If the ponds on your golf course are unattractive or smelly, and your budget for improvements is limited, don't despair. With the right Otterbine Spray Sculpture™ floating fountains you may be able to turn your ponds into cleaner-smelling showplaces. Without having to float a big loan.

**Dynamic spray displays.**
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**Helps control odors beautifully.**
Otterbine floating fountains may delight the nose, too. As they beautify ponds, they help oxygenate and mix their water. This helps control unpleasant odors. And it may keep algal growth under control as well.

**No plumbing needed.**
Otterbine floating fountains are available in ½, 1, 2, 3 and 5 horsepower sizes. Just tow them into position, moor or anchor them in place, and make electrical connections in accordance with applicable codes. No plumbing is needed.

**We want to help.**
We'll help you or your architect select the right-sized Otterbine floating fountains and the right Spray Sculpture™ shapes for your ponds. Rodale Resources, 576 North Street, Emmaus, PA 18049. Phone: (215) 965-6010.
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Sunny skies and chilly breezes greeted the 2500 golf professionals attending the 1977 PGA Merchandise Show at Disney World in Florida, but didn’t stop them from eyeing the 240 exhibits ... the United States Golf Association held its annual national business meeting and Green Section conference in Atlanta this year ... a plethora of educational programs and 165 commercial exhibits awaited visitors to the Golf Course Superintendents Association of America’s 48th annual Turfgrass Conference and Show ... the Club Managers Association of America celebrated its 50th anniversary at its annual meeting in Chicago, where it all began ... A task force has been formed by the National Club Association to study country club accounting systems ... PGA club assistant pros get their own national championship tournament this fall.

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Feedback

In defense of GCSAA

In response to James Graham’s letter, “GCSAA none of the way,” (January GB) I feel GCSAA has lost sight of the priorities established by Col. John Morley and others in 1926. Our executive committee has sacrificed the education of the membership for a fairly unsuccessful public relations campaign which has done little to enhance the stature of the superintendent.

Furthermore, I agree with Mr. Graham’s contention a more “stringent Code of Ethics” and an Ethics Review Board “with teeth” is needed.

However, I find it hard to accept Mr. Graham’s assertions that a “certification examination” and a “bachelors degree, or equivalency, in an applicable major” be required prior to admission to our association. His proposals should not be a prerequisite for, but a benefit of membership. It is the responsibility of GCSAA to provide its members every opportunity to gain the expertise Mr. Graham expects, if the individual so chooses.

It would be self-defeating to limit membership in GCSAA by imposing Mr. Graham’s standards “across the board.” I have been privileged to know many of the old “greens-keepers” who consistently produce quality playing conditions and maintain a high degree of efficiency in their operations. At the same time I have known some educated, certified, “bona fide” incompetents whose performance leaves much to be desired. GCGS does not, under any circumstances, insure success.

As for the elimination of “commercial members,” I do not understand what would be accomplished by refusing membership to these people. If abuses have occurred in the past, superintendents must share the blame. Many “commercial members” are former superintendents with valuable knowledge and experience. I know many who have shared their expertise with me, but I feel I am under no obligation to buy their products. “Commercial members” reminds one of the old line about “living next door to one but not letting my daughter marry one.”

Finally, I am young and possibly naive. If superintendents are relinquishing their “high-paying, rewarding positions to amateurs promoted to their highest level of incompetence,” then I must question the knowledge and expertise of the “qualified” person in the first place. Something is amiss if Mr. Graham’s “competent” associates are being replaced by “felons.” Possibly the problem is not just a club trying to hold salaries down.

No one will drag my “reputation and salary into the mire” as long as I carry out my responsibilities.

William R. Roberts
Superintendent
Stevens Point (Wis.) CC

We also would like to respond to Mr. Graham’s letter. The GCSAA is a national professional organization dedicated to better turf for better golf. The more members we can enroll means the greater the number of people involved in maintaining excellent turf. Every organization has its flaws and it’s up to its members to improve and make the organization work for them.

