club to promote golf fellowship and activity through organizing social golf "mixers," in which the clubs arrange home-and-home golf tournaments with seniors from four or five other clubs.

Green fees are waived, but clubs have derived as much as \$5,000 in revenue in one season from golf cars, pro shop prizes, and food and beverage service. And it makes club membership more attractive to senior members.

Fivesomes actually may speed up play

At most golf courses, fivesomes are strictly forbidden — but not at Bucky Thornbury's Pasadena Golf Course in St. Petersburg, Fla. Disturbed at the number of singles waiting at the first tee to join up with a threesome, Thornbury tested the speed of fivesomes playing behind foursomes. According to Stu Schneider of *Florida Golfweek*, Thornbury found that 18 holes took between 4 hours 10 minutes and 4 hours 30 minutes — and "the fivesomes usually had to wait on the people ahead anyway."

Following the stipulation that fivesomes must include at least one golf car, they play at the same speed as four walkers. Often, Thornbury said, there are two cars in the group — or even three. Wouldn't that perk up your golf car revenues?

Give new employees a thorough orientation

You can save yourself a lot of trouble (and maybe grief) later on if you take the time when hiring a new employee to give a thorough orientation to the job and to your golf facility.

Ted Woehrle, 1977 president of the Golf Course Superintendents Association of America and superintendent at Oakland Hills Country Club in Michigan, has a set procedure he follows with new course maintenance workers, but it could work just as well with pro shop or clubhouse employees. Woehrle introduces the employee to other workers and supervisors, takes him or her on a tour of the building (and the golf course, if possible), shows the person a job description and the club's organization chart, and discusses working hours and overtime, salaries and promotions, grievance procedures, conduct and dress, policies for absences and termination.

When the person is hired, he or she is asked to sign a note stating that all of the above were covered.

Advertise in company, trade union magazines

Daily fee course owners near large urban areas should place more advertising in trade union and company magazines to attract golfers, says Dr. Lewis Moncrief, a professor in the department of park and recreational resources at Michigan State University.

He says these specialized publications could easily be read more often than newspapers or telephone directory ads by potential golfers. The professor says he believes little analysis is made by owners about their advertising media, and suggests they survey their customers during different periods of the season to determine how their golfers found out about the golf course.

Directory lists data on 1,600 golf courses

Golf businessmen taking golf vacations will be interested in the second edition of *Gene Sarazen's World Golf Directory*, a 208-page, magazine-size guide to 1,600 golf courses in North America, the Caribbean, Central and South America, Europe, Africa, the Middle East, Asia, and the South Pacific. In most cases, listings include scorecards, course layouts, fees, and accommodations. The book also contains feature articles on 13 specific courses.

To obtain a copy of the Directory, send \$7.50 to: World Golf Directory, Dept. GB, 7119 Exfair Rd., Bethesda, MD 20014.

New greens require steady supervision

Superintendents overseeing the construction of greens this spring should make certain that the base is graded to the same contours as the finished grade, says H.E. "Al" Frenette, superintendent at the Peachtree Golf Club in Atlanta.

He also says that all trenches should run perpendicular to the natural grade and that all drains should carry to a creek, ditch, or solid pipe. Also, don't mix sand with the gravel blanket.

Managers' money needs compared across U.S.

Clubs attempting to attract competent managers from different areas of the country should be interested in a new study comparing the costs of housing, taxation, and transportation of 15 suburbs or large cities that appeal to managers and executives.

The study, made by Runzheimer Affiliated Services of Rochester, Wis., shows that these three items, which constitute 60 to 75 percent of family budgets, are lowest in Jacksonville, Fla. The costs there for a family earning \$39,000, having a seven-room house, two cars, and two dependent children is \$18,284 annually.

Other cities where the cost-of-living is low are Atlanta, \$19,373; Dallas, \$19,667; and New Orleans, \$20,228. The areas near cities that are most expensive are Lower Connecticut, \$28,799; Burlingame, near San Francisco, \$27,014; and Rye, in Lower New York State, \$26,927. The cities ranked fourth through 11th are Minneapolis, Portland, Cincinnati, St. Louis, Denver, Kansas City, and Charlotte.

Golf tours to visit exotic South Pacific

Four different golf itineraries in the South Pacific are now offered by Air New Zealand in cooperation with Interport, Ltd.: Tahiti, Tahiti/Fiji, New Zealand/Fiji, and New Zealand/Australia/Fiji. Initial tour departure is next month, followed by one per month through December 1979: a total of 20. Many will be escorted by golf pros or by sports or show business celebrities.

Tour costs range from \$875 to \$1695 per person; they include air fare, hotel accommodations, welcome and farewell cocktail parties, trophies for tournament winners, and all airport transfers. In Tahiti, greens fees and caddies, pull carts, or electric carts are also covered.

