# NEVS OF THE INDUSTRY

#### **Who Knows Best What Members Want?**

It has been the general notion for years that a good club should be run by the officers setting the policies and the department chairmen and their operating executives figuring the budget and methods of applying the policies.

One Midwest pro recently criticized this practice, telling GOLFDOM:

"I am better qualified to decide club policies than our president is. I know the members and their likes and dislikes about the club, their wants and needs better than anyone on our board. I have a fair idea of what members can spend on golf. I think our manager has similar information from his viewpoint. The superintendent does not get as close to the members as the manager and I do, but he knows more about what our men and women members want the course to be than any of our directors, including the green chairman.

"I think that the mistakes which have caused the most complaints and wasted the most money were errors the pro, manager and superintendent were against from the start. The reason our losses last year were reduced and programs altered was because our officials paid more attention to department heads on policy matters before any trouble got too strong."



Touring pro Pat Fitzsimons tried out his putter recently while (from left) touring pro Dave Glenz, Dr. Fred Grau and Bill Rose, vice-president of Tee-2-Green Corp., Kansas City, Mo., look on before the start of a Musser Foundation Tournament held on the West Coast. The tourney was played at Illahe Hills Country Club, Salem, Ore. The Foundation was established in honor of the late Prof. H. Burton Musser for his pioneer contributions to the turfgrass field. The Foundation was organized with the express purpose of further developing turfgrass research and education through the establishment of fellowships at institutions of higher learning. Bad weather accounted for fewer players than expected, but the first West Coast Musser Foundation Tournament raised over \$500 for the Musser Fund. The tournament was sponsored by Tee-2-Green, marketers of Penncross bentgrass.

#### Will EPA Seek Endrin Ban?

There is a strong probability that the U.S. Environmental Protection Agency will seek to ban use of endrin if registrations of chlordane and heptachlor are cancelled.

Pesticides continue to be a major industry problem with the EPA. Last year the agency cancelled the registrations of aldrin and dieldrin. Hearings are now being held on the suspension of manufacture and distribution of chlordane and heptachlor.

Another important issue with the EPA is certification of pesticide applicators, according to a spokesman for the American Association of Nurserymen. Present law requires states to have approved plans for certification of commercial and private applicators in effect by October. Pending in the House of Representatives are two proposals by the Agricultural Committee concerning this program.

The first would delay implementation of this portion of the law for one year. The other proposal would permit licensing of private applicators upon their own certification that they are experienced in the use and application of pesticides and will apply the pesticide in accordance with label instructions.

#### Petition to Lessen Depth Of Underground Cables Filed

A petition to lessen the depth of underground low voltage cables in golf course irrigation is being filed with the National Fire Protection Association by the Golf Course Builders of America.

The builders are urging 13 other trade groups in the golf and land-scape industries to join them in requesting that the present 24-inch requirement is unnecessary for open spaces such as golf courses, parks and recreation areas. Until recently, underground control wires were buried 12 inches. The wiring activates valves and starts irrigation pumps.

Nick A. Siemens of Fresno, Calif., a golf course contractor and GCBA president-elect, is directing action to change the national electrical code requirements. He has pointed out that golf course construction costs would increase because of the tremendous irrigation footage involved in the automatic irrigation system which requires from 10 to 40 miles of wire. In addition to higher costs, Siemens said construction and maintenance hazards would result.

The association will formally ask the National Electrical Code Committee when it meets in December to amend Exception 3 of Section 300-5 of the National Electrical Code to add golf courses to the exception now provided for residential branch circuits of 300 volts or less.

Harry J. Lambeth, executive director of GCBA's Washington office, has urged other golf associations to join the effort. For additional information on code standards, contact Richard Lloyd, 1285 Walt Whitman Rd., Melville, Long Island, N.Y., 11746, chairman of Underwriters' Laboratories, Inc.

#### Golf Car Industry Injured, Government Says on Import

The federal International Trade Commission has ruled that some electric golf cars imported into the country from Poland being sold at "less than fair value" have injured the American golf car industry. The cars have been imported by Melex, U.S.A., Inc., Raleigh, N.C.

The ruling from the ITC has not been published in the Federal Register yet, according to Donald Schreiber, operations officer for the U.S. Customs Service. Clem W. Sharek, executive vice president of Melex, said his company had been notified that golf cars being imported into the country by his company would be assessed dumping duties. He said a figure was not yet decided upon. Schreiber said it might take until the middle of next year to decide what duties would be assessed.