The men we have elected as our leaders are highly qualified. They have worked hard to get us this far. Education is the most important task of the GCSAA. Somehow perhaps a Bachelor’s Degree or the equivalent will be required for entrance into the association. But there are already a large number of members who have reached the equivalent of, or surpassed, a bachelors degree through various courses, seminars, etc. and working experience over the years as a superintendent. This experience is what our association was founded on, by men who learned as they worked and wanted to share their knowledge with others. A professional wants to work with others to improve his own profession.

Board of Directors Heart of America GCSA

I’ve read various articles by individuals who because of their disagreements with certain policies of the GCSAA, PGA, or CMAA have dropped their membership from these organizations. This certainly doesn’t seem to be the solution to the problem. Quitting solves nothing. Working harder in that organization and becoming more involved does seem to present a more sensible solution. The GCSAA has many committees which allow its members to become actively involved in its policy-making decisions. All an individual has to do is volunteer to serve on these committees. Also, a member always has the option to run for the board of directors of that organization. So, there are quite a few choices a member has to voice his opinion in a national association.

Sitting back and complaining or quitting are the easy ways out. An organization is only as strong as its members; the more they participate, the better the organization.

Dave Fearns, CGCS
Past President
Central Ill. GCSA
Peele

More Feedback on page 7
Plan now for your tree planting program

Thinking about adding some trees this year? According to Ray Keen, professor of ornamental horticulture at Kansas State University, superintendents should start immediately on the planning stage of the project.

A good program will plant trees of different ages. This effort should be a yearly ritual, as you eliminate old, diseased trees and replace them with new trees. Trees are always a good way to enforce doglegs and improve the overall architecture of the course.

Keen suggests that if there is frost in the ground in your part of the country, plant slow starters such as oaks as soon as possible. Such trees need a long time to generate roots.

More than a spill? Check liquor losses

Does your club or beverage service gross more than $80,000 annually? If so, you may be losing liquor sales in the long run without knowing it.

For example, suppose a one-ounce shot is $1. For every 3 ounces sold, gross receipts should be $3. A clever bartender, on the other hand, could be pouring ¾-ounce shots. Revenue now becomes $4 — $3 of which goes into the cash register, and $1 into the bartenders pocket. Amazingly, 25 percent of the gross receipts have been stolen without a single point difference in pour costs.

With the possibility of theft left open to your employees, consider the various computerized liquor dispensing systems now on the market. Orders are placed, priced, taxed, and recorded in no time — and all with a record at your specifications.

Keep assistant pros, as others lose theirs

With the ranks changing all the time among assistant club professionals, it seems like it's harder and harder for the head pro to keep any continuity in his staff.

When an assistant first starts off in a new club, the pro should attempt to get some idea of how long the assistant plans to stay, then map out a work program for that length of time. The program must contain a job description and duties. A progressive line of responsibility is essential.

After a normal trial period (usually a year), you might offer the assistant a bonus to keep him on, if he is highly motivated and an integral part of the staff. Base all your dealings with your assistants on a performance rating.

Move on snowmold soon as thaw hits

The devastating winter that has ravaged most of the nation this year will certainly leave a greater-than-usual snowmold problem for superintendents when warmer temperatures come. Certainly, this will be compounded by the massive pileups of snow in the east, which will complicate manners with flooding.

Snow compaction must be eliminated, if possible. Further damage to the turf can occur with traffic from people and vehicles. If the snow is further compacted by such activities as cross country skiing and snowmobiling, these should be confined to areas that have coarser, harder grasses.

Drifts will also compact snow more. As soon as the melting starts, remove dead grass and debris. Break up the moldy crust; this will help in the overall drying process, accelerating recovery.

Make sure guests get just desserts

Waiters and waitresses are never finished with a meal after the entree is served. Always be sure to instruct them to merchandise your dessert menu. This will add to the profits all the way around.

After the dinner is completed, the waiter or waitress should make sure the customers enjoyed their meal, then suggest dessert. The dessert menus should be presented to the ladies first and from the left. Many clubs offer a dessert cart and the customers or members can make their selections in view of a variety of dishes.

