

NEWS OF THE INDUSTRY

Superintendent Must Protect His Job

The superintendent must rely on himself for job protection, according to Dr. William H. Daniel of Purdue University.

"Other professions do have safeguards, either into contracts or working agreements," Dr. Daniel told persons attending the recent Massachusetts Turf Day. "As far as I know, the only job protection the golf course superintendent has is his performance."

The upgrading of the superintendent should be the combination of four phases, Dr. Daniel said. "The superintendent has just now completed but two of the phases. The first was a matter of simplicity. The profession, in order to change an old image, had to adopt a new name and so it went from greens-keeper to superintendent. But there was a lull in between phases one and phase two until the certification program was formulated. However, even that is not in its most desirable form. Certification just may have to become mandatory instead of voluntary — the way it is today."

The other two phases are follow-ups to certification. Phase three should be a licensing system. "Every qualified superintendent should be licensed," Dr. Daniel said. "Other professions require documented proof in order to practice. The superintendent is only protecting himself in this matter. Finally, phase four should provide some form of penalty for those would-be superintendents who practice the profession without a license. This gives stronger impact to the licensing phase."

"You can't really tell a country club or a municipal course that they must hire a certain superintendent," Dr. Daniel said. "But if the situation were such that they were educated to the license and certification system, the chances are the fly-by-night supers would be weeded out."

Gerry Finn reported on Dr. Daniel's remarks in a recent issue of the newsletter of the Golf Course Superintendents Association of New England.

PGA Club Pro Championship Set For Callaway Gardens

The Eighth Annual PGA Club Professional Championship will be played at Callaway Gardens in Georgia Nov. 13-16. The \$100,000 tournament, blue ribbon classic for the nation's grass roots professionals, will be sponsored by The Lee Co., the sportswear manufacturer.

In announcing the change from Pinehurst in North Carolina where the event has been held the last four years, PGA President Henry C. Poe explained the move was dictated by several considerations, one of these the longer playing season at the Georgia resort making it feasible to shift the tournament from October to November.

"From a scheduling point of

view," he said, "the later date is desirable because it will give the players more time to work on their competitive games after a busy summer at their clubs. And, it will give our 38 PGA sections greater latitude in arranging their qualifying rounds for this tournament. In recent years we have had to make special exceptions for a few sections which could not schedule their qualifying tournaments before the deadline for filing entries. The later date will eliminate this problem." Poe also expressed his appreciation to Callaway Gardens for making what he described as "a most attractive proposal" to bring the popular championship to the west Georgia resort.

The championship fields one of the largest entry lists on the PGA

tournament schedule. Last fall, 365 hopefuls teed it up in the 72-hole competition, which on Sunday afternoon found youthful Roger Watson of Cary, N.C., collaring 1971 champion Sam Snead on the 72nd Green, then knocking him out at the first extra hole. Watson will defend his title at Callaway Gardens.

Previous winners include Howell Fraser of Panama City, Fla., who won the inaugural event at Scottsdale, Ariz., in 1968; Bob Rosburg, now back on the PGA tour, in 1969 at the same location; Rex Baxter of Old Westbury, N.Y., at Sunol, Calif., in 1970; then in successive years at Pinehurst, Sam Snead, Don Massengale of Montgomery, Texas; Rives McBee of Irvine, Texas and Watson.

The championship is played over three courses with the field rotating among the courses for the first 54 holes. The cut is made at the end of three rounds with the top 90 players and ties going into the Sunday finale. Callaway Gardens lies in the rolling hill country of west Georgia, about 75 miles southwest of Atlanta near Warm Springs.

Trevino Sets 4-Under Target For PGA National Golf Day

Lee Trevino has given America's amateur golfers something to shoot at for National Golf Day.

The PGA Champion and Sandra Haynie, Ladies PGA and Open champion, set the target scores for the nation's club golfers in a rain-splashed "Round of Champions" at Firestone Country Club in Akron, Ohio last month.

The men will have to squeeze every advantage out of their handicaps to beat Trevino's score of four-under-par 66. This means the men will have to post scores of five-under-par or better to earn their "I Beat the Champ" souvenir award. Sandra was somewhat easier on the lady challengers. Her 74 on the famed South course from mixed tees was one over ladies' par.

National Golf Day is the game's major annual charity fund drive, sponsored by the PGA. Contributions of a dollar or more per player are distributed through the National Golf Fund among a variety of golf-related charities, ranging from caddie college scholarships to veteran's rehabilitation golf and turf research endowments.