Sharek said his company was still importing golf cars into the country, and that his company has to put up a bond on the cars until the case is finally settled. He said the cars are still being sold. The published price of 1976 Melex golf cars is \$1,695 for its three-wheel models and \$1,765 for its four-wheel models. The highest-priced retail car in the industry for major manufacturers is E-Z Go's model at \$2,042. The lowest-priced model of the majors is Harley-Davidson's new DE-40 at \$1,560.



M. O. Lee, chairman of The Lee Co., Shawnee Mission, Kan., recently signed an agreement to be official sponsors of the Eighth Annual PGA Club Professional Golf Tournament to be held this month at Callaway Gardens, Pine Mountain, Georgia. With Lee were Charles Van Dyne, Lee golf line manager (left) and William McKenna, president.

## **Japanese Beetle No Longer Worst Pest**

No longer is the Japanese beetle the most obnoxious summer insect pest. Rapidly taking over the number one spot is a newcomer — Ataenius Spretulus — a grub only about onetenth the size of the beetle.

The grub has emerged throughout the East as one of the most destructive grubs ever to be coped with, it was reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents. Wide-spread infestations have been noted on many golf courses, taking on the appearance of wilted-out patches ranging in size from four inches to two feet in diameter. Another tell-tale sign is any area birds begin to chew up that is wilted in appearance.

The insects are located in the soil immediately below the thatch, ranging in number from 20 to 150 individual grubs per square foot. The grub is attracted to any poorly drained area. The mature insect is black and difficult to see without close observation.

The eastern region of the USGA Greens Section reports: "Preliminary findings indicate that the best time to apply Diazinon or Dursban for control is late May.

"With specific research lacking, the rates are given at tentatively Diazinon at four pounds active per acre and Dursban at two pounds active per acre. Aeration and/or spiking of infested areas prior to application of the insecticide is recommended. Wetting agents to further aid in the penetration of the insecticides may be helpful. The insecticides must also be watered in very well. Insecticides are most effective when applied to young stages of insect development. Presently there appears to be only one annual brood."

Turf damage from Ataenius Spretulus is being reported all along the east coast, predominantly in New York, New Jersey, Connecticut, Ohio, Maryland, Virginia, Pennsylvania and Delaware.

# HUSKY STORAGE RACKS... **SPACE SAVERS**



#### DOUBLE..TRIPLE..QUADRUPLE YOUR GOLF CART STORAGE.. **FAST & EASY**

Exclusive CRASH-GARD design adjustable steel golf cart racks are easily installed or dismantled without use of tools. They're ideal for sales outlets and repair shops or for "off" season storage. A typical section holds 12 carts, and even more snowmobiles. On special order, designs are also available for stacking up to 6 carts high . . . a great cost saving on floor space. New exclusive beam design prevents tire damage by uniform weight distribution.

STOCK DELIVERY-MOST SIZES WRITE FOR DETAILS TODAY!



#### HUSKY STORAGE YSTEMS

9111 Nevada Avenue Cleveland, Ohio 44104 Phone: 216/368-0300

#### National Golf Foundation Announces Teacher Seminar

The National Golf Foundation has announced dates and locations for its 1976 Fifth Annual Seminars for Teachers and Coaches of Golf. As in past years, the programs will offer a five-day, in-depth concentration upon modern golf teaching and coaching methodology as presented by foremost professionals and educators of the game.

Sessions will be held June 20-25 at Singing Hills Lodge and Country Club, El Cajon, Calif.; July 5-10 at Dartmouth College, Hanover, N.H.; and August 1-6 at Pine Needles Lodges and Country Club, Southern Pines, N.C.

Each program will be open to golf teachers, coaches and interested professionals. The California seminar will be designed for both beginning and advanced level teachers while the New Hampshire seminar will focus on teachers on a beginning level and the North Carolina seminar is for those at an advanced level. Four recertification credit points will be awarded through the Professional Golfers' Association to pros for attendance at any one of the three programs.

Brochures and applications are available from the NGF at 707 Merchandise Mart, Chicago 60654.

#### Florida Golf Representatives Re-Elect Faultless' Stone

The Florida Golf Representatives Association held its biggest-ever show recently at Innisbrook Golf Resort with 53 booths of exhibitors.

