

NEWS OF THE INDUSTRY

Golf Day Adds Sweepstakes

To broaden interest in its annual National Golf Day charities the PGA has added a sweepstakes giveaway to its 1975 drive.

The drive, which starts this month and runs through the golf season, is expected to generate larger donations for the 35 regional and national golf charities it supports because of the sweepstakes, and because all prizes are donated. Another incentive for this largest of all golf charities will be the award of a free pocket golf tips booklet to all who contribute.

Grand prize of the 99 awards to golfers who contribute one dollar or more is a seven-day golf vacation for two in Jamaica with golf and luxury accommodations at Half Moon Hotel in Montego Bay. Four special first prizes to be awarded are 17-inch Magnavox color televisions.

President Gerald Ford, as honorary chairman of the drive, has expressed his regard for the "fine achievements of your organization." He has indicated he may participate in the Round of Champions at Firestone Country Club in Akron June 2, if his schedule permits. Target scores for contributing golfers to beat are set at the Round of Champions each year. This year, PGA champion Lee Trevino contests with U.S. Open champion Hale Irwin, while LPGA champion and Woman's Open champion Sandra Haynie vies with 1974 LPGA Player-of-the-Year, Joanne Carner. All who beat the target score, with full handicap, will receive an autographed photo of the champions.

Additional sweepstakes prizes include Royal Daisy clubs for women and perimeter cavity-investment irons with Conswept woods for men, Etonic Staff grade golf shoes, selected Jamaican craft items and library editions of "Great Golf Courses of the World" by Golf Digest. Golf pros with winning con-

tributors will win duplicates of these last 94 prizes. The professional whose club leads in national contributions will also win the Jamaican trip for two. The leading section will be awarded the Herb Graffis Cup for outstanding National Golf Day effort. Pros whose clubs are second and third in contributions will win the color televisions. Second and third leading sections will be awarded gold and silver achievement plaques.

National Golf Day, which has been an annual event each year since 1952, has contributed more than \$2 million to such golf charities as the National Amputee Assn., United Voluntary Services, the U.S. Olympic Committee, the Scholarship and Research Fund of the GCSAA, 27 different caddie scholarship funds, the USGA turf research and education fund, the Women's Western Golf Foundation and the PGA Educational, Relief and Benevolent Funds.

Grau, Daniel and Gerber Honored in New Orleans

Purdue's Dr. William H. Daniel, Illinois superintendent Raymond H. Gerber and Dr. Fred V. Grau received the Golf Course Superintendents Assn. of America Distinguished Service Award at ceremonies in New Orleans.

Dr. Daniel was nominated for his active support of the turfgrass industry, as demonstrated by his willingness to participate on educational programs, and through his devotion to higher education and research in turfgrass and his desire to share new information. Dr. Grau is most-noted in the industry for his development of Penngift crown-vetch, the lavender-pink flowered ground cover frequently used for highway shoulder and bank stabilization.

Nominated for his service to the golf turf industry which began 58 years ago, Gerber served as the GCSAA's 14th president in 1950, as well as president of the Midwest Golf Course Superintendents Assn. for three terms. He recently retired as superintendent of Glen Oak Country Club, Glen Ellyn, Ill., a position he held since 1936.

Formed in 1926, the GCSAA established the Distinguished Service Award to recognize those individuals who have significantly advanced the profession of turfgrass management.



PGA President Henry Poe accepts the permanent Vardon Cup from its Victor Golf originators, President Jim Butz (right) and marketing vice president Ken Devine. The cup will permanently be displayed at PGA headquarters.