Acushnet Acquires Shelford; Eyes Foreign Golf Market

Acushnet Co., New Bedford, Mass. has acquired the Shelford Group of Cambridge, England for cash. Shelford is the distributor of Acushnet golf products in the United Kingdom and Europe and manufactures Acushnet golf clubs, golf carts and other wheel products.

William Bommer, executive vice president and general manager of Acushnet's Golf Division, said this acquisition will assist Acushnet in increasing its share of the growing foreign golf market.

Treasury Department Rules Golf Cars Sold in U.S. At 'Less Than Fair Value'

The Treasury Department has ruled that some electric golf cars imported into the U.S. from Poland have been sold at "less than fair value." The cars have been imported by Melex, U.S.A., Inc., Raleigh, N.C.

David Bender, a U.S. Customs Service official, told GOLFDOM the case now goes to the International Trade Commission. The ITC will conduct a three-month investigation to determine what injury, if any, has been suffered by the domestic golf car industry. The decision is expected by Sept. 14.

Clem W. Sharek, executive vice president of Melex, told GOLFDOM the decision in no way means the cars will cease to be imported into the country, and that it is still up to the ITC to determine if dumping does exist.

The investigation stems from a complaint made March 14, 1974 by Cushman Motors Div., OMC Corp., Lincoln, Neb., manufacturer of Cushman golf cars.

National Golf Foundation Sets Public Golf Workshops

The National Golf Foundation has announced the dates and sites for its national Public Golf Operations Workshops.

The eastern workshop will be Nov. 10-12 at the Marriott Inn in Cleveland. The west workshop will be Nov. 17-19 at the Hyatt House in Burlingame, Calif.

These workshops will be expanded versions of the regional seminars that the Foundation has held in recent years. Emphasis will be on the operational, financial and



The American Society of Golf Course Architects, which created a special Environmental Impact Committee two years ago, has established an ongoing program to monitor specific developments and governmental regulations so that courses comply with all existing codes. Chairman Phil Wogan (left), of Beverly, Mass., reviews a new course with committee members Joe Finger (center), of Houston, Texas, and Gerald Matthews, Laingsburg, Mich.

promotional problems of privately owned daily fee courses. Operators of municipal golf courses also will be welcome.

Pros to Return to Orlando For PGA Merchandising Show

The PGA Merchandise Show will be held Sunday, Jan. 25 through Wednesday, Jan. 28 at the Contemporary Hotel, Walt Disney World, Orlando, Fla., the same location as last year's show.

Display areas will again be on the second floor of the main building and in the annex of the Contemporary North. This year, however, the PGA said it has contracted for all of the Contemporary North building and will use only the first floor for displays. The second and third floors of this building will be devoted exclusively to housing show participants, exhibitors and PGA club professionals.

In addition, a special area for food and beverages will be set up in the Contemporary North. Special events such as fashion shows will be held in the area to generate traffic. Show hours will be extended to 7 p.m. for the Contemporary North exhibitors only — or two hours each day for extra selling after the dis-

plays in the main building are closed.

Last year's show — held for the first time in Orlando and for the first time indoors — was the biggest show in the 17 years of the event. The attendance of 5,705 was up 28 percent over the previous year. Total attendance was 8,506 including exhibitors working 223 exhibit areas.

Mallinckrodt Strike Ends After Four-Month Stoppage

A four-month work stoppage at Mallinckrodt Chemical Works, St. Louis, Mo. ended early last month. The dispute involved wages and benefits for about 700 members of the United Auto Workers, and began when an extension of their contract ran out Feb. 10.

"Right now, there will have to be quite a bit of readjustment of people, heads, money and time around here," Stan Frederiksen, manager of speciality agricultural products told GOLFDOM soon after the strike ended. He said supervisory personnel worked in the plants during the strike. He said deliveries were not appreciably affected during the strike because material loads had previously been spotted around the country before the strike began.

Replace Divots or Not?

Superintendents in the Mississippi Valley area of the country apparently feel that replacing divots by golfers is still the best way to keep their courses in shape.

Neet-Kleet Heavy Duty, Rotary Brush

ELECTRIC SHOE CLEANER

for:
Country Clubs
Factories
Resorts
Ranches
Offices
Homes

- Plug into regular A.C. supply.
- Greatly reduces contamination of carpets & floors.

