

NEWS OF THE INDUSTRY

USGA Launches Associates Program

A new concept in both golf business and the individual golfers' participation within the United States Golf Association was unveiled in Washington, D.C., in late December, as the USGA introduced its new Associates Program.

The Hotel Washington was the site of the program that inaugurated the latest innovation to the world of golf. Designed for the individual in either side of the game, the program enables, for the first time, a direct affiliation between the USGA and the individual.

More than a year of study has gone into the development of the program, as the USGA attempted to develop a way to reach the millions involved in golf on a more direct basis. For years individual clubs have been affiliated with the USGA through direct membership, but until the establishment of the Associates Program, there was no way for the individual to belong to the USGA on a more one-to-one basis.

Arnold Palmer has been as-

signed the task to coordinate the program as its national chairman and will attempt to work completely with the Executive Committee of the USGA.

Main reasoning behind the program is to help the USGA raise additional funds for the increased amounts of activities it is becoming involved in. For example, the cost of controlling equipment and thus preserving the character of the game has increased tremendously. In the past, the great amount of the USGA's income came almost totally from its Open Championship.

Joining the Associates Program is relatively easy for personnel at the club on an individual basis, be it golf professional, course superintendent or owner. Of course, regular club members and their families are encouraged to join even more. Membership dues for a husband and wife combination are \$16, while a single membership is \$12 and a junior enrollment is \$8.

400 Club Pros to Tee Off For Match Play Championship

More than 400 club pros will attempt to qualify for the 10th annual PGA Victor/Etonic Match Play Championship set for Jan. 22-26 at Walt Disney World in Lake Buena Vista, Fla.

For the second time, the PGA Div. of Victor Golf and the Charles A. Eaton Co. will co-sponsor the championship with a total purse of \$20,000. The format for the event presents one of the most grueling tests of golf during the Professional Golfers' Association of America winter program for club pros. The finalists will play six 18-hole rounds over the last three days of the tournament.

Qualifying rounds set for Jan. 20 will reduce the field to 128 contestants. This group will engage in head-to-head matches over Disney World's Palm, Magnolia and Buena Vista courses. The quarter- and semi-finals are both scheduled for Jan. 25 with the 36-hole finale on the 26th. Wisconsin pro Bob Brue, who picked up \$2,000 for his winning effort last year, is exempt from qualifying and will advance directly into first round competition. Brue defeated Bob Erickson of San Antonio, Texas 2 to 1 to capture last year's championship. The tournament is held in conjunction with the annual PGA Merchandise Show which will be held at Walt Disney World's Contemporary Hotel.

PGA Section Upgrades Pro; Sets Employment Standards

Hoping to upgrade the employment and hiring practices in its area the Gulf States section of the PGA has released 12 standards of employment for its membership and their respective clubs.

According to a spokesperson for the national PGA office in Lake Park, Fla., individual standards for employment have been set in at least 30 sections and the national is currently updating its set. The standards are:

- A PGA professional, or apprentice enrolled in the PGA apprentice program, employed as head professional at a golf club or country club should receive a minimum retainer of \$7,200.00 a year, except where the anticipated revenue from his concessions warrants a salary adjustment.

- The operation of the golf shop and the sale of golf merchandise should be an exclusive concession of the professional. He should be obliged to maintain a satisfactory stock of goods and to sell his merchandise at a normal mark-up.

- The professional shall maintain a credit rating with suppliers and others so as not to discredit the reputation or name of the club.

- The professional service of members golf clubs should be a concession of the professional and the minimum fee for this service shall be \$2.00 per month per set.

- The fees for teaching accrue to the professional. The minimum charge for a lesson from a class "A" professional shall be \$7.00 per individual half hour and from an apprentice, \$4.00 per individual half hour.

- The professional will be expected to employ the assistants necessary to run his operation and to pay the salaries of such assistants but will not be obliged to pay any part of the salary of the caddy master or starter.

- The rental of golf cars should be the responsibility of the professional. The professional should either own the golf car concession or participate in the gross revenue from this concession at fees mutually agreed upon.

- Where the operation of a

range is the responsibility of the professional, fees should be established which will assure a profitable operation thereof.

- The professional's bills to members for merchandise or services should be collected by the club. The club should assume responsibility for the credit extended members and payment to the professional should be made by the 10th of the month following his submission of charges.

- The professional shall be entitled to two weeks vacation and be allowed to play in any golf tournaments mutually agreed upon.

