Happy Birthday America!

Would today's Club Management have helped lead the Revolution in '76?

We say they would have! America's golf club management teams are made up of independent thinkers who must cope with a demanding business—they would have strongly resented oppression from overseas.

Taylor-Dunn, your largest independent American manufacturer of electric vehicles, salutes you—the management who have helped build this great industry!

Tee Bird, Taylor-Dunn's widely-accepted golf car, features low-maintenance-durability that provides extra dollar savings for your club!

Before you buy your next fleet, contact Taylor-Dunn, P.O. Box 4240
Anaheim, Calif. 92803
(714) 956-4040

Made in America by Americans!

TEE BIRD
ON THE COVER

It is the beginning of a new year in golf business, and that means most superintendents, pros and club managers have their bags packed to attend annual meetings and shows put on by the national organizations they belong to. It is a time for meeting old friends, and to hear new ideas to help make the next season better than ever. Show time is a focus on the year ahead, the time when many decisions are made that will bear fruit later in the season. This year the PGA Merchandise Show is Jan. 25-28, again in Orlando, Fla. at Disney World; the GCSAA holds its show Feb. 8-13 in Minneapolis; and the CMAA will hold its annual conference Feb. 11-14 in Washington, D.C.

ARTICLES

SHOW PREVIEW The beginning of the year brings the trade shows and the year of the Bicentennial is no different, as the PGA, GCSAA and CMAA hit the road for their gatherings. Orlando, Minneapolis and Washington, D.C. are the respective sites and GOLFDOM gives you an idea of some of the things to look for at the '76 shows 10

FINDING A JOB: IS THE PRO ALL ALONE? Employment for the club professional is getting a thorough look over by the PGA these days, as the organization checks the job situation for its membership. Associate Editor Nick Romano talks to pros, owners, board chairmen and employment services for the PGA, GCSAA and CMAA, to see how the pro fares and compares 12

MOWER MAINTENANCE Maintenance of grass-cutting equipment is very important in good turf management. With proper maintenance down time can be decreased, parts and repair costs can be reduced, equipment life can be increased and most important, a continuous quality cut is provided by equipment. Babe Brinkworth has been in the mower business a long time, and shares some of his thoughts with GOLFDOM 20

HUBBY HABJAN: PORTRAIT OF A PROFESSIONAL Since he was nine-years-old, Hubby Habjan has been in golf business. Now, 44, Habjan is one of the most respected club professionals in the country. Outspoken and controversial, the PGA vice president gives his views on a range of subjects including why the "pro-only" suit might help the club professional and how the general manager concept is a bad idea 24

CHINA . . . SOME QUESTIONS ANSWERED An important part of any food service operation at the club, china and the care of it has always been a problem for the manager. GOLFDOM fields some questions on the subject and delivers some interesting answers on what to buy and how to determine how much is enough 33

PGA ANNUAL MEETING: SERIOUS WORK WAY DOWN YONDER A record 300 people attended the PGA's 59th annual meeting in New Orleans last month and it was strictly business. Section officials from around the nation worked on policy changes affecting the future of the organization. GOLFDOM was there with a picture story on the happenings 36

DAILY FEE SUCCESS STORIES The National Golf Foundation recently gathered together daily-fee course personnel at meetings in the East and West, and put on three-day programs dealing with the basics. GOLFDOM editors attended one of the workshops and report on it 40

NEWS USGA announces new associates program . . . 400 club pros to tee off for match play championship . . . Gulf States PGA Section sets employment standards . . . superintendents must know what their golfers want . . . Acushnet to be bought . . . MacGregor’s Blanks announces retirement 44

DEPARTMENTS

PUBLISHER’S MEMO 4 NEW PRODUCTS 54
SWINGING AROUND GOLF 6 CLASSIFIEDS 56
COMING EVENTS 18 PEOPLE IN THE NEWS 58
NEWS 44 ADVERTISERS INDEX 58

GOLFDOM, Incorporating GOLF BUSINESS; Published 10 times a year; monthly January through August and combination issues in September-October and November-December. Copyright © 1976, by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager, Editorial and Advertising offices, 9800 Detroit Avenue, 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. Controlled circulation postage paid at Cleveland, Ohio. Please send change of address notice to GOLFDOM Magazine, 9800 Detroit Avenue, Cleveland, Ohio 44102. Subscription rates $7 per year U.S. and Canada. Foreign $10 per year. Single copy price: $1.00 for current and all back issues. Foreign $1.50. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.