The show coincided with the Florida PGA Section tournament held at Innisbrook. It filled the resort's convention center and several exhibitors had to be turned away for lack of space. State shows have been held regularly since 1959 in conjunction with the PGA tournament but this was the first one that had been operated independently by the association.

Jack Stone of Fort Lauderdale, who represents Faultless, was reelected president of the representatives group and said that a similar show will be held next year but not necessarily in connection with the PGA event. The representatives want the show at the time their new product lines come out, which is often earlier than the PGA section championshop.

There were an estimated 300 buyers from Florida golf facilities at the show. Jerry Porter of Dunlop and Bill Kennedy of PGA/Victor were elected vice presidents and Todd Read of Etonic was named secretary-treasurer. The association

has 83 members.

#### Green Topdressing Timing Is of Critical Importance

Timing of topdressing can be of critical importance especially when applied during periods coinciding with peak germination of weed seeds that might be dragged onto the greens from the fairways, according to John R. Hall, turf specialist at University of Maryland.

Hall said spring topdressing in late April has been known to lead to heavy infestations of smooth crabgrass and goosegrass in situations where the topdressing provided an excellent seedbed for the annual grass germination. The same problem can arise in situations where late fall golfers drag annual bluegrass onto freshly topdressed greens in late October and early November.

Hall explained topdressing is the spreading of a prepared mixture of soil-like material over established turf. It is practiced most frequently on creeping bentgrass greens where vigorous thatch development occurs as a result of rapid stolon development, excessive nitrogen fertilization or other factors.

He said topdressing generally becomes necessary when greens do not putt "true." He said greens needing topdressing are characterized by excessive thatch buildup, puffiness, footprinting, poor water infiltration and excessive disease activity.

He said normal rates of application range from 1/8 to 3/4 cubic yards of topdressing per 1,000 square feet. New greens may need to be topdressed every two weeks to provide adequate stolon coverage and smoothing. Good topdressing is characterized by being similar in texture to the soil in the greens. It is generally mixed eight to 16 months in advance to allow for maximum stabilization and biological activity.

#### Graves Is New President Of True Temper Corporation

Herbert C. Graves III has been named president or True Temper Corp., Cleveland, a member company of Allegheny Ludlum Industries.

Graves was president of the Talon Division of Textron, Inc. headquarter in Meadville, Pa. He succeeds Richard C. Harris, and executive of True Temper since 1939 and president since May of 1974. Harris is retiring.

Graves, 48, has been an executive with Textron companies since 1968, when Talon was acquired by Textron. Earlier, he had been president of Gibson Electric Co., Greensburg, Pa. From 1969 to 1973, Graves directed the Polaris Div. of Textron, which which also manufactured E-Z-Go golf cars. He is a graduate of Penn State University.



Graves

#### More and More Court Cases Result from Errant Golf Balls

Across the country, on crowded public courses and at posh country clubs, golf is rapidly becoming recognized as a dangerous game.

Although there are no statistics on accidents, golfers and managers agree that these days more than ever players risk hitting someone with a ball or getting hit, and that they risk ending up in court if a mishap occurs.

The layout of golf courses has a good deal to do with hitting or get-

ting hit, reports the Wall Street Journal. In general the risk is somewhat greater on public courses because they are more crowded and usually don't provide as much space between side-by-side holes. Private clubs are more likely to have wider roughs, thus less accidents.

In most cases involving golfers who sue public golf courses alleging faulty design or other short-comings, courts have ruled in favor of the course, provided there was not any clearly established negligence, such as failure to put up protective fencing in known danger zones.

## CMAA Member Job Value Exceeds \$25,000 a Year

The Club Manager's Association of America recently reported its member's average job value has increased by 71 percent or more in three years to an average of more than \$25,000 a year. The job value figures includes salary and fringe benefits.

For country club managers that have attained "certified club manager" status, average salary is \$25,273, and average cash income is \$26,711. For non-CCM's, average salary is \$20,793 and average cash income \$21,954.

Also for country club managers, average benefits are \$6,942 for CCM's and \$4,349 for non-CCM's. Average total job value for CCM's is \$33,653; for non-CCM's, \$26,303.

#### Golf Business Executives Added to Foundation Board

A pair of new directors and an honorary chairman were added to the Board of the National Golf Foundation at the organization's annual fall meeting in mid October in Scottsdale, Ariz.

