

NEWS OF THE INDUSTRY

Land Costs Versus Course Design

The skyrocketing cost of land has changed the face of golf, according to Robert Muir Graves, newly elected president of the American Society of Golf Course Architects.

Good land is hard to find. Just ask anyone that is trying to build a golf course today.

Shorter courses are the thing of the future, as real estate costs prohibit the availability of acreage. "There's no doubt about it, today's course is more compact than 10 or 15 years ago," said Graves.

Graves sees shorter courses adding something to the game, though. Finesse and accuracy could return, instead of brute strength which longer courses force players to strive for.

Surveys by the ASGCA indicate that the course of the 70s will be shorter, but not necessarily easier. Fairways will become shorter, but probably more narrower. Greens will also shrink in size, but more protection will come from traps and bunkers.

Some architects suggest that minimum green size could vary from 4,500 to 5,000 square feet. At that

size, putting will retain its proper emphasis.

Possibly, on some par 4s and 5s, many players will be tempted to leave their drivers in the bag. More holes will be designed to reward the well-placed tee shot, instead of the long blast slightly off line.

Spray hitters of the future will be beset with fairway widths of 30 yards. Golf architects will now be putting tough things into smaller packages.

Besides its current report on short courses, the ASGCA also has a few opinions on slow play and how it affects courses and their membership.

Playing pace has the major part in determining the speed of play. Many have advocated golfers pass an etiquette test and shoot below a certain score before being allowed to play during heavy traffic periods.

Architects hope to speed play by the sequencing of holes by length and degree of difficulty. Most architects try to avoid penal holes, which cause the average golfer a great deal of trouble and cause slow play.

The show will be Jan. 26-29, and will be headquartered at the Contemporary Hotel in Disney World near Orlando, Fla.

The new indoor site for the show is considered to be an improvement over last year's tents in Port St. Lucie, Fla., which provided no air conditioning and problems with wind and rain. However, most pros last year were happy with the conducive buying atmosphere of the show, and look forward to the same this year.

A PGA spokesman told GOLF-DOM attendance is expected to top last year because there is no concern over the energy crisis. Also, it is ex-

pected many pros will be combining business with pleasure because of the attraction of Disney World, and the abundance of accommodations in the area.

5,000 Are Expected At New Orleans Turf Show

Chris Schenkel, ABC sports commentator, will be the keynote speaker at the 46th Annual Golf Course Superintendents Association of America International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

For the first time in the event's history, concurrent sessions will be held focusing on various areas of education for superintendents.

Over 5000 persons are expected to attend the conference, and there will be more than 110,000 square feet of exhibit space.

There will also be a series of seminars during the pre-conference weekend. They will be classroom sessions with about 50 students each in such areas as pesticides, financial management, etc.

The GCSAA will also offer its certification examination at the conference.

Officers to be Elected At PGA Annual Meeting

Early arrangements are being made for the Professional Golfers Association's 58th Annual Meeting, Dec. 3-6, at the Regent Hotel in Honolulu.

New officers will be elected at the meeting which will be presided over by President William Clarke, Secretary Henry Poe and Treasurer Donald Padgett.

Highlights of last year's meeting in Dallas were plans for a new home for the PGA, discussions of the image of the club professional and discussions of job status.

Ball, Club Manufacturers Set Fall, Spring Meetings

Rancho Bernardo Resort near San Diego, Calif., will be the site of the fall meetings of the National Association of Golf Club Manufacturers and the Golf Ball Manufacturers Association Oct. 13-16.

The two organizations will meet in conjunction with sports equip-

PGA Show Indoor Location Gets High Pro Response

Initial response from pros planning to attend January's Professional Golfers' Association Merchandise Show has been high due to the new indoor location of the show for the first time this year.

The PGA reports contracts were sent out late last month, and it should be known how many companies will attend the show and exhibit. Early estimates indicate attendance may top last year's totals of 200 exhibitors in 420 spaces and approximately 4500 persons.

ment manufacturers, and will hold a joint meeting on the 15th, according to James R. Butz, president of Victor Golf Co., Morton Grove, Ill., and president of the club association.

Butz said there would probably be about 30 club manufacturers present representing 20 companies, and about 20 ball manufacturers present, representing 12 to 14 companies.

He said club manufacturers will work on a number of areas, including a study of Japanese imports, and a report from the technical committee which has been working with the United States Golf Association.

The technical committees for both organizations have been investigating new construction of both balls

and clubs, and graphite shafts have been tested. The committees have also been investigating the possibilities of potential rules changes because of changes in clubs and balls.

The spring meeting for the club will be in late April or early May in Puerto Rico, and USGA representatives will be on hand to discuss technical matters.

Club Managers Symposium Oct 14-16 in New York

The Club Managers Association of America will meet Oct. 14-16 for its first symposium at Harrison House in Glen Cove, N.Y. The annual meeting will be Feb. 19-22 in Vancouver, British Columbia.

On tap for this first annual sym-

posium will be a review of "the human relations approach to management, the psychological profile of the club manager and his club, and the power relationships between individuals and groups," according to Beverley F. Monroe, coordinator of the event.

