

NEWS OF THE INDUSTRY

Palmer film available

A 28-minute sound and color motion picture starring Arnold Palmer is being distributed by Sears, Roebuck and Company on a free-loan basis. Called "**Better Golf With Arnold Palmer**," the film was made during tournament play at the Kaiser Open last November at Silverado CC, Napa Valley, Calif. Narrating the film, Palmer describes how he played, the type of shot facing him and what happened. For more information and bookings write: Audio/Visual Div., Sears, Roebuck and Company, Dept. 703, 303 E. Ohio St., Chicago, Ill. 60611.



Out for bigger game

A five-ton elephant was the prize on a Kenya safari taken last January by Richard S. Humphrey, president of Reach, McClinton & Company, advertising agency for Acushnet Process Sales Company.

The elephant was bagged after three hours of intensive maneuvering to get within the 10 yards necessary for a good shot. The largest bull in a herd of five, the elephant sported the biggest tusks Mr. and Mrs. Humphrey had seen during the month of their safari.

Shakespeare efforts saluted

The Shakespeare Company has been singled out by the Michigan State Chamber of Commerce for its efforts to solve water pollution problems in connection with the firm's electroplating operations. The chamber's Natural Resources department sent a Special Report, titled "Shakespeare Tackles Water Pollution," to its members. In the report vice president Everett Hames says, "Sport fishing's value to Michigan runs into the millions of dollars and Shakespeare's benefits from keeping fishing waters clean are obvious. But we are sure that a broad spectrum of our fellow . . . companies derives revenue from this leisure activity in our state. We certainly urge all Michigan industry to join in the battle against pollution."

Vacation package for holiday golfer

Trans World Airlines announces its "Grand Slam Golf" brochure outlining seven model itineraries for the golfer who likes to travel. TWA's package deal includes European and Hawaiian tours ranging from eight to 28 days with prices starting at \$120 not including air fare. Pros can go along free on group-arranged tours of 19 or more with a \$50 commission for every paying member.

Tours are offered for 22 days in Italy, France, England and Scotland; 15 days in the British Isles; 14 days throughout Hawaii; 15 days in Switzerland and France; 15 days in the Iberian Peninsula; and eight-day tours of Portugal and Ireland.

USGA warns against Calcuttas

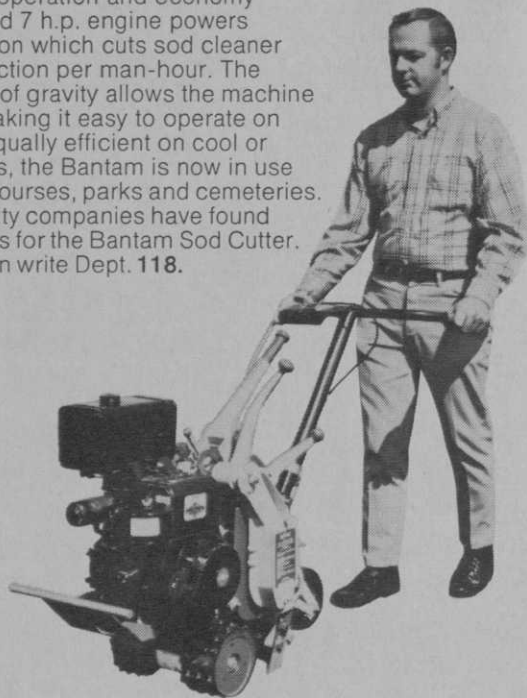
In response to press reports that Calcutta pools and similar gambling devices are again being run at clubs across the country, the **United States Golf Assn.** has issued another stern warning that not only are Calcuttas illegal in many states, but there are Federal taxes and other liabilities on Calcutta pools.

If a Calcutta is run in a state where it is illegal, loss of a club's liquor license may result. If it is not illegal, the club is liable for a wagering excise tax of 10 per cent of the total amount of tickets sold on players and the amount for which players are auctioned. In addition, each individual taking bets in the club's behalf is liable for a special tax of \$50. A Federal income tax

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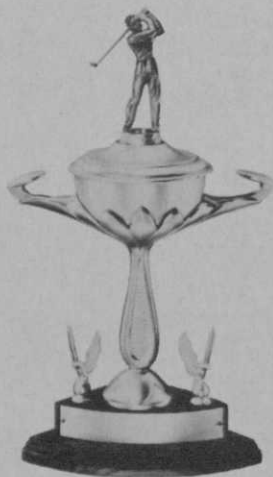
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News

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information return (form 1099) must also be filed for each winner of \$600 or over. Failure to do so may result in a fine of up to \$1,000.

