

# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

Vol. 49, No. 8, AUGUST 1975, INCORPORATING GOLF BUSINESS

### ARTICLES

#### ON THE COVER

An industry in transition gains the focus in this month's GOLFDOM. For over 20 years, golf cars have served golf business well, adding more profit to clubs and opening another potential market. Is the industry coming to a crossroads? Will cars continue to make their mark on courses throughout the country? These and other aspects of the business are looked at in depth, starting on page 6.

**AFTER CUSHMAN — WHAT?** One of the golf car industry's top companies has decided after this year, it will no longer manufacture its line. A shock to its competition, dealers and customers, Cushman's exit from the market is reviewed in a concise GOLFDOM report along with new directions for the car \_\_\_\_\_ **6**

**LIGHTNING: PROTECTION, A CLUB RESPONSIBILITY** What are the club's duties to its membership in case of electrical storms? Marvin Frydenlund surveys the factors around protection systems and backs his conclusions with comprehensive data. Must reading for the owner, superintendent and pro **10**

**THE 'PEACE OF MIND' MAINTENANCE PLAN** The PGA Championship is played this month at Firestone Country Club in Akron, Ohio, a 36-hole industrial golf course with 800 members and close to 60,000 rounds of golf played over five months. With two major televised events a year, you can understand why superintendent Peter Miller places great emphasis on planning his maintenance operation to accomplish things that have to be done. He explains his plan in a bylined article \_\_\_\_\_ **12**

**ZOOMING IN ON A NEW MARKET** Two women in Scarsdale, N.Y., have put some videotaping equipment to use and started a new effort in golf business. Catching golfers in the act of their swing is the idea behind the new company \_\_\_\_\_ **16**

**A LINEN PROGRAM WITHOUT A WRINKLE** To buy or rent? That's the question facing the club manager, when thinking about the options involved in a linen program. Bruce Johnson looks over the pros and cons of both alternatives and leaves the decision to the club manager \_\_\_\_\_ **18**

**YOU DON'T HAVE TO LIVE WITH POA ANNUA** For years, members at superintendent Bob Reighter's Philmont Country Club in Pennsylvania would rave about the course in spring, but always add "but what will it be like in August?" Reighter still has Poa annua in August and September, but feels he has it under control with a well-planned bensulide treatment program \_\_\_\_\_ **24**

**OVERSEEDING WITH QUALITY** Although temperatures in the South are mild during the winter months, there is still sufficient frost to cause dormancy of bermudagrass. Clemson Professor A. R. Mazur says overseeding dormant bermudagrass is necessary to provide a uniformly dense playing surface and prevents attrition damage to bermudagrass. He has put together some guidelines for selection of overseeding grasses, establishment and maintenance of the overseeding \_\_\_\_\_ **26**

**NEWS** PGA winter tournament program announced . . . new wage and hour exemption granted some country clubs . . . should you send a ryegrass to do a bluegrass's work? . . . sole ownership of PGA name upheld in New Orleans court . . . negotiations continue by club managers for national headquarters site in Bethesda, Md. . . . True Temper Corp. steelworkers walk off job in four states . . . Trojan Battery celebrates 50th . . . amur the answer for aquatic weeds? . . . former Faultless chairman named PGA director of communications . . . is pond water treated with aquatic herbicides safe for turf irrigation? . . . premium beer still favored by beer drinkers despite higher prices. . . . Scepter shaft distributors factory burns down . . . parts management seminar by Toro draws 47 persons . . . deadline extension for certification of pesticide applicators may be in store, EPA says \_\_\_\_\_ **34**

### DEPARTMENTS

<b>SWINGING AROUND GOLF</b> _____	<b>4</b>	<b>CLASSIFIEDS</b> _____	<b>40</b>
<b>COMING EVENTS</b> _____	<b>31</b>	<b>ARCHITECTS</b> _____	<b>41</b>
<b>PRODUCTS</b> _____	<b>32</b>	<b>PEOPLE IN THE NEWS</b> _____	<b>42</b>
<b>NEWS</b> _____	<b>34</b>	<b>ADVERTISERS INDEX</b> _____	<b>42</b>

GOLFDOM, Incorporating GOLF BUSINESS; Published 10 times a year; monthly January through August and combination issues in September-October and November-December. Copyright© 1975, 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

For ad information on Lofts Seed circle 107 on free information card  
For ad information on E J Manley circle 116 on free information card