Today, dessert drinks are also becoming popular. A number of possibilities can be considered for addition to your dessert list.

Custom club orders can take forever

Over the years, the club professional that gets caught in the bind of sending one of his golfer’s clubs back to the factory for repair seems to be heading for a longer wait than usual.

Custom club orders seem to fall into the same category. Most manufacturers receive 75 percent of such orders in the period from September to December, when the companies are heavily into production on new lines.

Professionals waiting until mid-March to order will probably get better service, as long as there is no great demand on material, such as shafts. Repair can be quickened by the use of your own in-shop service or by sending it out to local repair shops.
President Carter has indicated that tax cuts are not the only things you will find in his tax proposals. Recently, the President has made it clear that tax forms of the future will be simpler to file and you won’t have to depend on a computer to help you make out your return.

Part of this would be to eliminate the percentage limitation. Standard deduction now is 16 percent of adjusted gross income with minimum and maximum deductions for both singles and marrieds.

The plan now is to have a flat sum (the proposal is $2,400 for singles and $2,800 for marrieds) and leave it at that. A lot of the arithmetic causing most of the tax headaches would thus be done away with.

Past the hoopla that goes along with the collegiate sports scene for men is the part of the athletic scholarship program that such institutions of higher learning must offer to females.

Under the Education Amendments Act, schools offering grants-in-aid for men must also offer something for women. The law does not make the monies equal, but it is a start. Smart parents with an athletically talented daughter have been actively seeking colleges offering such financial help.

Since the programs are relatively recent, you might need some help finding the schools in question. The Association for Intercollegiate Athletics for Women has a booklet offering the information for $3.50. Write to the American Alliance for Health, Physical Education & Recreation, 1201 16th St. NW., Washington, DC 20036.

Milk and other dairy products continue to creep up in price, as inflation pushes along. When you head for the supermarket next time, keep your shopping eyes open for alternatives. For example, nonfat dry milk commonly will cost half the price of whole milk and can be used for cooking or drinking. Egg prices may be on the rise also this year. The prices for various grades may be higher than the real quality of the egg you are getting. “Large” eggs may not be any larger than some eggs found in Grade AA. There are variances in the standards the USDA puts on egg grading and in that case, make sure you are getting what you are paying for.

Rising medical costs are forcing a reevaluation of the annual medical checkup. Physicians themselves are wondering just how necessary the yearly visits are. From a statistical basis, the annual trips are not turning up much of anything, and average cost can range from $30 to $300.

More often than not, the patient can sense something is wrong and will head to the doctor, rather than the physician finding something on a checkup. There is little doubt, though, that the annual checkup is good for adult patients, most between the age of 36-45.

If you feel fit and have no history of medical problems, you may not want to go through the annual visit. On the other hand, the trip might help reestablish your continuing medical history with your physician.

With more than 2 months already behind it, the 95th Congress is expected to finally get some comprehensive consumer protection legislation passed this session.

With the country seemingly overwhelmed with con men and devious peddlers offering shady deals, some sort of action should finally be taken. The Consumer Fraud Act should bring harsh penalties against merchants who offer false advertising, are convicted of bait and switch tactics, and refuse to grant refunds for nondelivery of goods.

Another part of the bill may help stop the abuse consumers get from unscrupulous credit agencies that attempt to intimidate those who owe.

Banks have pushed hard for the day that paper will become a thing of the past in banking. The day for the transfer of your funds electronically may already be here.

No doubt such service will be a plus for the banks, but will it serve the consumer? In essence, you will be paying your “bills” with “debit cards” and for the most part, you will have the amount of the payment electronically subtracted from your account and placed in your creditors’. Automatic payment of such things as salaries, pensions, and even social security payments are already in the works.

Abuse of the system is the key. In the past, it has been proven that bank computers can be tampered with. Of course, stronger safety measures are slated to protect privacy. The government is looking into the long-range impact of the systems.
Feedback

Be a teacher first

In your August issue you carried a very fine statement in this department by Mac Hunter. I sensed there would be some flak resulting, and in your November/December issue Bob Gutwein gave a rather shallow and petty rebuttal.

