

NEWS OF THE INDUSTRY

PGA Winter Tourney Program Announced

The annual PGA winter tournament schedule, with a break for the Merchandise Show Jan. 25-28, has been announced by PGA President Henry C. Poe.

The program, which brings thousands of club pros from all over the nation to their competitive Florida retreat for five weeks, includes five main tournaments — the PGA Seniors, the 72-hole Match and Stroke Play Tournaments, and the 36-hole Quarter Century and Senior/Junior Tournaments.

Defending champion in the Lincoln-Mercury Seniors Championship will be Charley Sifford who outlasted Fred Wampler of

Denver in an extra-hole playoff last January.

The schedule is:

Qualifying for Senior-Junior Championship, Jan. 8; Senior-Junior Best Ball, Jan. 10-11; PGA Stroke Play Championship, Jan. 13-16; qualifying for PGA Match Play Championship, Jan. 20; PGA Match Play Championship, Jan. 22-26; Pro-Manufacturers Pro-Am, Jan. 23; PGA Merchandise Show, Jan. 25-28; PGA Seniors' Championship, Jan. 29-Feb. 1; Seniors' Banquet, Feb. 1; and PGA Quarter Century Club Championship, Feb. 3-4.

Should You Send Ryegrass To Do a Bluegrass's Work?

Many golf course superintendents in the Mid-Atlantic region of the country feel they are throwing their money away trying to get a little bluegrass established on their golf courses, according to Lee C. Dieter, superintendent at Washington Golf and Country Club, Arlington, Va.

Referring to an article written by Maryland's Dr. John Hall entitled, "Don't Send a Ryegrass To Do a Bluegrass's Work," Dieter said many superintendents in his area have been using the new perennial ryegrasses quite successfully for the past few years.

"High soil temperatures, golf turf height of cut, *Fusarium roseum*, other diseases and limiting factors just won't allow us to grow good bluegrass turf," Dieter wrote in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents. "I started looking seriously at the perennial ryegrasses in the summer of 1971 when my newly seeded tees held up so well. I noted especially its ability to hold up to the

3/8 inch of cut, its vigor in competing with *Poa annua* and crabgrass and how it managed to hold up in the hot weather.

The next year, Dieter said he seeded five *Poa annua* tees with ryegrass, some to a Pelo and some to a Manhattan. He was pleased, he said, and so were his members. In 1973 he seeded these same tees and about eight feet of his aprons to Manhattan as he felt it performed a little better than Pelo.

All these past seedings were, after thatching, at five pounds per 1,000 square feet. He also seeded four fairways that fall at 45 pounds per acre in one direction. Again he said he was more than pleased with the results. Last fall he expanded his program by seeding the complete apron on all the holes, overseeded (opposite direction) the four fairways he seeded in 1973 and seeded four more fairways.

CMAA National Headquarter Negotiations Still Continue

Officials of the Club Managers Association of America are

negotiating the purchase of Winterberry Place, a former ambassadorial property in Bethesda, Md., for use as the association's national headquarters.

The 11,000-square-foot property is constructed on 1 1/2 acres of attractively landscaped grounds immediately adjacent to the District of Columbia. The purchase would not be final until a zoning change was granted. CMAA President John Simmons said he is hopeful that this would not take more than a year.

Officials of the CMAA said the structure lends itself well in many ways to the needs of the headquarters staff. Office space, meeting rooms, and the opportunity for development and expansion of educational, statistical and research services all fit the conceptual projections for CMAA growth.

Sole Ownership of PGA Name Upheld in New Orleans Court

The Professional Golfers' Association of America has announced the Fifth Circuit Court of Appeals in New Orleans has ruled that John D. MacArthur may not continue to use the PGA name and initials in connection with the former PGA National Golf Club in Palm Beach Gardens, Fla.

The court acted on an appeal from MacArthur stemming from a permanent injunction issued March 1974 by the District Court in Miami, prohibiting the illegal use of the PGA name and initials.

MacArthur subsequently changed the name of the club to the JDM Country Club.

The decision of the New Orleans Appeals Court apparently resolved the last legal snarl growing out of the abrupt termination of the PGA lease at the MacArthur-owned golf facility in Palm Beach Gardens.