For details or reservations, contact your travel agent, local Air New Zealand office, or Interport, Ltd. at 16771 Pacific Coast Highway, Sunset Beach, CA 90742 (phone: 213/592-2123).

A golf superintendent

Do you qualify for the title?

Are you a golf course superintendent? If so, you should be able to lay out and direct the construction of greens, tees, and fairways; supervise the mowing, watering, and maintenance of tees, greens, fairways, and related areas; supervise the planting, fertilizing, and maintenance of turf; supervise the operation of an equipment repair shop; order supplies and materials within budgetary limitations; keep records of annual maintenance activities; be able to make an annual budget and explain in detail every expenditure in a manner that club officials can understand what they are paying for; know what OSHA and EPA require of you and keep your club informed about the new amendments that affect your golf course and make your club aware that compliance with these federal rules and regulations is mandatory.

If you are a golf course superintendent, you must possess thorough knowledge of the construction and maintenance of golf course tees, fairways and greens; of the production and maintenance of the types of turf used on golf courses; of the planting, cultivating, pruning, and care of plants, shrubs, and trees; of the characteristics and proper use of various fertilizers and soil conditioners; of herbicides and pest control methods and materials; of drainage control methods; and of watering and irrigation systems, including wells, pumps, and automatic controls; of construction and maintenance of golf car paths.

If you are a golf course superintendent, you must have the ability to maintain tees, fairways, greens and appurtenances to an acceptable standard of golf course play; to plan, assign and direct the work of others; to prepare clear and concise reports; to prepare annual budget estimates; to maintain effective employee and public relations; and to have a participating knowledge of golf.

Our profession is changing. A man who held the title of golf course superintendent a few years ago needed only the knowledge of the average grass farmer. Today, he must be trained in horticulture, arboriculture, agronomy, botany, landscape architecture, mechanics, chemistry, business management, engineering, hydraulics, psychology, and mathematics. Sooner or later you are going to have to produce results to satisfy the most demanding golfers, and this takes backup with an adequate budget and education. Hence, well-manicured courses are rapidly becoming the rule rather than the exception.

The superintendent must take a more positive attitude toward requirements and qualifications and measure up in a very definite way. He must give evidence that he understands his profession or is making an effort to improve himself.

Today's superintendent is faced with meeting continuous, major demands. He's under pressure to innovate, to solve old prob-

lems in new ways. He is being forced to improve his skills. The way to improve our skills is to review the qualifications of the superintendent and spot our weak areas. The weak areas we spot may represent our toughest going. Face the facts frankly. These may be areas in which we have the least natural proficiency, so we'll have to work hard to improve. Or we may spot a weak area and find that this area is undeveloped simply because we never have worked at it sufficiently. In that case, improvement here may be essential in terms of personal growth and future advancement.

Every superintendent must be well versed in the agronomic problems of turfgrass management. Attendance at national, regional, and local meetings and short courses is the only way to keep abreast of developments. There is no substitute for factual knowledge.

Each year a myriad of new fungicides, insecticides, herbicides, fertilizers, and related products are put on the market. Research narrows these products down for us and distributes this information. It is then up to the superintendent to do some testing on his own golf course. Just because something works in one location, it isn't necessarily going to work well on your course.

Research is the systematic search for the truth. Vast amounts of money are wasted on golf courses each year using products whose worth is not proven. Research investigates the problems of grass culture and distributes the information obtained through turf conferences. It is through these conferences that the superintendent meets other superintendents and compares notes on techniques, ideas, and problems.

Golf clubs should insist that their superintendent attend these educational conferences. I don't think any club, no matter how large or small, can afford not to send him. This expenditure should be included in every course budget.

While the superintendent personally benefits by the acquisition of more knowledge and through a broadening awareness of new information and techniques, it is his club or turf facility that is the real beneficiary. It is the cheapest insurance a club can buy to keep up to date on rapidly moving new developments in machinery, chemicals, and techniques that keep today's golf courses well groomed.

As this year is coming to an end, look back and see how many turfgrass conferences you have attended and ask yourself, "Have I done my best?"

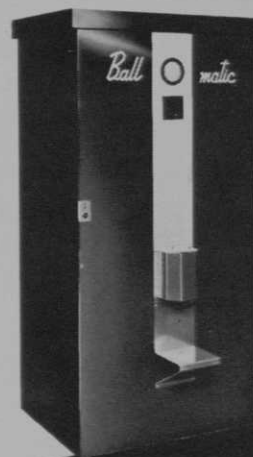
After reviewing the above qualifications and requirements, can you truthfully claim the title *Golf Course Superintendent*?

The column above by Marion E. Johnson, CGCS, of the Southern Turfgrass Association is reprinted with permission from "A Patch of Green," newsletter of the Michigan & Border Cities GCSA.