Teaching is one of the prime responsibilities of the "complete" golf pro. It is a small source of income, but real money made from lessons and total concern for the golfer's welfare and enjoyment from the game is derived from the sales "beholden" members make in the pro shop.

Teaching effectively is not only a lot of hard work, but it is time consuming. I have worked with many fine young assistants who wanted to be golf professionals. I advised them their job security, income, and reputation would be dependent on their ability to teach all golfers.

I do know that Dr. Gary Wiren and Joe O'Brien of the PGA headquarters staff are aware of the need to project the golf professional in the areas Mac Hunter brought out.

I never gave much thought to outside competition in the sales of merchandise because of these reasons:

1) I was always available to my members when they needed my help.
2) I was always visible, or tried to be most of the time.
3) I was approachable, and between myself and my staff, there was always a concern for the golfer's game.
4) I sold most of my merchandise by selling myself and my services. On most Saturdays, Sundays, and holidays, I served as a starter.

The one simple fact that every golf professional must face is: his game is secondary to those he serves. Yet, he must play a respectable game. This is easy and can be done in one's spare time.

Gene O'Brien
PGA Pro
Wichita, Kan.

Collision course on cars

The article by Devereaux Josephs, Jr., in the November/December issue of GOLF BUSINESS is the perfect recipe for "killing the Golden Goose."

Rental of golf cars is one of the largest single sources of income for golf courses, but if rental prices continue to spiral to keep up with rising costs of the car, this major source of income could start to dry up.

The National Golf Foundation states more than 448,000 golf cars are currently in service with higher projections for the next 3 years, but where is the breaking point?

Mr. Josephs writes "cheaper golf cars aren't going to be around much longer," intimates low golf car prices are gone forever, suggests a number of firms that lead the Vanguard in low pricing have closed their doors, and uses $1,700 as an average selling price in the article's net profit computations with a statement "luckily, the initial price isn't critical."

However, on his example of 45 golf cars, our pricing against his pricing can make a difference of $13,500 and in Richard Newell's article (same issue) the purchasing difference could amount to $30,000 in his 100-car example. This is critical. The higher interest and insurance on this $30,000 differential is equally critical.

In the first place, if Mr. Josephs wants to use $1,700 "as a high and average retail price" why is his firm's golf car listed at $2,136 in your 1977 Golf Car Guide published in the same issue?

Mr. Josephs makes reference to the $1,300 golf car as the "cheapest," when he should refer to it as the "least expensive." We all know a cheap product can be very expensive, but that it doesn't necessarily follow that a quality product has to be expensive.

Since Bogue demonstrates the lowest 4-wheel pricing in the 1977 Golf Car Guide (made in the U.S. as well) it is obvious Mr. Josephs is trying to qualify our product as the "cheapest." We admit to being the least expensive, but far from the cheapest. We don't believe it is necessary to gouge the customer in order to make a profit.

While Mr. Josephs is trying to encourage courses to increase their rental fees to $12 to absorb higher car prices, perhaps it is time golf courses encourage Mr. Josephs to either reduce or hold the line on golf car prices to enable golf car rentals to continue at present rental rates.

Dick Horton
Executive Director
Tennessee Section PGA
Nashville

Robert L. Balfour
Vice President, Marketing and Sales
Electric Vehicle Division
Bogue Electric Manufacturing Co.
Augusta, Ga.

Negative on numbers

I found Richard Newell's golf car article (Nov./Dec. GB) very interesting and informative and his points are well taken. One minor flaw might arise in the hourly wage he pays his cart man. In the Profit Analysis, under expenses — cartmen wages, I doubt very seriously if the wage of $3.50 will remain applicable in the next 4 years. Perhaps a cost-of-living increase based on the average increase of the minimum wage over the past 3 years might yield a little more accurate figure over the 4-year projection of cartmen wages.

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Tennessee Section PGA
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Augusta, Ga.