USGA repeats its warning to clubs and their officers and directors to protect their financial status and maintain the standards of golf.

PGA Div. expands golfwear lines

PGA Div., Victor Golf Company, is readying its enlarged and totally re-vamped line of men's golf shirts, golf jackets and sports jackets for fall 1970 delivery. The company will follow up with introduction and spring 1971 delivery of its line of PGA slacks. Also due this fall are the men's and women's new PGA Ryder Cup shoes, which are being manufactured and marketed under an arrangement with the PGA Div. Under consideration is the possibility of a line of women's PGA apparel. The company's increased efforts in the apparel field are in line with Professional Golfer's Assn. president Leo Frazer's call for greater emphasis on this area as well as the PGA Div.'s plans, a company spokesman said.

Selling by phone

The Inside Sales Dept. of MacGregor Consumer Div., Brunswick Corp., recently participated in a telephone sales seminar. Led by Victor M. Cribbet, instructor in the marketing department of Cincinnati and Suburban Telephone Company, the three-day course taught use of the phone in direct selling and how to turn a customer's complaint into a sale. The personnel department was taught how to instruct the course to make the seminar a continuing program at MacGregor. Plans are being made to include other departments in this program.

Longest regained

The International CC in Bolton, Mass., is in the process of regaining its distinction as the country's

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longest golf course. International, owned by IT&T, claimed that title for some time at 8,045 yards before being outdistanced by Dubsread in Kansas City at 8,101 yards.

As a really incidental phase of an over-all reconstruction project under the direction of architect Robert Trent Jones, International is slightly extending 10 teeing areas for an aggregate of 300 yards. This is intended to re-establish the central Massachusetts course as the nation's "biggest" at 8,300 yards from the golf markers.

Major items on the work plans are the installation of a two-pipe-line watering system for both fairways and rough and the complete rebuilding of four greens.

Although club officials remain guarded about their intentions, it is widely believed that International will make a strong bid for the 1972 PGA Championship, as yet unassigned. In keeping with the expansion was the dedication this spring of a new white-painted brick Colonial clubhouse overlooking the 9th and 18th greens.

The course superintendent is Nick Cammuso. Resident professional is John Boda Jr.

News briefs

A new golf resort, called **Acapulco Princess & Club de Golf**, will open this December in Acapulco, Mex. Completion of the \$40 million complex will take place in 1971. **Ted Robinson**, is the architect... One of Massachusetts' newest courses is **Country Club of Topsfield**, a championship 18-holer designed by Robert Trent Jones, opened this spring. Penn-cross tees are up to 100 yards in length, and in a feature novel in New England, each teeing area has a cup at the rear for practice putting. Topsfield professional is **Bill Ezinicki**, one time National Hockey League star at Toronto, Boston and New York... **Norman Francis** is the new head golf professional of Kings Bay Yacht and Country Club. He was for five years an associate to Jimmy Brass at Country Club of Orlando.

FALL FERTILIZATION FACTS

FALL IS the season for heaviest fertilization of **COOL-SEASON GRASSES** such as bluegrass, fescue, and bent. Weather conditions are right for maximum development of crown, rhizome, and stolon; soil moisture and temperature are best for efficient use of fertilizer; grass has less competition from weeds and traffic.

FALL fertilization is important to **WARM-SEASON** grasses too. They also need help to recover from summer damage and to be strengthened for the winter months ahead.

FERTILIZER choice should be Nitroform® organic nitrogen. It provides slow, steady feeding right up until temperature stops growth. Non-leaching, Nitroform stays in the soil to get turf off to a good start in the spring.

FACTS for fall fertilization with Nitroform... apply 2/3 of annual rate (12-20 pounds/1,000 square feet) to cool-season grasses. Apply 1/3 of annual rate (12-30 pounds/1,000 square feet) to warm-season grasses.



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