Also available:
the lower priced



SHOEMASTER

Shoe Cleaner & Polisher

Leonard Industries
Dept. G, P.O. Box 5842
Sherman Oaks,
California 91403
Phone: (213) 789-5836

Circle 125 on free information card

In the May issue of GOLF-DOM, senior editor Herb Graffis wrote, "Repair of divots with soil, fertilizer, seed or even stolons is quicker, more effective, provides good playing conditions, is better looking and does a needed job without adding appreciably to the costs of first-grade maintenance. Scattered divots in a shot area quickly get to be a sloppy mess. Mowing does not shred the divots so the Bermuda of bent chunks are distributed for healing."

In a letter recently received by GOLF-DOM, Henry C. Vogt, secretary-treasurer of the Mississippi Valley Golf Course Superintendents Association, wrote: "While it is admitted that divots do not heal in dry weather, it is also a fact that many do heal, especially in spring and fall at the time of the year when turf is softer and divots larger. Considerable educational work and the placing of signs has been the practice for many years and we feel that an article such as this does not help the superintendents maintain the golf courses."

IRS Eases Tax Guidelines On China, Glass, Flatware

The Internal Revenue Service recently adopted new rules governing depreciation of such service items as china, glassware and flatware. These rules could substantially improve the cash flow of club managers at country clubs across the country.

In the past, many facilities used an accounting system to depreciate assets known as Asset Depreciation Range. Under ADR, taxpayers selected a depreciation life for such items as china, glassware and flatware from a prescribed range of eight to 12 years. The problem with this system was that china, glassware and flatware are costly and comparatively short-lived. An eight-year depreciation schedule was simply not beneficial for many.

As a result, some operators wrote off these items directly, selecting a depreciation life that was subject to challenge by the IRS. It was proposed that IRS create shorter subsidiary asset guideline classes. This would make tax treatment more fair for those facilities which purchased a high proportion of service assets.

The result was that the IRS now provides for subsidiary asset guideline classes asset depreciation ranges

of two to three years. This includes returnable containers, glassware, silverware, crockery and linens. For further information, write the Permanent Ware Institute, 111 E. Wacker Dr., Chicago 60601.

Glyphosate More Effective To Control Perennial Grass

The introduction of glyphosate will provide golf course superintendents with a more effective herbicide for controlling perennial grasses, according to Dr. A. J. Turgeon of The University of Illinois.

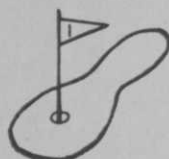
"Turfgrass renovation procedures employing herbicides have often resulted in serious reinfestation by perennial weed grasses due to inadequate control," Dr. Turgeon wrote in a recent issue of the newsletter of the Midwest Association of Golf Course Superintendents. "Also, soil residues of applied herbicides have delayed or precluded turfgrass establishment on treated sites."

Dr. Turgeon said glyphosate will be more effective and the absence of any soil residual activity from this herbicide allows for replanting as soon as adequate weed control has been obtained. His work has shown that premature planting of Kentucky bluegrass into treated bentgrass severs the bentgrass stolons thus interrupting translocation of the herbicide and reducing control. However, glyphosate is a substantial improvement over presently available materials and it will undoubtedly become an important herbicide for use in turf, Dr. Turgeon said.

Century Supply Corporation Opens Chicago-Area Office

Ernie Hodas, president of Century Supply Corp., Berkley, Mich., has announced the opening of a new division to serve the greater Chicago area market, northern Illinois and northwest Indiana in the field of underground sprinkler equipment and turf irrigation supplies.

Hodas said the new division will stock and distribute products manufactured by nationally known companies such as Rain Bird, L. R. Nelson Co., and Safe-T-Lawn. Hodas said Century/Rain-Aid Supply Corp. will be located at 341 Lively Blvd., Elk Grove Village, Ill. 60007.



SOD

FOR
GREENS AND TEES

PENNCROSS BENT
AND
TORONTO C-15 BENT
SOD or STOLONS

—BLUEGRASSES—

*Adelphi *XL-100 BLEND
*Merion *KY-33 BLEND



3900 WEST 167TH STREET
MARKHAM, ILLINOIS 60426

312-798-2210

Circle 117 on free information card



Baseball fans and golfers alike, touring Hillerich & Bradsby Co.'s Slugger Park Plant, Jeffersonville, Ind., will see a collection of historic Louisville Slugger bats and golf clubs as well as photos of some of the greatest moments in sports. A one-piece driver, manufactured around 1900, is just one of many antique golf clubs in the exhibit. The collection dates back to the late 1800s.