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News

TRADE SHOWS

Headquarters master plan unveiled; buying activity highlights PGA show

Seen at the PGA Show (clockwise from lower left): President Padgett, developer Ecclestone, and Executive Secretary Cox admire new resort master plan; golf architect Tom Fazio explains location of the 81 golf holes; Lee Co.'s Charles Van Dyne and Bob Hornung at the GMDA breakfast meeting; GOLF BUSINESS founders Joe and Herb Graffis greeted visitors at the magazine's booth (photo courtesy Florida Golfweek); pro shop buyers got down to business at softgoods displays.

A major highlight of the 25th annual Merchandise Show put on by the Professional Golfers' Association of America actually took place away from the exhibits of playing equipment, apparel, and golf miscellany. While the nation's golf professionals roamed the exhibit area of Disney World's Contemporary Tower and the display rooms in the Contemporary North, a small group of men met with the press on the 15th floor of the Tower.

Developer E. Llwyd Ecclestone presented detailed plans for his 2,300-acre residential-recreational complex to be built in West Palm Beach that would include the PGA's new headquarters, championship golf courses, and other facilities.

The community would include

6,000 housing units surrounding 81 holes, and three of the golf courses would be used for professional tournaments and by vacationers. Homes surrounding the complex would be valued between \$45,000 and \$75,000, although one cluster would include homes worth about \$250,000. Plans also call for 325,000 square feet to be used as an office park, 360,000 square feet for light manufacturing plants, and 150,000 square feet for specialty shops.

PGA Executive Secretary Mark Cox told GOLF BUSINESS that officers have hired the architectural firm of Schwabb and Twitty, the same firm which designed the master plan, to draw up plans for the headquarters building. Cox said he did not know the estimated cost or size of the building, but

preliminary plans estimated the space at 50,000 square feet. Cox said the building would be paid for with funds contributed by PGA pros during their first 5 years of membership.

Although Ecclestone hopes to have the housing, two golf courses, and the convention center completed by 1980, it is uncertain where the PGA Merchandise Show would be held. David Patillo, marketing manager for the project, said the group is considering using an outdoor tent, and possibly an inflatable building which he said is often used for large gatherings in Europe.

Ecclestone also said that the U.S. Army Corps of Engineers officials in Miami Beach have assured him he will be granted a permit to build the project, which



lies in some areas considered wetlands.

He conceded privately, however, he fears the project could get bogged down if approval must be obtained by federal officials in Washington, D.C.

* * * * *

At recent PGA Merchandise Shows, the big question seems to have been not "What's new?" as much as "How's business?", reflecting the somewhat uncertain state of the golf business. Fortunately, once one strips away the public relations hype and discounts the salemen's bravado, the answer in Disney World this year was "Pretty good."

The upswing in business seemed to be especially true at the show for those companies exhibiting softgoods lines. One Munsingwear representative told GOLF BUSINESS that he had sold 32 percent more golfwear than at last year's PGA show.

On the first day of exhibits, AMF Ben Hogan Co. seemed to be showing the general direction of the market by previewing the first line of ladies golf apparel in its history. According to Chuck Malitz, Hogan product manager for golf apparel, the line introduced at the show is just a "capsule collection of things to come" later this summer. The women's wear emphasizes what Malitz called the "traditional Hogan look of quality of classic elegance," represented by soft colors and luxurious fabrics.

Most of the softgoods exhibits were continuously crowded, and most companies said they were writing more business than last year — although Charles Van Dyne of H. D. Lee Co. thought that individual orders were not as large.

Most pros seemed well prepared for the PGA show and knew essentially what they were there for. Quin Sullivan, director of golf at the Springfield (Va.) Golf and Country Club, said, "I come here with a buying plan, so I know what we need and what we don't. I'll buy mostly softgoods.

"There are so many different kinds of golf clubs that people are getting confused."

Jim Roberts, head pro at Willow Springs Country Club in Wilson, N.C., told us, "I've done most of my buying already, but I did buy some softgoods. I come here looking for fill-in or third-line goods to be delivered in May."

Roberts commented on the length of time he had had to wait for service in the exhibit area of one large softgoods distributor. He felt that pros at the show were buying

about 75 percent softgoods and 25 percent equipment.

A PGA/Victor salesman said that he had written more business than at the previous year's show, but that more of it was hardgoods than softgoods. "The pros saw that November/December looked okay and decided to come to the show and order more clubs."

The show definitely was not wanting for equipment on display, including some new developments. Wilson, for example, had a room-within-a-room devoted solely to its new Reflex iron, which boasts a narrow slot behind the face to give a "trampoline" effect for longer distance.

Northwestern showcased the new Power-Kick shaft which is offered on its top eight or ten lines of clubs. Although developed by Northwestern, the shaft is made in England by Accles & Pollack. With its single large step about halfway down its length, the shaft looks somewhat strange — but is said to deliver distance without losing "head-feel."