40 percent can still be found

Being an independent golf sales representative in the Texas-Louisiana area, I was interested in the comments of AMF Ben Hogan's Ray Coleman (Take Advantage of the Salesman Who Call on Your Pro Shop, Jan. GB).

I disagree with Coleman's contention that "Most salesmen realize the days of the 40 percent markup are over." Legitimate profit margins are being realized in most of the golf shops I call on with the exception of hard goods lines and, possibly, golf bags.

Many manufacturers will be looking with dismay upon the shrinkage of hardgoods inventories in the golf shop due to the difficulty of maintaining a satisfactory margin of profit. This may hasten an effort toward a solution because the golf shop still remains the best avenue for marketing top-quality golf equipment due to the advice and expertise of the golf professional in this field.

Softgoods manufacturers are benefiting temporarily from the professional's hardgoods dilemma as he seeks to restore sales volume elsewhere within the golf shop. He is limited as to how far he can go in that direction due to space limitations and difficulty in moving sale merchandise to a fairly static clientele. My feeling is that all manufacturers to whom the golf shop is important must become more conscious of his profit welfare, and that includes the salesman who represent them.

Bill Barnum
Bellaire, Tex.

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in Feedback: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.
How to make your board see the value of new turf equipment.

Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

**Point #1:**
The Duffer Demands More.

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.

With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.

**Point #2:**
Machines Do More.

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.

New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is depreciable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

**Point #3:**

Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does, and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last... and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you the capabilities to transport, spray, spike, dump, aerate, and top dress... all from one power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.

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Circle 106 on free information card
PGA opens in cold and sunny Orlando

It was a little bigger and a little better this year, as the PGA Merchandise Show kicked off another season for the majority of professionals in attendance at the Disney World site.

Going into the show's third year at the Florida resort, show coordinator John Zurek was smiling a little easier since the PGA has worked the bugs out since its first visit in 1975. But the cold winds of January were blowing all the way to Orlando, and the weather threw a chill into an otherwise well-run affair.

Total attendance edged up a little from the previous year with Show Director Tom Boyle counting 9,399 people winding through the maze of more than 240 exhibitors during the 4-day run. The figure represented an increase of 240 from the '76 show.

In direct relation to the total increase, a record 2,529 golf professionals made the rounds, 164 more than a year ago. Boyle had no number breakdown available in the categories of buyers, guests, or exhibitors. Golf professionals, some of which were non-buying assistants, made up nearly 27 percent of all the people at Disney World.

With no hope of hastening its planned convention complex's 1980 completion date, the PGA signed another two-year contract with the Disney organization to have the show there in 1978 and 1979. Solid dates for the '78 run are January 28-31. PGA officials told GOLF BUSINESS that Disney World had asked for a significant increase in price over the '77 show, and chances are good the difference will be reflected in next year's exhibitors' fees.

Among the 1977 exhibitors, there were fewer complaints about show positioning than in years past. The annual meeting of the Golf Manufacturers and Distributors...
Creeping Bentgrass

Here's the creeping bentgrass that is making users of Penncross and Seaside take a second look.

An improved creeping bent developed by the famed Swedish breeder W. Weibull, AB, for golf greens, fairways, tees and other fine turf, Emerald has proven itself in the U.S. under a wide variety of conditions.

EMERALD (SMARAGD) BENTGRASS

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- Vigorous and dense, Emerald heals rapidly if injured
- Has shown it will persist under hot, humid conditions
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USGA meeting shows 28,000 Associates

In the USGA annual business meeting — which dispensed with the rollcall, minutes, and several of the committee reports — the men in the blue blazers and striped ties that make up the executive committee paraded before the crowd on hand to focus on the year the association had in 1976. First off, Jack Crist, Charlotte (N.C.) CC, told how the Rules of Golf committee had added a new consultant in club professional Hubby Habjan, replacing Joe Black, who was recently elected national treasurer of the PGA. Habjan and Black are

Starting another year in the presidency of the USGA was Harry Easterly as he took the podium at the association's annual meeting in Atlanta in January.