- The club should furnish a suitable space for a golf shop with the necessary fixtures for the proper display of golf merchandise, a room for the storage of the members' clubs, and office space suitable for the proper conduct of business. The utilities (water, lights, heat, etc.) should be furnished by the club.

- The income from salary and all concessions should provide the professional with a net income of not less than: 9 holes — \$12,000, 18 holes — \$18,000, 27 holes — \$22,000, 36 holes — \$30,000.

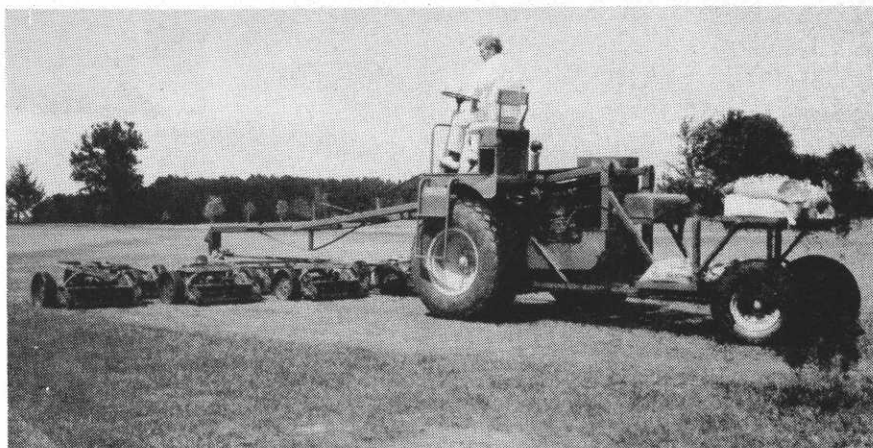
Superintendent Must Know What His Golfers Want

Different situations permit the golf course superintendent to do different things for himself and his course. Climate, soil conditions, age of the course and particularly the members' desires will have a great bearing on the course itself and the latitude the superintendent has.

But frequently, the results boil down to the superintendent's salesmanship, a subject touched on recently in the newsletter of the Heart of America Golf Course Superintendents Association in Kansas.

"Good superintendents are good salesmen," say the writer. "As you travel around the state or country, you often compare your course, equipment, budget with what you see elsewhere. You probably ask too, 'how does he do it?'"

"A favorite definition of salesmanship," the writer continues, "is the art of never selling but rather learning what people want and then helping them obtain it. Most golf course superintendents could find



Traffic moving past Hickory Grove Country Club east of Harpster, Ohio often slows for a second look at a giant machine moving slowly along the fairways. What they see is the "Monster" created by crossing a combine harvester with a fairway gang mower. It is the idea of manager Craig Bowman, and it works like a charm, he says.

this approach successful for themselves and their course. The superintendent must first determine what his golfers want."

Usually this involves three major areas — scores, beauty and prestige. Next the superintendent must adopt an attitude of selling what he wants in terms of what the members desire.

"Assume for example you have been contemplating what you feel to be a necessary purchase," the comment continues. "After attending various equipment exhibits, field demonstrations and talking with fellow superintendents and salesmen, you have determined exactly what you want. What now? Do you explain to your chairman or committee how having this machine will replace one that has been causing you tremendous problems because of breakdowns or other insufficiencies? How the root structure will be affected, etc?"

"While these points may be of real concern to you or your fellow superintendents, they will only maximize your interest while minimizing the interests of the golfer. A better approach might be to inquire into the golfer's desires to play through will less mechanical interruption to his game, having fewer non-play holes or days, more uniform playing surfaces, having a course with greater beauty — in short, being the envy of golfers at other courses.

"Depending on the potential of the item you are contemplating, you can sell the golfer on your need through an approach that causes him to be the salesman."

MacGregor VP Bill Blanks Will Take Early Retirement

Bill Blanks, MacGregor vice president of marketing communications has decided to take an early retirement.

He told GOLFDOM, "I really have not made any plans for the future, but I do want to find an interesting opportunity to utilize my abilities to their fullest. It will probably be something within the golf industry."

Blanks was named a vice president of Brunswick Corp. in 1965, and joined MacGregor in 1974 replacing Bob Rickey.

Acushnet Set to Be Bought By American Brands, Inc.

American Brands, Inc., New York has agreed in principle to acquire Acushnet Co., New Bedford, Mass. maker of industrial products molded from rubber and synthetic fiber in addition to golf equipment.

American Brands, a company with interests in tobacco, beverages, soaps, toiletries and other products, said the agreement with Acushnet provides that at least 51 percent of Acushnet's common stock must be exchanged for new convertible preferred shares to be offered by American Brands.