BPA Membership Applied For
PUBLISHER'S MEMO:

In February of 1976, GOLFDOM begins its 50th year of service to the business of golf. In the business of publishing a half century of survival is no mean accomplishment — no doubt at least equal to scoring one's age for 18 holes.

Herb and Joe Graffis were the founders of GOLFDOM and, like them, their offspring has been around a bit. And, also like them, we look to the future of golf business and our role in it with confidence and anticipation. This magazine will not be pulled screaming into the second half century of its life. We go with vigor.

In our anniversary year we pledge to continue the publishing philosophy which we believe will best contribute to the solid growth of golf business. Our philosophy is to use substantial editorial material which is important to our readers in their role as golf businessmen first, and separately in their duties as golf professional, club manager and course superintendent. We believe the interaction of these businessmen is crucial for the successful working structure of our industry.

Golf business and GOLFDOM have developed together through the years. In the five decades since 1927, golf has literally exploded into one of the greatest participative sports in the world, and the industry it has fostered has become one of the most progressive and important in the field of recreation.

We believe GOLFDOM magazine is the one medium which can best coalesce the varied interests in golf business. We want to involve our readers as intensely as possible in our pages. We want to help move the industry forward through the experiences and with the participation of golf businessmen.

Hugh Chronister
The Keller Slim.
A new shape to get your wood game off the ground.

Introducing the new Keller Slim woods. Designed to get you airborne like no other clubs. A Slim model and a Super-Slim. Both with fairway woods more shallow than any other clubmaker's. And an extremely low center of gravity. Without adjusting your swing, you can get a high arching flight. Even from barren ground.

Solid contact with the fairway woods.

The rocker sole on the 3-4 and 5-woods lets you get the clubface cleanly on the ball. Especially on sidehill and tight lies. And the penalty isn't as great on miscued shots. Thanks to the heel-and-toe butterfly soleplate which stabilizes the clubhead at impact. A special soleweight is centered below and directly behind the ball. From the driver to the 5-wood, you get everything you put into a solid hit. And perhaps a little more.

Finest domestic persimmon.

Persimmon has the traditional feel that can't be duplicated. And the ideal density for impact resistance. Domestic persimmon is best. But it's scarce. We use only choice fine-grained persimmon from Arkansas and Tennessee. It's an optional extra in a Slim model with a slightly deeper face. Laminated maple is standard in the Slim and Super-Slim. Drivers have standard face depths. (Fairway woods may be purchased separately, or as a unit.)

Stainless steel in Keller woods and irons.

The Keller stainless steel shaft is 15% lighter than ordinary steel. Yet, it's stronger. And it resists corrosion indefinitely. A unique step pattern makes for an explosive thrust through impact. You pay a nominal premium for the stainless shaft. But it's well worth it. (True Temper Dynamic shafts are standard in all Keller woods and irons.) For more information on the complete line of Keller custom quality woods and irons, call or write:

KELLER
Keller Golf Clubs, Inc.
2140 Westwood Blvd.
Los Angeles, Calif. 90025 (213) 879-5992