PGA President Henry C. Poe hailed the court's ruling, saying:

"Naturally, we are pleased with the outcome. We regretted the necessity for taking action in the beginning but it was apparent we had to in order to protect our interests and good name.

"We are indeed happy that the courts have agreed with our position in this matter."

New Wage, Hour Exemption Granted Some Country Clubs

The office of the federal Wage-Hour Administration has issued an opinion letter extending the amusement and recreational exemption, in part, to certain country clubs. The same letter reaffirmed the applicability of the partial overtime exemption to restaurant employes of such clubs.

A section of the Fair Labor Standards Act provides a complete exemption from its minimum wage and overtime pay provisions for "any employe employed by an establishment which is an amusement or recreational establishment if (a) it does not operate for more than seven months in any calendar year, or (b) during the preceding calendar year its average receipts for any six months of such year were not more than one-third of its average receipts for the other six months of such year."

The office said that country clubs which are not open to the general public, but are available only to a select group of persons who have been specifically selected to club membership or whose membership fees are so high as to exclude the general public, are not considered amusement or recreational establishments for the purposes of the exemption.

True Temper Steelworkers Walk Off Job in 4 States

Striking steelworkers shut down True Temper Corp. operations in four states July 1, walking off the job at midnight when their master contract expired.

Ken Davis, director of industrial relations working out of the company's Cleveland offices, told GOLFDOM, "We are on strike now, and it is difficult to say how long the strike will last. As of yet, the workers have not officially given us their issues." He said deliveries have not been affected, and he does not foresee any problems in the near future.

The 1,900 members of the United Steelworkers union have set up pickets at plants in Geneva, Ohio; Saybrook, Ohio; Charleston, W. Va.; Dunkirk, N.Y.; and Amory, Miss.



Trojan celebrates 50th — Trojan Battery Co. is now celebrating its 50th year in business from its 55,000 square feet of modern manufacturing facilities in Santa Fe Springs, Calif. It was started optimistically in a small, back-alley shop in January 1925 by the late George Godber and his brother-in-law Carl Speer. The company was the supplier of batteries in 1947 for a small manufacturer of a three-wheeled electric invalid vehicle which was the first to be tried for carrying golfers on the course, and has grown with the golf car industry. While strongly continuing in the quality automotive and commercial battery field, the major portion of its production and development efforts are now in batteries for motive power — from wheelchairs to lift trucks. Its future planning commitments revolve around the motto that "loads will be moved; people transported; and energy conserved with properly constructed batteries."

Amur the Answer for Aquatic Weeds?

There might be an alternative to costly chemicals utilized in ridding aquatic weeds at some courses. The white amur, a fish native to the waters of China, Siberia and Manchuria, is currently being used to aid weed control.

The amur actually consumes underwater weeds and moss as its sole diet. On occasion, the fish will digest up to four times its weight in vegetation.

Arkansas is one of the states in which law allows the fish and their use has met with success at several courses, including the Sheridan Golf Club in Sheridan, Ark.

Superintendent Charlie Winkle told GOLFDOM that his club has enjoyed weed-free ponds and lakes, since introducing amurs into the water two years ago. "We have about three acres of water here and two summers ago we brought in 65 of the fish. Things have really cleared up," Winkle said.

One example of Sheridan's amur's work is the club's main lake that a couple of years ago was full of weeds and today is clear and clean. "I heard the fish were available in the area and I was having a real problem with weeds and algae. It made ball retrieval almost impossible. Along with that, the algae was a breeding place for mosquitoes, as well as being unsightly and odoriferous," commented Winkle.

Winkle admitted that he was

afraid to use chemicals in the water for fear of adverse effects, so he chose the fish. "After a few months, the lake was free of weeds. I then had more time to work on the fairways and greens."

Average life expectancy for the amur is 10 to 15 years and since the fish are not suited to reproduce in this country's environment, there is little threat their numbers will increase after being put into the water.

Experts in the aquatic weed control area think the amur can complement a selective chemical program well and help cut costs. Dr. Alva Burkhalter, coordinator of Aquatic Plant Research Control for the Florida Department of Natural Resources, told GOLFDOM that the fish is probably common in 48 states and laws vary on the use of the amur from state to state.

"Use of the amur depends on the ruling of each state fish and game commission," Burkhalter noted. According to Burkhalter, in Florida, chemical weed control can run from \$100 to \$300 an acre, a year, but amurs cost anywhere from \$1 to \$2 a piece and their use has been successful. One to two fish per acre would probably be adequate.