Fluctuating Beef Prices Are Seen for Rest of Year

Beef prices for the remainder of this year are expected to be erratic, according to Ohio State University economist Edgar Watkins, but prices are expected to be down by autumn.

The recent increase in beef prices has come about because fewer cattle are being marketed and because they are going to slaughter at lighter weights. There have been one million fewer cattle marketed so far in 1975 than during the same period in 1974. Cattle marketed in early May, 1975, weighed an average of 53 pounds less than last year during the same time period.

Watkins said there are more grass-fed cattle being sold now at higher weights. An increased number of these pasture-grazed animals are being sold because of high feed costs. There may be a bit less quality in grass-fed cattle because they may have grown off slower on pasture and were marketed a little older. Some tenderness may be lost, Watkins said.

By autumn, more cattle are expected to be going to market. The weather will be an important factor in the number of cattle marketed and when these cattle come to market. If the weather is normal and there is a good corn crop, there will be a greater supply of beef this autumn than last summer, he said. If there is a repeat of last year's drought with a short pasture season and a reduced corn crop, more cattle will be marketed sooner at lower prices because of limited feed.

Cleveland-Area Tournament To Aid Musser Foundation

Almost 120 Cleveland golfers will tee it up Aug. 4 at Canterbury Country Club to benefit the Musser International Turf Foundation. The event is sponsored by the Cleveland District Golf Association.

The Foundation was organized in 1969 with the express purpose of promoting turfgrass research and education by giving financial aid to gifted graduate students who are working for their advanced degrees. Last year's Cleveland-area tournament donated over \$1,713 to the Foundation.

Working board of directors include Dr. Fred V. Grau, Warren A. Bidwell, Dr. William H. Daniel, Stan A. Frederiksen, and Paul Hahn. Honorary board members include: Deane Beman, Joseph C. Dey, Jr., GOLFDOM's Herb Grafis, Robert Trent Jones, Arnold Palmer and Louise Suggs.

Aldrin/Dieldrin Case Closed

The United States Environmental Protection Agency has announced that the U.S. Court of Appeals for the District of Columbia has found "imminent hazard" in use of the pesticides aldrin and dieldrin. These registrations have been cancelled.

However, the EPA said sale and/or use of aldrin and dieldrin formulated into products on or before Aug. 2, 1974 is still permissible.

Fall Tennis Buying Show In San Diego in August

Sales of exhibit booth space is already far ahead of any previous show for TENNIS INDUSTRY's National Buying Show Aug. 3-5 at the Town and Country Hotel, San Diego, Calif.

According to Hardy C. Katz, president of the show. "Our primary purpose in putting on the show is to help the tennis businessman by bringing together buyers, manufacturers, reliable familiar products and new resources in the industry. Since the show includes exhibitors from every part of the country, and since manufacturers introduce new lines at this show, it gives tennis industry people the opportunity to see first-hand trends, new products and expansions that are happening nationally."



Model 8810

**Fastest
charge in
the whole
U.S.A.**

Lester MATIC "BIG FORTY" 40-AMP CHARGER

All over the country, users of big-battery electric vehicles are turning to Lester-MATIC chargers for fast, dependable charging. The all-new Lester-MATIC "BIG FORTY" offers a full 40-amp start rate—really pours the amp-hours into your batteries during those important early hours of charging. Normally, high capacity batteries are charged to 3/4 capacity in only 4 hours. After the peak charge, the rate automatically tapers down to 3-amps, preventing overheating and excessive gassing, and resulting in excellent equalization of cells with low water consumption.

Both golf car and industrial users in northern areas have found the "BIG FORTY" to be a top cold-weather performer—extending vehicle hours and cutting time on-charge. Lester's new heavy-duty "BIG FORTY" will keep your big batteries in peak condition over a maximum life period.

All Lester chargers feature solid-state circuitry for years of trouble-free performance. A unique flux oscillator circuit compensates for changes in line voltage. Lester chargers are easy to use by untrained personnel—no taps or rate controls to set. Over 200,000 chargers in daily use have proven the reliability of the Lester-MATIC. Specify Lester for your next electric vehicle charger.

Specify the Lester-MATIC "BIG FORTY" with your car order, or special order from your distributor.

