

# GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

## EDITORIAL

**HUGH CHRONISTER**  
PUBLISHER

**NICK ROMANO**  
MANAGING EDITOR

**HERB GRAFFIS**  
SENIOR EDITOR

## OPERATIONS

**JOE GRAFFIS SR.**  
ASSOCIATE PUBLISHER

**PAUL BALTIMORE**  
DIRECTOR OF OPERATIONS

**DARRELL GILBERT**  
PRODUCTION MANAGER

**DONALD D. LANGLEY**  
DIRECTOR OF CIRCULATION

## ADVERTISING

HEADQUARTERS: 9800 Detroit Ave.  
Cleveland, Ohio 44102  
(216) 651-5500

**RICHARD J. W. FOSTER**  
MANAGER-MARKETING

**PATRICK J. LAMB**  
REGIONAL MANAGER

**DOROTHY LOWE**  
CLASSIFIED ADVERTISING

EASTERN OFFICE:  
757 Third Ave.  
New York, N.Y. 10017  
(212) 421-1350

**RUSSELL B. BANDY**  
REGIONAL MANAGER

MIDWESTERN OFFICE:  
333 North Michigan Ave.  
Room 808  
Chicago, Ill. 60601  
(312) 236-9425

**JEFF WARD**  
REGIONAL MANAGER  
**TOURISSE GREENFIELD**  
(312) 337-7717

## OFFICERS

**HUGH CHRONISTER**  
PRESIDENT

**LEO NIST**  
SENIOR VICE PRESIDENT

**GILBERT HUNTER**  
VICE PRESIDENT, CIRCULATION

**WILLIAM CUNNINGHAM**  
VICE PRESIDENT, TREASURER



# HERB GRAFFIS

## SWINGING AROUND GOLF

**PGA Reports To Its Own:** For the first time the PGA has compiled an annual report similar to the informative and convenient annual report of the Executive Committee of the USGA.

So, for the first time the PGA's 11,000 members of all classes can know what their association's officers, its 39 sections and the PGA's headquarters staff of 45 are doing. Now there can be very little complaint by members that they aren't told what's happening. Failure to fully inform members accounted for the Civil War which almost wrecked the PGA. The tournament players didn't know how their department was going financially with the PGA headquarters in charge of the money. The tournament players didn't know a disproportionately large part of PGA income had been used for tournament circuit build-up.

When peace had been restored, the tournament players discovered it was costing them about \$300,000 a year more to operate than when the PGA was under one management which gave the tournament players an autonomous operation.

President Henry C. Poe pointed out in the annual report that the PGA isn't in business to make money. It isn't operated to have deficits either. There was more of an improvement in the PGA money picture than even optimists expected since Mark Cox became Executive Director, which practically means Business Manager of the PGA.

Loss of \$78,770 on the 1974 Ryder Cup matches was another gloomy reminder that the future of this event is questioned by many. Several British golf writers believe the losing affair should be discontinued.

The construction fund balance of \$1,109,319 could stand explanatory comment in the next PGA report.

**Golf's Touchdown Grass:** Again a new turfgrass variety, Touchdown Kentucky bluegrass, is a story of a vigilant, thoughtful superintendent, talented and patient agronomists and the USGA Green Section.

This recently released variety passed the rigid tests of disease resistance with upright leaves that in close cutting color a rich green early in the spring and hold color later in the fall than Merion. It is impressive in its density and aggressiveness. Touchdown Kentucky bluegrass was released jointly by Rutgers University and the Green Section.

Modern chapters in the plant's story began in 1958 at the National Golf Links of America course at Southampton, N.Y., when superintendent Thomas F. Rewinski began closely watching an attractive area of low-growing grass on the ninth fairway. Rewinski had started with the club as a caddie. After his war service, he returned to the club to work on the course.

The fairway grass fascinated Rewinski and he brought it to the attention of Alexander Radko, Eastern Region and National Research Director of the Green Section. After seven years of tough testing, these experts pronounced the new bluegrass as marketable.

The seed is now being produced in Oregon. Where its origin started, who knows? In 1908 when Charles Blair MacDonald designed and built the National Links, a bag of the seed transported a lot of different varieties. By chance, superintendents in the bluegrass zone may now have the best fairway grass available □