George Manning, an executive with the True Temper Corporation, and Bill Dolan, executive vice president of E-Z-Go Car, were added to the board. Dolan took over the position of Vaughn Border, of Cushman golf cars, since that company will stop operation in golf business at the end of this year.

Named to chair the 15-man board in an honorary capacity, is Ted Wooley, a former board member and founder of the foundation.

# 5 ERSY WAYS TO TEACH MORE PROFITABLY.

The new Sanyo video tape recording system now makes teaching any sport easier, and more effective. Besides making more income for the instructor. It analyzes a pupil's movements in regular,



only 15 lbs. Operates on rechargeable battery or AC. Simple pushbutton operation. Snap-in, snap-out cassette for unlimited recording time. All for about \$2000. Mail coupon today for facts on one of the best investments for business.

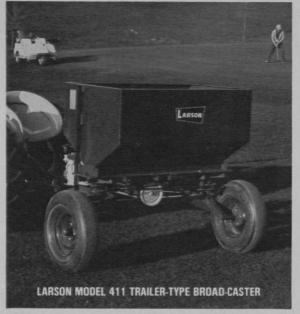
Sanyo Electric Inc., Communications Division 1200 W. Artesia Blvd., Compton, Calif. 90220



	SANYO ications Division, esia Blvd., Compt	
Send me your More Profitably		asy Ways To Teac
NAME		
TITLE		
COMPANY		
ADDRESS		
CITY	STATE	ZIP

Circle 112 on free information card

Greener Turf... specify Equipment



#### Spreads Milorganite, Fertilizer or Seed Faster-Uniformly!

For greener turf from tee to putting green, the swing is to the LARSON line. First choice of knowledgeable golf course superintendents and other professional turf men on many of the country's finest golf courses. Make LARSON Equipment your choice too!

■ For complete specifications, Write, Wire or Call TODAY!

**QUALITY PRODUCTS** by LARSON **SINCE 1944** 

PRINCEVILLE, ILLINOIS 61559 · PH.(309) 385-4312 MANUFACTURERS OF BROADCASTERS, SPRAYERS AND ACCESSORY EQUIPMENT

Circle 118 on free information card

## **GOLF BAG** STORAGE RACKS



TRADE

MARK

**IN BUSINESS SINCE 1933** Call Collect 301-322-3900 Or Write For Free Literature

#### INSTALLATIONS INCLUDE:

Nassau C.C., Glen Cove, N.Y. Pembroke C.C., Pembroke, Mass. The Alliance C.C., Alliance, Ohio Shenandoah C.C., W. Blumfield, Mich. Highlands Fall C.C., Highlands, N.C. Ironwood C.C., Palm Desert, Calif. Crystal Lake C.C., Crystal Lake, Ill. Lawton C.C., Lawton, Okla. Indian Spring C.C., Silver Spring, Md. AND MANY MORE . . . there must be one near you.

## **IMPROVE BAG STORAGE BEST BY TEST**

WE DESIGN YOUR LAYOUT— **ECONOMICAL—EASY TO** ASSEMBLE HEAVY DUTY **FURNITURE STEEL**— NO OTHER PARTS TO BUY-



4900 Frolich Lane, Kenilworth Ind. Park Tuxedo, Md. 20781

Circle 180 on free information card

#### **New Golf Book Supplements** Pro's Lessons to Beginners

Pros needing supplemental information in the teaching of the beginning golfer have a new book on the market to help their students. Entitled "Golf - A Positive Approach", authors Carol Clark Johnson and Ann Casey Johnstone make the mechanics of the game understandable.

The instructional text gives a practical approach to several facets of the game, including the fundamentals of grip, swing, stance, short shots, sand shots and putting. More advanced areas of the game and trouble shots are also covered.

Examination of equipment, safety measures, rules and courtesies are also viewed. Practice hints, errorcorrection procedures and various elements of the sport through illustration are also involved in the

Students can conveniently read chapter after chapter and get a full understanding of the game and how it is played. The paperback is published by Addison-Wesley Publishing, Reading, Mass.

#### ColgateSees12%SalesGain

The 1975 earnings from continuing operations of Colgate-Palmolive Co., New York, are expected to rise about 14 percent on a sales gain of about 12 percent, David Foster, chairman and chief executive officer reports. The company in future years expects a compound earnings growth rate of 10 to 12 percent.