Among faculty for the program are: Dr. Porter Crow of the U.S. Chamber Institutes for Organization Management, who serves as a consultant to chambers, schools and businesses all over the country; Don Fuller of Don Fuller Associates, who has served in a training or consulting capacity to many major firms such as U.S. Steel, DuPont, McGraw Edison and Eastman Kodak; and Robert C. Klekamp, who is associate professor of management at Xavier University and president of W. G. Seinsheimer & Associates, a management consultants firm.

Course content for the symposium consists of: human relations and human engineering, decision making, nature of the organization, role of the manager in directing a healthy and productive organization, psychological profile of the club manager, power relationships of individuals and groups, leadership, and ethics and morality.

The new Hyatt Regency in Vancouver is headquarters hotel for the annual meeting. Many of the conference committees will hold their annual meetings on Tuesday, Feb. 18, the day before the official opening, and conference activities will officially get underway with the opening business session Friday.

Seminars will be held Thursday and Friday mornings with roundtable discussions Thursday afternoon and a special feature presentation Friday afternoon. The closing business session will be Saturday morning followed by a formal dinner-dance Saturday evening.

For further information, contact the Association at 5530 Wisconsin Ave., Washington, D.C. 20015, or call 301-657-3670.

Duling Elected President At Shade Tree Conference

John Z. Duling of Duling Tree Expert Co., Muncie, Ind., was elected the new president of the International Shade Tree Conference in Atlanta last month. He



Golf stalwarts, Joe, left, and Herb Graffis were honored at Chicago recently for some 50 years of service to golf. A testimonial dinner sponsored by the National Golf Foundation drew 300 leaders of the golf industry and elicited a phone call from Bob Hope. Entertainers George Gobel and Forrest Tucker were on hand along with golfing greats such as Byron Nelson, Joe Dey, Deane Beman and officers and directors of every major association related to golf. Herb and Joe down played the acclaim and both expressed gratitude for the friends and associations they've developed during exceedingly active careers and during the years when golf became an industry in this country. Both still serve as board members of various associations and both were active during the founding of the NGF, THE Professional Golfers Association, and other major golf organizations. They founded GOLFDOM magazine 48 years ago and though officially retired are still active as staff members. Funds raised by the testimonial dinner will be utilized as the Graffis Brothers Scholarship Fund.

replaces outgoing president F. Lewis Dinsmore.

Hyland R. Johns of Asplundh Tree Expert Co., Willow Grove, Pa., was elected vice-president.

Almost 900 persons attended the conference held at the Marriott Motor Hotel in Atlanta. The program consisted of exhibits, educational sessions and equipment demonstrations.

Some topics discussed in

educational sessions and panel discussions were a review of major tree diseases, trees in the landscape, new tree selection and business management.

The conference commemorated its 50th anniversary.

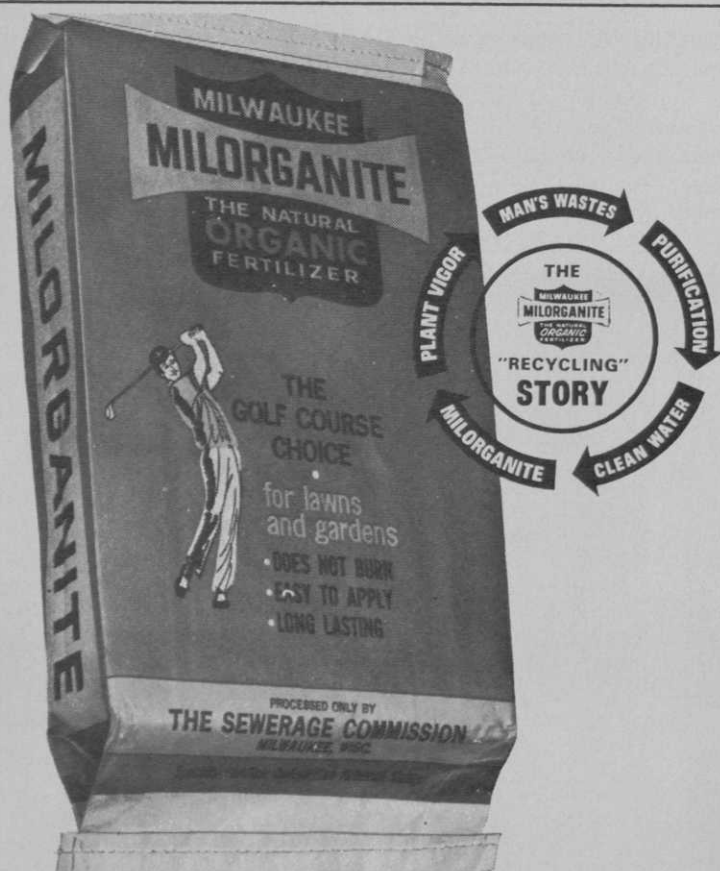
Superintendent Committee

The first meeting of the recently formed educational advisory committee of the Golf Course Superin-

tendents Association of America was held late last month at association headquarters in Lawrence, Kan.