There were other things to see at the PGA show besides pro shop merchandise, however. The major golf car companies exhibited their latest models, and three new cars were introduced: by Bogue, Davis 500, and Yamaha. The Bogue car is quite different from its predecessor; the one at the PGA display was just a prototype, but showed the main design features: a fiberglass body mounted on a fiberglass tubular frame, energy-absorbing bumpers, and overall simplicity of design. General Manager Brion Sabbatino told GOLF BUSINESS that Bogue hoped to have a complete working car ready for the GCSAA show in February.

Yamaha, of course, is well known for motorcycles and snowmobiles. Its golf car engine is actually a much-detuned version of a snowmobile powerplant; it's a two-cycle, single-cylinder engine with automatic oil injection, CDI electronic ignition, and "quiet-tuned" exhaust system. Product Manager Ron Frazier was busy at the show setting up distributorships for the Japanese-made Yamaha golf car, which he said would be ready for U.S. delivery in "late spring."

Merchandise Show Director Thomas Boyle said he was "pleasantly surprised" by the turnout for the show, considering the extremely bad weather in the north the weekend the show opened. Overall attendance was 9,611 — up more than 200 from last year — including 2,500+ golf

professionals. Asked for an overall impression of this year's show, Boyle replied, "I think we had a happier group of exhibitors and a happier group of visitors than ever before. We had no major complaints from anyone."

The 1979 PGA Merchandise Show will be held at Disney World under the same arrangements as the past few years, according to Boyle. The association signed a contract with the Disney organization at the end of this year's show, but the two groups are "still negotiating" terms for the 1980 show.

AMATEUR GOLF

USGA withdraws prize money rule

Responding to widespread protests from the Professional Golfers' Association, its members, amateur golf associations, and others, the United States Golf Association decided at its 84th Annual Meeting in San Francisco to "withdraw and reconsider" a portion of its revised Policy on Gambling with the observation that it was "widely misunderstood and misconstrued."

The portion being reconsidered is a new item 3 in the third paragraph of the Policy on page 75 of The Rules of Golf which allows an amateur to win up to \$350 in an event in which the golfers play for money they alone contribute.

Although the USGA contended that the revision was intended merely to clarify the distinction between playing for prize money, which violates the amateur code, and private wagering, which doesn't, it was widely construed as opening the door to cash prizes for amateurs and thereby dulling the sharp line which has divided amateur and professional golf. The PGA and its members felt this would undermine golf shop revenue from the traditional merchandise and trophy prizes for amateur events.

There was also the concern that the revised policy would lead to the organization of amateur golf events or tours with cash prizes, although an unpublicized new portion of the Policy specifically disapproves of amateur events which are organized to create cash prizes.

In fact, an amateur "tour" was organized and advertised in Florida, but had to be cancelled after the USGA's action on January 28. It was "The Nation's First AFC (Amateurs For Cash) Golf Tour"

organized by Dean Refram; former PGA Tour player who won the National Team Championship with Jim Colbert in 1976.

The "Tour" was to consist of an 18-hole tournament every Friday, beginning February 10, and offering \$4,000 in cash prizes from \$350 down to \$50 for both gross and net winners. Entry fee was to be \$40, plus \$50 in yearly dues. The event was scheduled for Saddlebrook Country Club, Wesley Chapel, Fla., of which Refram is proprietor.

Refram was reported to be considering suing the USGA to recover several thousand dollars he spent in advertising and promoting the "Tour."

The USGA stated that during the reconsideration of the withdrawn item 3 of the Policy on Gambling it will reaffirm that appropriate amateur prizes are merchandise and trophies worth not more than \$350 (up from \$250), and will further reaffirm its determination to "maintain the distinction between the amateur and the professional golfer—a distinction which is critical to the continuing vitality of the game of golf."

Its main problem during the reconsideration appears to be how to write a rule to cover, and be limited to, an event where the primary purpose is playing the game for its own sake, with the money pool only incidental to add to the enjoyment—a form of private wagering which would not affect amateur status.

Most club events, with prizes coming from entry fees, would seem to qualify for cash awards and could present a problem for the professional at some clubs, unless a clear rule is written. It was suggested by Tom Meeks of the USGA staff that rulings on cash awards be obtained in specific situations as did a Minnesota club in 1965.

The USGA gave a ruling at that time which seems to present a problem in the current situation and may have to be revised or withdrawn in the reconsideration. The USGA approved the awarding of cash prizes to winners of the club's two-man team leagues.

PGA President Donald E. Padgett, who appeared before the USGA's Executive Committee to present his organization's protest against the revised Policy on Gambling, told GOLF BUSINESS that the PGA—as well as amateurs and most people interested in the game—was pleased with the USGA's action, while recognizing