Colgate, which has acquired Ram Golf Corp., Elk Grove Village, Ill., and Bancroft Sporting Goods Co., Woonsocket, R.I., makes and markets in addition to its sporting goods, toothpastes, detergents, cosmetics and other products. It is also reported that it seeks to get further into the golf market with acquisition of a shoe company.

Foster said physical volume for Colgate is running below last year across most major product lines, but higher selling prices and cost-cutting programs are resulting in higher sales and earnings. He blamed the recession, with its effects on retailer inventories and consumer-spending patterns, for the physical volume declines.



Padgett

#### Georgia's Callaway Gardens Names Padgett Golf Director

Don Padgett, national secretary of the Professional Golfer's Association of America, has been named director of golf at Callaway Gardens Golf Resort, Georgia.

"I am delighted and excited with the appointment," Padgett said. "The people at Callaway are an enlightened group. They recognize that today's golf professionals are a key part of the organizational marketing team involved in the planning, promotion and public relations of the establishment . . . as well as operating the golf facilities."

Stayton Addison, vice preisdent of operations at Callaway, said, "We are terribly enthusiastic about having a man of Don's caliber join our staff. We know he has much to offer us and we all look forward to working with him."

Padgett said the courses are now being groomed for the Eighth Annual PGA Club Professional Championship Nov. 13-16. "The 366 club pros who tee it up for the \$110,000 purse will enjoy the finest golf in the South," he said.

Padgett and his wife Joan moved to Callaway late last month, leaving the Green Hills Golf and Country Club, Selma, Ind. after 24 years.

#### Packard Designed Innisbrook

A news item in the September/October issue of GOLFDOM incorrectly identified the architect at Innisbrook golf resort in Florida as Brent Wadsworth. Packard, Inc.,

LaGrange, Ill., designed the courses, Wadsworth was the contractor.

#### Cleveland-Area Tournament Benefits Musser Foundation

The second stroke play invitational tournament for the benefit of the Musser International Turfgrass Foundation was held recently at Canterbury Golf Club, Cleveland. Over \$1,859 was the proceeds to the foundation.





**PARTNERS** 

This all-purpose, self contained golf ball dispenser automatically washes, counts, stores and dispenses balls into baskets for your customers! Operates by coins, tokens or remote control.



Modern automatic selfcontained golf ball dispenser, for dispensing any quantity from 10 to 60 balls for any number of quarters or tokens. Also remote control. This time-saver upgrades service and increases profit!

CALL or WRITE! Ask for FREE literature and details. PH.(219)234-0075

> TEUTONIX INC. P.O. Box 1895 South Bend, IN 46634

Circle 133 on free information card



Circle 104 on free information card

#### Small Club Groups Again Invite Golf Job Hunters

Don Rossi, National Golf Foundation executive director, forecasts a revival of an employment situation that brought fine young men into successful careers in golf.

Rossi recently reviewed with the Foundation's field staff findings of the investigations of delinquencies on Farmers Home Administration endorsed loans to country clubs in rural areas. The Foundation staff discovered lack of management accounted for failure of the small town clubs to supply the community need of a country club.

"A competent and ambitious young man could make two or three of neighboring small town country clubs successful operations and make himself an excellent income and happy job by operating several country clubs in an area. The work

has been done before and I believe there may be as many as 80 opportunities for similar successes," Rossi

GOLFDOM not long ago told of the late Horton Smith starting his golf career by being pro, superintendent and manager of golf clubs at Joplin and Sedalia, Mo. He divided the working week between those clubs and got farmers at both places as his course foreman. He still had plenty of time to work on his own game. Joe Novak, who like Smith served as president of the Professional Golfers' Association, also split his working week between clubs in Idaho. Eddie McElligot, still a hale and hearty competitor in the 80-and-older group of the PGA seniors, kept small clubs in Minnesota and the Dakotas active and useful by a few days a week at each

These fellows and others made good jobs for themselves and showed clubs how to survive and please members.

Rossi said that the education

provided by the PGA, Golf Course Superintendents Association of America, turf schools and the Club Managers Association of America certainly can qualify young men who like golf work to efficiently handle the split-week jobs and probably prepare them for making very profitable careers in golf club ownership.

#### Course Builders Association Schedules Business Meeting

Coast-to-coast business meetings for next year have been scheduled by the Golf Course Builders of America.

The Washington-based association for golf course contractors will hold its sixth annual meeting during the Golf Course Superintendents Association of America meeting Feb. 8-13 in Minneapolis.