In addition, the proposed acquisition would be subject to an examination by American Brands of Acushnet's affairs. In 1974, Acushnet earned \$4.3 million on sales of \$8.6 million.

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A bright, new star on the LPGA circuit. She's now a member of the DynaTorque advisory staff and will be here in person to answer your questions about graphite shafts.

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Reshafting can be the key to added income in 1976. A well-known custom club builder will be on hand at the DynaTorque workshop to show pros and club shop operators the fine points of this highly profitable venture.

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Known for high performance in woods, now DynaTorque introduces graphite shafts especially designed for irons. See the complete line at our exhibit and become an expert on graphite, the most exciting new idea in golf.



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NEWS OF THE INDUSTRY continued

Colgate to Acquire Eaton In \$10-Million Transaction

Colgate-Palmolive Co., New York, has agreed in principle to acquire Charles A. Eaton Co., Brockton, Mass., in a stock transaction valued at over \$10 million.

Normand R. Demers, Eaton president, told GOLFDOM the transaction involved 360,000 shares of common stock. He said Eaton would be a wholly owned subsidiary of Colgate, and that present management and operating policies would be maintained.

Eaton handles Etonic golf and dress shoes, men's shirts, sweaters, slacks, coordinated women's sportswear, golf gloves and Fred Perry by Eaton tennis shoes. Colgate, which has also recently acquired Ram Golf Corp., Elk Grove Village, Ill., and Bancroft Sporting Goods, Woonsocket, R.I., also makes and markets toothpastes, detergents, cosmetics and other products.

Golf Club Price

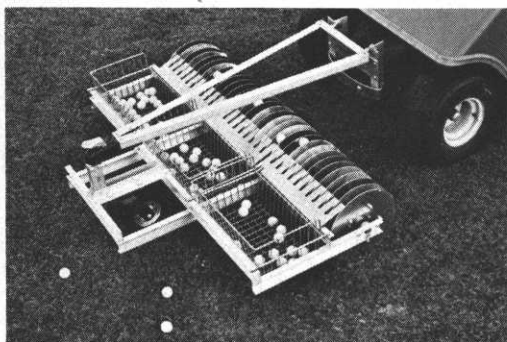
A clarification is needed in GOLFDOM's 1976 equipment supplement in the November-December issue. The Toney Penna Company offers both laminated and persimmon woods with \$172 for four laminated and \$212 for the persimmon.

Penna also offers both wood heads with graphite at \$117 each for laminated and \$125 each for persimmon. Graphite irons are also available at \$100 each.



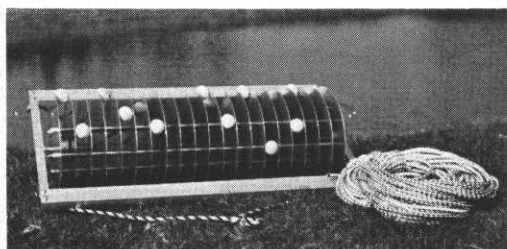
In last month's story on the pro soft goods market, the above pictures were incorrectly identified. The photo on the left is from Di Fini's new clothing line, and the other is from David Smith's.

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NEWS OF THE INDUSTRY continued

Big Tent Rent Companies Entice More Under Canvas

Clubs and club managers should have more companies to choose from and better pricing in the big tent renting field for special occasions and parties at country clubs.

Canvas Products Association International told GOLFDOM the business was a \$19 million market last year as more concerns have begun using the service.

Bernard Armbruster, president of Armbruster, Manufacturing Co., Springfield, Ill. expects his retail business to increase 25 percent more next year. While fair and carnival tent-renting ebbs, social functions have shown steady growth. Danville Tent and Awning Co., Danville, Ill., says tent weddings gained in popularity.

Superintendent's Success Depends on Club Mechanic

Labor and its costs has become a problem at golf courses. Clubs have insisted the superintendent better manicure his course with the same amount of labor, according to Dr. A. J. Powell, extension turf specialist at V.P.I.

This has influenced equipment companies to produce labor-saving equipment and certainly has influenced the superintendent to purchase this equipment. Because of the small sales potential, this equipment has been expensive, but because of the labor problem, worth the money.

Because of the large equipment inventory at every club, qualified mechanics play musical chairs more than the superintendents. A mechanic that fits within the price structure of a golf course is a highly important individual and a rare commodity. It may be that we are presently seeing that the capabilities and quality of the mechanic influences to a large degree the success of the superintendent, Dr. Powell reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

When things go wrong, Dr. Powell said, the superintendent

should not always point the finger at somebody else. He suggest the superintendent look at his equipment operation.