Superintendents interested in finding out about the prospects in their locations are advised that they should consult their state fish and game commission to check on the legality of using the fish.

Former Faultless Chairman To Head PGA Communications

Earl Collings, former vice president of Tatham-Laird & Kudner Advertising Agency and later president then chairman of the board of Faultless Sports, has been named director of communications of the Professional Golfers' Association of America.

Collings, whose appointment becomes effective Sept. 1, has headed Collings & Kelley for the past two years. His firm has coordinated the last two National Golf Day Charity campaigns and will continue to manage the National Golf Day program.

In his new position, Collings will fill the previous opening of director of public relations which has been vacant for the past year. He will also be responsible for all communications from PGA headquarters.

Mark Cox, executive director of the PGA, said, "We are fortunate to have access to a man with the diversified experience of Earl Collings. With the PGA's acceleration and growth in all forms of communication, it becomes a necessity to tie them together to gain maximum results. This now gives us the public relations structure we need and increased emphasis on generating additional revenue in most phases of the PGA program to meet rising costs of operation.

"A coordinated publicity pro-

gram can now be developed. The expanding editorial contents, growing advertising revenue, and circulation of our publications can be enhanced even more without disturbing the present program. The PGA motion picture service can be strengthened, association books and pamphlets can be more closely coordinated with other PGA publication programs and communications with members improved on such activities as the new pension and insurance plans, and comprehensive employment service functions."

Is Pond Water Treated With Aquatic Herbicides Safe for Turf Irrigation?

Aquatic herbicides for controlling algae and other types of vegetation in waterbodies are a matter of concern to golf course superintendents when the treated water is subsequently used for irrigating turf. Research conducted at the University of Illinois has enabled the researchers to characterize these herbicides in terms of their relative safety to putting green turf, according to A. J. Turgeon, assistant professor.

He said no injury was observed from multiple applications of endothall, copper sulfate, Cutrine, fenac or 2,4-D amine while dichlobenil and simazine were highly injurious to the turf.

Some injury was observed from 2,4-D ester, silvex and diquat. Turgeon said researchers are currently developing literature that will tie together aquatic weed identification and control, and relative hazards associated with using herbicide-treated water for turfgrass irrigation. Turgeon's comments were printed in a recent newsletter of the Midwest Association of Golf Course Superintendents.

New \$2.2 Million Clubhouse Opens at Pinehurst Resort

One of the largest country clubhouses in the U.S., built at a cost of more than \$2.2 million, has opened at the vacation resort of Pinehurst, N.C.

The clubhouse and club facilities, for exclusive use of Pinehurst members, encompasses more than 85,000 square feet of floor space and has three spacious dining rooms, a health spa, a pro shop and other facilities.

The club was officially opened by William B. Bru, president of the Diamondhead Corp., owners and developers of Pinehurst, and William C. Brent, Jr., president of Pinehurst, Inc.


The existing clubhouse, completed in 1910, will be refurbished and decorated and will be used by Pinehurst Hotel guests as well as members of the new club.

More than a year went into the building of the new octagonally shaped structure and in selecting its furnishings. Designed by the architectural staff of Diamondhead Corp. and decorated at a cost of more than \$200,000 by Nancy and Wade Lott, the contemporary clubhouse has been decorated with 18th and 19th century English and American furniture and a collection of antiques.

The rambling clubhouse is located at a site adjacent to the old clubhouse and facing the 18th green and tee of Pinehurst's famous No. 2 course. All five Pinehurst golf courses begin and end at the clubhouse.

William B. Bru, president of Diamondhead Corp., officially opens the new \$2.2 million Pinehurst Country Club.

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Chicago's most difficult golf hole could be at Marriott's new Lincolnshire Resort, part of the inside of which is shown above. George Fazio designed the course at the newly opened resort, and says that the 430-yard, par four 18th hole may be the toughest hole to par in Chicago because of its long, narrow fairways and treacherous water hazards.

Premium Beer Still Favored Despite the Higher Prices

Club managers stocking up on beer for their club will be interested to know that a recent study has shown that beer drinkers continue to favor the big brewers despite the higher prices for their premium brands.