The association will meet in Fresno, Calif. June 25; then board a bus for a drive to Avila Beach, Monterey and conclude its sessions in San Francisco. The autumn meeting will be in Washington, D.C.

up to 12 person

occupancy

#### 100% ELECTRIC STEAM CLEANER/SANITIZER STEAM BATH PACKAGES 1. SHOWER JR. ECONOMY SIZE Simple Installation Instant Steam • JR 5 Unit "LITTLE **GIANT"** 2. COMMERCIAL

Less than the size of



DRY STEAM
 NO FLOODING

Pure steam — degreases & sanitizes

Write for more information.

COMPLETE

#### (1) Automatic All-Electric Steam Generator (2) Automatic Temperature Control (3) Temperature Sensing Bulb **ELECTRO-STEAM GENERATOR CORP.**

842 Bernard Street Alexandria, Virginia 22314 (703) 549-0664



continue

#### Back-to-Basics Classic Look Returns to Female Fashions

Pro shop managers will take note the classic look of quality has returned to female fashions.

"These days, there is more feeling for quality," says Neal Fox, general manager of Bergdorf Goodman in New York. Renee Helga Howie, president of an exclusive retail shop in San Francisco, agrees that the class look is back. "When the economy is bad, women want good clothes; they want something that lasts."

It is not just the economy that is affecting fashion, however. "People get tired of the more shocking stuff — we went through a period of pretty wild or less expensive fashions — and they are trying to get back to the more conservative stuff," says James Nordstrom, executive vice president of Nordstrom, Inc., Seat-

tle, as reported in the Wall Street Journal. A spokeswoman for I.Magnin, a San Francisco department store, says women seem to have "calmed down" about having to be trendy and are more concerned about clothing quality and durability.

Women appear to be willing go pay more for clothes that will not fade quickly from style. Says one executive, "People are willing to spend more money because of the quality."

#### Glade Cultivar of Bluegrass New Rutgers Turf Release

The Glade cultivar of Kentucky bluegrass is a new turf release from Rutgers University, according to agronomist Doyle Jacklin.

Jacklin said Glade spent 10 years in Rutgers' proving grounds after a discovery in an Albany, New York lawn by Dr. Reed Funk. It has been consistently acclaimed for rich color, low growth, and better tolerance to diseases apt to be troublesome in shade.

The Vaughan-Jacklin Seed Co., Spokane, Wash., has further verified the reliability of Glade through widespread test plantings in all parts of the country, Jacklin said.

#### GCSAA Citations Awarded To Jackman, Miller, Henry

Three members of the Golf Course Superintendents Association of American have received "Citation of Performance" awards from the national organization.

Receiving awards were Jack Henry, host golf superintendent for the U.S. Amateur Championship held this year at the Country Club of Virginia, Richmond; John Jackman, host superintendent for the U.S. Open held at Medinah Country Club, Illinois; and Peter Miller, host superintendent for the PGA Championship at Firestone Country Club, Akron, Ohio.

Henry joined the club's staff only one week before the club was announced as the site and began immediately to prepare the course.

# **Keep Your Course Green**

# With Annual Ryegrass

Overseed with Annual Ryegrass and your course will be green again in a matter of days. Just the ticket for fairways...tees... and putting surfaces.

Plan on a bonus in addition to winter beauty. Ryegrass provides protection for the dormant native grass plants which might otherwise be ground out of existence in hard-use areas.

Ryegrass provides the protection to help your native grasses to snap back more rapidly when the warm weather returns.

Sow Ryegrass under unfavorable wet or dry conditions, and you'll see it germinate in a matter of 5 to 14 days, depending on conditions.

For More Information See Your Favorite Seedsman
For Free Brochures Write To:

#### **OREGON RYEGRASS COMMISSION**

Dept. 1, Suite One / Rivergrove Bldg. / 2111 Front St. N.E. / Salem, Oregon 97303



the fourth green, the 18th tee and adding a bunker to the 16th fairway. He also supervised the placement of new sand in all the course's traps. All these operations were completed while still maintaining normal play on the club's 45-hole complex.

Jackman was given overall responsbility for Medinah's 54 holes of golf and grounds in 1968 when he was named superintendent of the club. Previously, he was assistant superintendent in charge of the championship No. 3 course where this year's Open and the 1966 Western Open were played. In preparing for the Open, the course underwent several modifications under Jackman's direction, including cutting the top off a hill on the fifth hole to provide a view of the landing area and planting about 50 trees along either side of the fifth fairway to add lateral contouring and interest.