Executive Director Conrad L. Scheetz said the committee is made up of leading educators from universities all over the country, and was formed to review the association's education program.

Scheetz said the committee will meet twice a year to review and update the education programs already being used by the association.



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Irrigation Warranties to be Discussed

When does the warranty begin on a golf course irrigation system? Is it the date the system is sold by the manufacturer, or when it is finally installed and the water turned on?

Up to now, there has been a vague understanding among manufacturers, distributors, contractors and golf course owners. Many manufacturers say the warranty lasts one year and begins on the date of sale. Many owners say it sometimes takes longer than a year to get the system installed, and in this case the warranty is useless.

The Golf Course Builders Association, based in Washington, D.C., has formed a committee to study this situation and set up a meeting with major manufacturers to set a specific time limit on the warranty and decide when, exactly it begins. The association will meet Oct. 22-23 in Denver, and this will be one of the topics on the agenda.

James Kirchdorfer, president of Kirchdorfer Irrigation Co., Louisville, Ky., will be involved in setting up this meeting.

"If the course is ready for the system, it can take maybe 90 days to get it installed," Kirchdorfer said, and he is both a contractor and a distributor, so he confronts any problems from two angles.

"If the course is under construction, then the installation might be done in stages, and this can take up to a few years of time," he said. "As things drag out in a situation like this, the contractor is evasive with what kind of warranty he can offer the owner, because the manufacturer is evasive with him."

Kirchdorfer said some contractors are gearing down their installations because of the problem with

the warranties, and the cost of the systems, which can run anywhere from \$200,000 to \$250,000.

"The industry is loose and unorganized, and until we get specific dates on the warranty, the owner is paying for any delays," he said. "What we have to do is procedurize so that each sector in the process pays their fair share of the cost."

"Also, the idea behind this whole thing is not to have a better warranty, but to have a better product in the first place, so we don't have to worry about a warranty. The manufacturers simply should be able to make sprinklers, valves and controllers that work."

Manufacturers say they will be happy to meet with the golf course builders, but they really don't see that much of a problem in the first place.

They say that although the contract on the irrigation systems says the warranty lasts one year from date of purchase, most reputable manufacturers will extend that until a year after installation if a problem that occurs is definitely based on faulty material.

But the manufacturers also say that they should not be held responsible for faulty workmanship, like the system being installed too low and not working properly because of always being covered with mud and water. And the manufacturers also don't want to be asked to replace something that broke down from normal wear three or four years later, no matter when it was installed.

Acushnet Hikes Ball Price First Time in 18 Years

Acushnet Co., New Bedford, Mass., has increased the price of its top-line Titleist golf ball the first time since 1956.

The suggested retail price is now \$1.35 each, an eight percent increase over the previous \$1.25 cost.

"After 18 years we have been forced to increase this price," William Bommer, executive vice-president of Acushnet and general manager of the Golf Div., said. "Costs of raw materials, labor and supplies has escalated too severely and too fast to be totally overcome with new manufacturing techniques."

He said this price increase applies only to the Titleist brand name golf balls and not to other Acushnet golf products.

Hogan Changes From Forged To Investment Cast Head

When many major golf club manufacturers went to investment casting for their club heads, AMF/Ben Hogan Co., Fort Worth, Tex., chose to stay with the forged club head.

Early last month, Hogan came out with its "Producer" club line, and it features an investment cast head. Tim Scott, Hogan marketing vice president, explained why the company decided to follow the pack with its new line.

"Our major hang-up with investment casting was that the hardness of the work would eliminate the feel of our club and how long the ball stays on the club," Scott said. "We wanted to keep the sensitive feel of our club, and now we have developed a stainless steel alloy that is soft enough to duplicate the feel of our forged head club to the player."

Scott said Hogan has developed special heat treating processes that duplicate the soft feel of its forged head club. He said another advantage of the softer alloy is that the club can be adjusted to the individual player more readily than a traditional investment cast club.

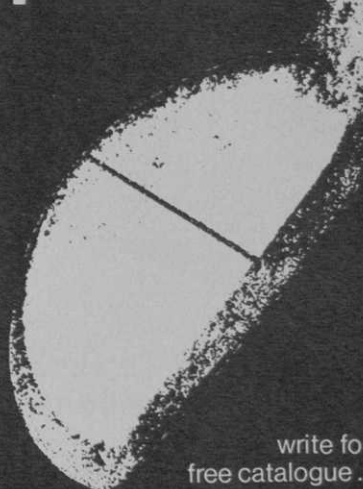
NGF's Golf Shop Book Now in Third Edition

The third edition of "The Professional Golf Shop" is now available for purchase from the National Golf Foundation. Originally published in 1951 by Joe Graffis, the book establishes the actual role of the pro shop and its financial position in the golf course.

Completely revised, the new edition covers all phases of modern shop operation. In a forward by PGA Executive Director Mark Cox, he writes, "This is a publication that will prove invaluable to almost every professional on planning, merchandising, programming and generally administering all functions of his profession."

At a cost of \$12 per copy, the publication is available from the NGF's offices at 707 Merchandise Mart, Chicago, Ill. 60654.

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