Last year, the five largest beer companies wound up with over 64 percent of total brewing industry barrelage, up from over 50 percent in 1968, over 55 percent in 1972 and almost 60 percent in 1973. The study goes on to say the top five will have 80 percent of the market by 1980 and 95 percent by 1985.

The top five this year are: Anheuser-Busch, 24 percent; Schlitz, 16.1 percent; Pabst, 10.1 percent; Coors, 8.5 percent; and Miller Brewing, 7.2 percent.

While the continuing domination of the beer market dollar by the larger companies is not too surprising, their ability to compete for it against smaller companies in the economic climate of the past two years is somewhat striking, the report said. For some time, it was thought beer drinkers might be "trading down" to lower-priced brands of small or regional brewers.

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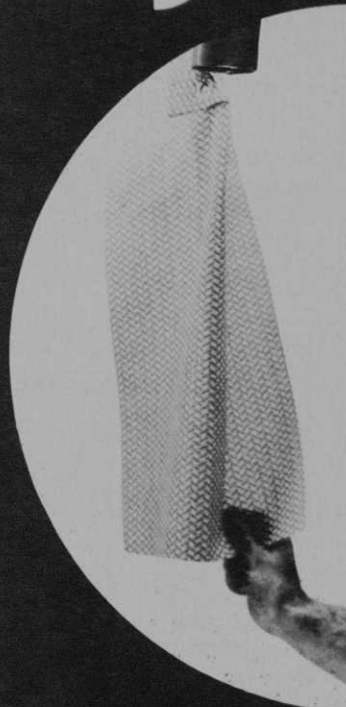


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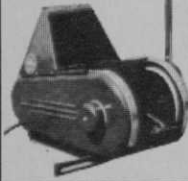
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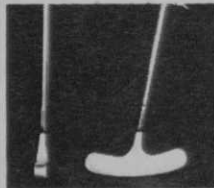
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**NEWS OF
THE INDUSTRY** *continued*

**Scepter Factory Burns Down;
Shipping Only Month Later**

A \$200,000 fire burned to the ground the factory that manufactures the "Scepter Shaft," but only a month after the fire, Scepter Distributors were back on schedule shipping its shafts all over the country.

The fire occurred June 21 at the factory of Graphite Tubular Products in Thousand Oaks, Calif., manufacturers of the shaft. The factory covered about 8,000 square feet.

"It was a tremendous all-out effort by the company to get everything back to normal so we could continue to meet the demand of our customers," said Vern Beck, managing partner of the Los Angeles distributing firm.

**Courses Save Green Belts,
Architects President Says**

Golf course development has saved nearly two million acres of open space in areas where it is needed most, according to Geoffrey Cornish, president of the American Society of Golf Course Architects.

"In some overcrowded urban areas, golf courses are among the last large green belts, the final sanctuary for many species of wildlife and plant life," Cornish told GOLFDOM. A resident of Amherst, Mass., Cornish has designed more than 150 golf courses around the world. The 75-member professional association he heads is

made up of leading course designers in North America.

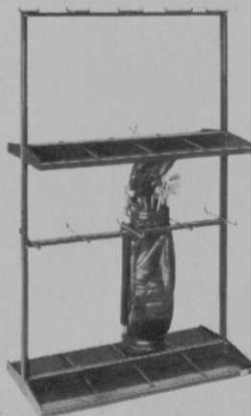
While golf course development on all fronts — municipal, private and real estate — has presently slowed with the economy, Cornish predicts that nearly another million acres of open space will be saved during the next 10 years by golf course developers. "While many are waiting for a healthier economic climate, many people interested in new courses are now involved in feasibility studies and preliminary plans which indicates golf course construction may spurt later this year or early next year," he said.

**American Express Publishes
Golf and Tennis Directory**

Country club management may be interested in displaying copies of a golf and tennis directory published by American Express, for its members who insist on planning a vacation that includes access to the best links and finest courts.

The directory covers six geographic regions stretching east and west across the U.S., plus Hawaii, the Caribbean and Canada, and alphabetically lists golf and tennis resorts in each area. Each resort is briefly described with sport facilities available, a summary of accommodations and a list of other activities. A phone number and address is given for further information. All resorts listed have championship facilities and professionals available for lessons.