Miller, superintendent at Firestone since 1968, was presented the award by Palmer Maples, Jr., president of the GCSAA. Maples said, "Pete Miller has done an outstanding job here at Firestone keeping this course in year-round tournament condition for the many events held here each year." Maples, superintendent at the Standard Club, Atlanta, also made the other presentations.

#### Club Alteration Is Key To Proper Fit, Exec Says

Mass production of golf clubs has made it virtually impossible to make a club that fits each and every golfer. Club pros are selling five different flexes, numerous swing weights and several lengths.

Jack Pruitt, president of All Star Golf Leasing Co., told GOLF-DOM custom work by loft and lie equipment will improve play. "Casting provides more consistency in irons than every before, but some problems still arise," Pruitt said.

In the past few years since casting took over most of the production from forging methods, consistency in clubs has improved, but to insure individual fit, individual attention to each club and its owner is beneficial. Pros who seek additional information on the subject can call 617-265-9881.

#### Club Managers Association Offers Management Tapes

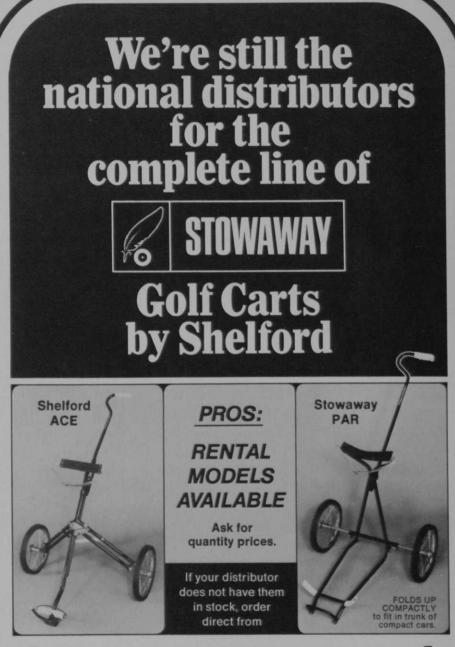
Club Managers Association of America has made available to club managers three cassette tapes focusing on success as an individual or success in management. The tapes include:

"How To Develop Your Dynamic Power," by Dr. Norman Vincent Peale.

"Tough-Minded Management,"

by Joe Batten. The CMAA says, "When you know men and how to handle them, you have solved the major problem of running a successful business."

"Applied Imagination," by Alex Osborn. The CMAA says, "Dr. Osborne reveals how to discover the power of creative imagination and harness it in winning greater happiness and greater accomplishment and success."



#### SPORTS INTERNATIONAL, INC.

1020 E. 8th Street • Oakland, California 94606 • Phone: 415/834-7744

STOWAWAY, the cart that keeps golf a game, is internationally known as the golfer's best traveling companion.

# NEVYS OF THE INDUSTRY continued

#### Japan Bowling Collapse Parallels Golf Market Bust

Much like the rise and fall of the Japanese golf market, recent developments in that country have spelled the collapse of the bowling boom

Three years ago, AMF-C. Itoh Bowling Co., a joint venture of the U.S. equipment maker and a Japanese trading company, was riding the crest of the Japanese bowling boom with sales of \$258 million generating profits of \$15.4 million. The partnership has been dissolved. AMF, Inc. has bought out C. Itoh's interest because sales are down to \$3 million and the venture is losing money.

Many Japanese have just tired of bowling. But while enthusiasm was high AMF, at least, managed to make a very good thing out of the boom. Its partner, C. Itoh, wanted to plow back profits in order to diversify into other leisure fields, most notably golf course construction. But AMF preferred to hang on to the cash the joint venture was throwing off rather than risk it on diversification. Also, AMF preferred to have Japanese distributors sell its lines of Ben Hogan golf clubs rather than consent to a profit split with C. Itoh, Business Week reported.

#### Club Food and Drink Sales \$602 Million, Report Says

Food and drink sales for the club industry were over \$602 million in 1973, according to a recently released report by the National Restaurant Association.

#### Congress May Hold Hearing On \$3 Minimum Wage

A move to boost the federal minimum wage, currently at \$2.10 an hour, is heating up in Congress.

Rep. John Dent's Labor subcommittee is considering holding hearings this fall on a proposed \$3 minimum wage sought by the AFL-CIO.