Circle 102 on free information card
Small cheer: Short takes to reflect on golf business in 1975, and a look at 1976. . . . What probably was one of the brightest spots was the surge in junior golf. Estimates of the number of kids involved in pro and school junior programs this year range from 300,000 to 450,000. This interest has eased, at least temporarily, the concern about what might happen with the caddie recruits diminishing as golf's market insurance. There were an estimated 400,000 golf cars operating last year, and that is about how many caddies there were in the '50s. . . . Despite a dismal record of golf course turf conditions this year, the turfgrass scientists say the good side of a bad year was that new varieties of fairway and greens being held for early introduction to the market came through adverse weather, disease and pest conditions very well and promise immunity to much of the damage suffered this year. . . . An experienced estimate based on information from pros and pro salesmen in various areas indicates pro shop sales in 1975 were about 10 percent under 1974 figures with club sales being in more of a slump than apparel sales and ball sales dropping seven percent due to weather reducing play. . . . Alexander M. Radko, director of the USGA Green Section Eastern Region and national research director summarized a miserable year for golf turf. He said it was the worst year ever for fairways. Many courses succumbed to the prolonged heat and humidity and scald, wilt, disease and almost anything else you want to name. Pythium was perhaps the most widespread and most costly, he said. The Green Section noted serious outbreaks of the insect Ataenius spretulus at courses particularly in New Jersey and Connecticut. The previous attack of the insect was in 1970, mainly on fairways in low, moist areas. Club and fee course execs and superintendents will look in vain for any figures on the cost of the year's turf damage and the effect of general financial conditions on maintenance budgets, especially financing equipment and supply needs. The Golf Course Superintendents Association of America never has taken interest and action in this area. The old idea that each course differs so much from all others with no basis of comparing maintenance costs can apply, continues to rule. . . . Approximately one-fourth of U.S. golf courses are owned as private investments. Yet there is a tendency to view golf business as a mainly private-course operation. The USGA is going to have to be realistic about this pay-play situation and make an adjustment of its associate members. The owners of private courses and some municipal course officials report play has been up this year. Many of the unemployed have money enough to play golf as an escape and a low cost form of entertainment and exercise that will keep the unemployed man waiting to get called back on the job nutty. . . . There has been a reduction in waiting lists for membership at clubs. Initiation fees at many clubs are said to be too high for the prevailing economy although not out of line with the book value of the clubs. . . . Generally tennis has been disappointing as a source of increase in clubhouse business at private clubs. Tennis players don't sign food and drink checks enough to make money for the club. Club managers say the tennis boom has not been any boom in revenue but has been an increased expense at some private courses and some municipal courses. . . . There has been a reduction in waiting lists for membership at clubs. Initiation fees at many clubs are said to be too high for the prevailing economy although not out of line with the book value of the clubs. . . . Generally tennis has been disappointing as a source of increase in clubhouse business at private clubs. Tennis players don't sign food and drink checks enough to make money for the club. Club managers say the tennis boom has not been any boom in revenue but has been an increased expense at country clubs. . . . The golf resort and golf-home site development situations have been showing signs of needing plenty of knowledgeable shake-ups to get on a solid basis. Perhaps the tough year of 1975 will hasten the necessary corrections. . .
Wherever golf is played...

Par Aide Products Company has been servicing the needs of the golf course superintendent since 1955. Because its products are designed to be functional and are built to withstand rugged use, it's just natural to find Par Aide equipment "wherever golf is played."

Par Aide Products Company
296 North Pascal Street • St. Paul, Minn. 55104

Circle 115 on free information card
FROM THE BEN HOGAN COMPANY -
The new durable-cover ball with the distance, trajectory, and consistency of the tour-favorite Apex!

Now for golfers who want and need a durable golf ball, there is the Leader.

This outstanding new entry to the Ben Hogan line of superior golf equipment is a companion ball to Ben Hogan Apex, the golf ball that has won more money in the last three years on the tour than any other ball. New durable Leader has been engineered to have all the Total Performance characteristics of Apex, plus durability.

The highly resilient winding, the specially developed center, and the unique blend of thermoplastic resins used in the cover give Leader distance, trajectory, and consistency equal to those of Apex. And Leader has the best maneuverability, sound and feel obtainable in a durable ball.

With two compressions — 90 and 100 — Leader fits any golfer's game. Leader — a truly remarkable durable golf ball.

If you've been waiting for Total Performance in a durable-cover ball, ask your golf professional about the new Ben Hogan Leader golf ball.

No. 1 NAME ON THE TOUR
For the second year in a row, the PGA holds its annual Merchandise Show in what is becoming its permanent temporary home, the Contemporary Hotel at Disney World in Orlando, Fla.

The dates of Jan. 25-28 promise to bring forth a bigger show than a year ago and according to the PGA, things should run a lot smoother than the Orlando inaugural of '75. Nobody knows for sure how many professionals will show up in the sunshine this month and that might be the biggest surprise this outing might offer.

When the decision to return to Orlando again was made, there were some rumblings among the rank-and-file pros around the nation that having the show at Disney World for a second time was a mistake, but no one seemed to have a viable alternative.

Affects on attendance this year will me measured after the show on whether there were many repeat professionals from the '75 show. With the high prices of Disney World still in evidence, many pros who came last year may not travel south again because the novelty of the Magic Kingdom has worn off for them and their families.

From the exhibitors' point of view, things look optimistic for the show no matter how many pros arrive in Orlando. According to Golf Manufacturers and Distributors Association president Wally Phillips, the Merchandise Show will run better this time around, since his group and the PGA members know the territory a little better than they did a year ago.

The mild show controversy that reigned last winter was over the utilization of the north annex to the Contemporary and how smaller firms were assigned those positions out of the traffic flow of the main building. This year the PGA has changed the setup somewhat with adequate traffic plans through the annex and allowing those exhibitors extended hours till 7 p.m., two hours more than those in the main area.

Phillips also noted that the north annex would offer several “traffic builders” to that area with several special events including a style show, a Paul Hahn exhibition and a clinic conducted by top tour pros. Indications are that the PGA Show