LESTER ELECTRICAL
625 West A Street,
Lincoln, Nebraska 68522 402-477-8988

Patty Berg To Be Honored With Joe Graffis Award

Professional woman golfer Patty Berg has been named the winner of the Joe Graffis Award. The award is presented annually by the National

Golf Foundation to recognize the person who has made a major contribution to the golf educational field and the promotion of junior golf.

The award will be presented at a banquet July 24 during the Foundation's educational seminar being held at Pine Needles Lodge and Country Club in Southern Pines, N.C.

She has been actively involved in the Foundation's educational pro-

gram since its inception in 1965. She has also brought golf to thousands of persons through her numerous clinics and exhibitions. The award was recently named to honor Joe Graffis, who with his brother Herb founded the National Golf Foundation in 1936. They also founded GOLFDOM magazine. The award was previously won by Opal Hill in 1974, Les Bulstad in 1972, the late Barbara Rotuig in 1971 and Ellen Griffin in 1970. □

La Costa Slaps Suit on 'Penthouse'

A cloud of uncertainty will hang over the La Costa Country Club for the next few months, as the club battles one of the biggest libel suits in journalism history.

In the March issue of *Penthouse* magazine, an article entitled "The Hundred Million Dollar Resort with Criminal Clientele" painted the San Diego-area development as a haven for organized crime and a base of operations for the planning of everything from investment rip-offs to Watergate.

On May 27, La Costa President Merv Adelson held a news conference in Los Angeles to voice his operation's disagreement with the story and launch a \$540 million lawsuit along with several other management individuals and corporations mentioned in the *Penthouse* piece.

For years, La Costa has been the home of the Tournament of Champions, which itself has had the dubious distinction of being taken off and put back on the Tournament Players Division tourney calendar in a matter of weeks.

In early May, TPD commissioner Deane Beman indicated that since the format of the World Series of Golf had been changed, there would be no real need for the T of C and it would be lopped off the schedule. The World Series is now the property of the PGA and indications are that at least 16 season champions will be entered, maybe more.

Whether the article about La Costa had anything to do with the dropping of the tournament is only supposition. When the decision was announced by Beman to cancel the event, there was a loud rumble from

TPD members. The La Costa tournament is one of the better stops on the circuit for the players. They get \$2,000 each just for showing up and with the attraction of the development and its famous spa, there are a number of activities available for the pro's family to participate in.

During the Atlanta Classic, a TPD Board meeting was held and Beman fielded the dissent from TPD members who favored the T of C format. Anyway, the tournament was put back on the schedule and the reasons for the cancellation and the reinstatement are still vague. The TPD commissioner reversed a decision, which in itself, seems surprising for a major professional sport.

How long it will take to settle the La Costa case is anyone's guess, but Adelson, in a statement to GOLFDOM, said that he would carry the litigation through and there would be no settlement out of court. Others named as plaintiffs in the case include Irwin Molasky, Allard Roen and M. B. Dalitz, management heads of La Costa along with several corporations that are tied into the development.

To quote from the complaint, filed in the California Superior Court in Los Angeles, "the defendants willfully, wrongfully, maliciously and with intent and design to injure, disgrace and defame with wanton, reckless and utter disregard for the truth or falsity of the statements made therein concerning plaintiffs, caused to be printed, published and circulated of and concerning plaintiffs the libelous and defamatory article published in said March 1975 issue."

The basis of La Costa's complaint stems from the fact that the operation has suffered financial losses since the publication of the *Penthouse* article. According to La Costa, conventions that would have been held at the complex were cancelled, patrons of the spa, golf course, hotel and other facilities, who would otherwise use La Costa haven't and there has been a general decrease in the purchase of condominiums at the resort. In short, business has dropped off.

Penthouse Editor and Publisher Robert Guccione told GOLFDOM from his New York City residence that he thought the legal hassle was, "a cosmetic exercise on their (La Costa's) part." Guccione commented that his magazine was currently into investigative journalism on an above average scale and that the La Costa piece was just along those lines.

"I guess if you're going to sue someone in a libel suit, you might as well go for as much as you can. I don't really believe they have a case. Our legal counsel went through the whole article, analyzing every point. The entire piece was carefully researched," Guccione said.

Adelson and his colleagues disavow a majority of the information found in the *Penthouse* article and insist that La Costa is not a home for the Mafia. In fact, Adelson points to the fact that some of the top corporations and associations in the country have utilized the club facilities. The list includes the American Bar Association, Chrysler, Ford, General Electric, Xerox and John Hancock Insurance.