Supplies of the golf and tennis directory may be ordered from: Miss P. Hebson, Marketing Services, Resorts, American Express Card Division, 132 W. 31 St., New York, N.Y. 10008.



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'Hall of Fame' Golf Classic Next Year at Silver Lakes

A unique concept for a golf tournament among all sports Hall of Fame members has been announced for play at Silver Lakes Resort Country Club in California by Al Geiberger, director of golf and PGA touring pro.

The first "Hall of Fame Golf Classic" will be held in early May of next year, Geiberger said. Only bonafide members of collegiate and professional Halls of Fame will compete in the event. The resort is 116 miles northeast of Los Angeles in the Adelanto area.

To be invited will be Ben Hogan, Sam Snead, Jimmy Demaret, Julius Boros, Doc Middlecoff, Jack Nicklaus, Arnold Palmer and Gary Player.

Hall of Famers from other sports to be invited include Joe DiMaggio, Stan Musial, Ralph Kiner, Mickey Mantle, Whitey Ford, Bob Feller, Sandy Koufax, Frank Gifford, Bob Waterfield, Jim Brown, Otto Graham, Lou Groza, Pancho Gonzalez, Bill Sharman, Elgin Baylor, Bill Russell, Bob Cousy, Joe Louis, "Sugar" Ray Robinson, Eddie Arcaro and Don Carter.

Parts Management Seminars By Toro Draws 47 Persons

Certificates have been awarded by the Toro Company, Minneapolis, Minn., to 47 persons at the completion of its training seminars in parts management and inventory control.

According to R. F. Eldred, general manager of Toro's parts division, the seminars were designed initially to increase the professionalism of parts managers, especially in forecasting and record-keeping, and thereby improve customer satisfaction and distributor profits.

Two of the persons attending the seminars were women. They were Emily Ogeden, parts manager for Kenney Machinery Corp., Indianapolis, and Wanda Kraklio, assistant parts manager for Tri-State Toro, Davenport, Iowa.

Three Toro distributors each sent three men to the seminars, held in Toro's new training center in Eden Prairie, Minn. From Century Toro Distributors, Inc., of Ohio, Lisle Nied, parts manager in Toledo; Edward Laudenschlager, parts man-

ager in Columbus; and Richard Eby, parts manager in Cincinnati. From Champion Turf Equipment Inc., Les Warden, parts manager in Kansas City, Mo.; Hank Hopkins, parts manager in Wichita, Kans.; and Russ Westerman, parts manager in Springfield, Mo. From Minnesota Toro, Inc., Duane Lund, parts manager, and Charles Curtis and Steve Rolling, both assistant parts managers, all of Minneapolis.

Deadline Extension Possible For Pesticide Applicators

The federal Environmental Protection Agency has announced that its pesticide applicator certification deadline may be extended past October of next year.

The EPA has told the House Agricultural Committee, "If in late 1975 or early 1976 we are significantly behind schedule, it may be advisable to request an appropriate delay at that time."

Sporting Goods Association Predicts Largest Fall Show

Over 350 major firms have already signed up for the National Sporting Goods Association's 28th Annual Fall Market, Oct. 17-19 in Phoenix.

NSGA Assistant Executive Director Bob Youngblood predicts more than 600 exhibitors will fill the 1,300 exhibit spaces in the new Civic Center Plaza and that about 11,000 industry members will attend. "It will be the largest Fall Market we've ever had," he said. "This is an important show to manufacturers and retailers who want to increase sales in 1975 and 1976."

The show will be held for the first time in Phoenix in the city's new Civic Center Plaza. The nation's second largest sporting goods trade show, the Fall Market will be the first show to occupy all 160,000 square feet of the center. The NSGA's annual convention and show is the nation's largest sporting goods trade show. One of the highlights of the show will be Arizona Senator Barry Goldwater's tentatively scheduled breakfast speech to NSGA members and associate members. NSGA is headquartered in Chicago.

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Prototype 5 is being retired, replaced by production irons 2 through 9, pitching and sand wedges. SI has also developed a new concept in laminated maple-block woods with high impact ABS face inserts. Shipments are en route to pro shops countrywide right now. This superior design is actually less expensive to make so the price is attractive, too. See and try them at your pro shop. You'll like Merlin's magic. Simmons International Corporation, 1048 East Burgrove Street, Carson, California 90746 (213) 537-6690.



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