But a concerted congressional effort to pass such a measure is not likely until spring.

#### Reshaping of Florida PGA Not All Smooth for President

Golf pros have a lot of work to do putting their house in order. They should provide so much service that their presence at a club would be a necessity rather than a luxury, according to Chuck Brasington, pro at Gainesville Country Club, Florida, and president of the Florida PGA Section.

Brasington has been in office one year, and has another to go on his term. The section is involved in an ambitious program to reshape itself for the mushrooming growth of Florida golf, it was reported in Florida Golfweek. On the program are:

• The appointment of an executive director, accomplished



Just turn the dial... Stewart does all the rest! You don't need experience... you don't need extra help... you don't need extra room... and best of all, you invest absolutely nothing to add fast-food profits to your business with Stewart Hot Sandwich Service.

Stewart supplies the infra-red ovens at no cost to you. They supply a wide variety of top quality, appetizing sandwiches, fresh-made in regional kitchens and delivered in refrigerated trucks. Just twist the dial, set the timer, and heat up to 12 sandwiches in almost no time at all!

Trained Stewart representatives will analyze your traffic pattern and store plan, determine what equipment is best

for you—then install and maintain it FREE. You make up to 30% profit on each sandwich sold... and Stewart even provides FREE sales-making signs, banners and menu cards to get those impulse profits rolling the moment you start your Stewart Hot Sandwich business.

#### FREE! REGULAR DELIVERY

Your choice of fresh-made sandwiches are delivered regularly on a pre-set schedule. You don't worry about waste or spoilage, either—because Stewart manages your inventory. You just heat and sell.

recently with the hiring of Roger Ganem.

- A lot of emphasis on improving section tournaments.
- Establishment of a summer golf academy.
- Providing for a Florida section office building in the new PGA complex to be built near Palm Beach.

• Improvement of the PGA

training program.

"The professional in the future is going to have to offer more services," Brasington said. "He should provide handicapping service, tournament schedule and many things that some club pros do not presently do."

"It is hard to say where we will be five years from now, but I believe we should be in every area, including manufacture of equipment," he said. "We should manufacture the best possible clubs and sell them in our pro shops. Most officers are too content to do things the way they should always be done."

A Florida PGA Golf Academy is

one of Brasington's ideas that is near fruition. It is another outgrowth of his theory the PGA should be involved in every aspect of golf.

## Connection Between Thatch in Bluegrass, Worm Absence

Research shows there is a connection between thatch in bluegrass and the absence of earthworms, it was reported in the newsletter of the Midwest Association of Golf Course Superintendents.

The report said all details are not known but that excessive use of insecticide causes thatch. In all tests where thatch builds up, there is an absence of worms.

Do worms feed on the dead clippings and plant surplus to control thatch or are they merely bystanders? Researchers say they do not know. But they do know that two applications of chlordane or dieldrin a year caused thatch to appear in two years, while surrounding untreated turf remained free of thatch and seething with worms.

The researchers also tested carbaryl and diazinon, applying them twice a year during a three-year study. These pesticides did not cause thatch aand had little influence on numbers of worms in the soil.

#### Turf Pest Management Book Published By Mallinckrodt

Just off the press is Mallinckrodt Inc.'s 1975 edition of the *Turf Pest Management Handbook*. Compiled by Stan Frederickson, manager of turf products and W. A. Small, research associate, the new handbook represents a comprehensive update of the handbook originally published in 1955 and last revised in 1966.

The new handbook offers many features not presented in the earlier editions. Featuring full-color illustrations, it pictures several turf diseases not shown in the previous books. In addition, attention is directed to other turf management problems, such as weeds, weedgrasses, including *Poa annua*, proper methods of spraying, control measures for various turf problems and other features.



FREE BOOK OFFER

Everything you want to know about running a hot sandwich service the easy way! Get full details —read how others by the thousands are creating extra income without extra effort.



#### stewart\*hot sandwich service

TO: Stewart In-fra-red, Inc. Dept. D-11 P. O. Box 207 Fontana, Wisconsin 53125

Please send me your free booklet, "How to make money without even trying!" I want fast-food profits fast.

NAME\_\_\_\_

TAMINE

ADDRESS\_

BUSINESS NAME\_

PHONE

\_\_STATE\_

ZIP\_\_\_

For More Details Circle (106) on Reply Card NOV.-DEC./75 GOLFDOM MAGAZINE 47