Do you have a qualified mechanic? Do you properly maintain your equipment? Can the mechanic or yourself properly identify components parts in the machine? When you call the equipment company or make an official order, do you always record the part numbers correctly? Do you always complete the list of parts you need? How can you be haphazard in your ordering procedure and yet be so critical of the haphazardness of the supply? You should always insist that you have an up-to-date parts list and every order should be made from that parts list by number and quantity rather than trying to identify the appearance of the piece over the phone to a salesman.

Also, be truthful with the salesman, Dr. Powell urges. Cooperate with them. Become friends with all salesmen, but do not become obligated to any. Do not always expect the lowest price. Buy the equipment you have confidence in.

Another problem is time. Do not wait until the last minute to make equipment purchases and part orders. Keep as much of your parts inventory as possible. Develop a system of paper work in which you can keep a list of parts needed and parts expected to be needed shortly.

Superintendent Membership Doubles in Last 12 Years

The Golf Course Superintendents Association of America passed the 4,000 membership mark in June, doubling the mark in the past 12 years.

The national association was formed in 1926. That was 10 years after the Professional Golfers' Association began and a few months before the Club Managers Association of America was formed in Chicago. There had been active regional groups of greenkeepers in New England, Chicago and other localities before the national organization of the men in charge of course maintenance was started in Cleveland with John Morley of Youngstown Country Club in Ohio as president.

Junior Golf Showing a Boom

State and district amateur golf associations, the Professional Golfers' Association and the National Golf Foundation's program of golf education in high schools and colleges indicate this year may be the biggest junior golf boom of all time.

Experts say the kids seem to be more responsive to the golf invitation this year than for some years previous. Pros at clubs where boys and girls have not been especially in-

terested in the junior schedule of lessons and tournaments, tell GOLFDOM that participation is now more than ever before. The pros also say the junior tennis and swimming programs are at new highs.

The observing pros have not any explanations for the livelier interest of the kids, but they say the kids are beginning to shake new life into the routine of clubs. The kids seem to be discovering the clubs to which their parents belong.

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NEWS OF THE INDUSTRY continued

American Golf Architect; Now His Artistry Shines

At last it looks as though the golf architect and his art are being understood and appreciated by golfers. Yet probably more than half of the golfers in this country just stand up and hit the ball and don't have much more feeling of the entertaining and instructive character of a golf course than they have of a basketball court, baseball diamond, tennis court or a football field having distinctive dimensions.

The story of the talent of the American golf architect is finally getting through. Thousands each year have been getting their delight in golf increased by learning that they are supposed to play a golf course with brains as well as with clubs and a ball.

There is a flowering of American artistry in golf course design that in the past decade has been recognized throughout the world of golf and has acquainted a multitude of golfers with an element in the game they did not know existed — the personality of a course and how it can beat you, or you beat it.

For some years, golf industry experts have been aware that British golfers playing their classic courses in Scotland, England, Wales and Ireland were enjoying something American golfers were missing. The British played the courses as though they were human opponents and tactics and strategy were required to win. The British golf writers knew that their readers knew the courses. So those writers could report on how well the players played the courses as well as how they played the shots.

American interest in golf course architecture has been rather negative for many years. Nevertheless, we got fine courses with thoughtful amateurs usually being architects. Donald Ross and Willie Dunn and a few other professionals were active in course design but only Ross of the pros made much of an art and science of the work.

Attention of many American golfers was attracted to architecture in the past decade by too many

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NEWS OF THE INDUSTRY continued

courses being too long, too tough and too expensive to maintain. It did not make good sense to the golfers who had to pay the bills to have courses designed primarily for testing the championship capabilities of tournament specialists who were not paying for the courses.

When the reaction set in and American golfers began to think about an entertaining, testing and beautiful golf hole, the industry began to see that it had many good architects who created some classic results although not often given ideal terrain to work with.

Educational arguments have been developed about the features of a new course designed by Rees Jones, one of the gifted sons of Robert Trent Jones, and the famed father's design of the many courses. George Fazio presented some fascinating courses, among them the Butler National in suburban Chicago, where the Western Open will be played for several years. He is making a case for the good player as an architect and he has company in his class.

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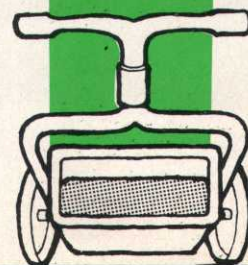
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