

# NEWS OF THE INDUSTRY



Herb Karol, left, chairman of HMK Ltd., and Joe C. Camp, marketing manager of Westinghouse golf cars, discuss HMK's recent acquisition of the Electric Vehicle Division of Westinghouse Electric Corporation, Redlands, Calif. HMK-Marketeer is now an HMK Group Company. The HMK firm, a major producer of Snowmobiles, says no changes in people and products are planned.

## Dorset out; Action, Golf Ltd. reorganize

A trio of small golf equipment companies have changed their market position, GOLFDOM has learned. Dorset, Pawtucket, R.I., has been forced into receivership by its own advertising agency for back debts totalling over \$14,000. Although not as drastic, a pair of Florida firms, Action and Golf Limited, have reorganized and are now under different financial backing.

Bill Bowe, Dorset treasurer told GOLFDOM his firm had been forced into its situation on Oct. 2 by the Halladay Advertising Agency and was presently liquidating its entire back stock. Lack of marketing and distribution looks to be the chief reasons behind Dorset's failure in the market. The company had been in business approximately two years.

Golf Limited has been turned over to one of its original investors, John Redden, a Connecticut businessman, and is still headquartered in Orlando. The firm has been renamed Triumph Golf and is attempting to plot a marketing program for itself. Redden told GOLFDOM he was unsure if his company was attempting to go to the pro shop market or if it intended to go on a distribution policy that would include the entire country.

Action has changed its name to Tour Manufacturing Company and is headed by one of the original managers in the Action firm, Homer Edmonson. Action's departure from the market was based on \$75,000 worth of accounts receivable business.

## PGA names Bill Blanks to employment service post

Bill Blanks, former executive for MacGregor Golf, has been named to head the PGA National Employment Service in a full-time capacity, GOLFDOM has learned.

PGA officials have confirmed the appointment and Blanks will be given the assignment of correcting some of the organizational headaches the association has had in getting its employment service on track. Until recently, PGA Director of Sectional Affairs Don Smith was in charge of the employment operation on a part-time basis.

Blanks had been, until late 1975, vice president of marketing communications with MacGregor. He had been involved with the parent Brunswick Corporation since 1965. Blanks will work out of the present PGA national headquarters in Lake Park, Fla.

## Progress of 'Golf Card' grows as member clubs swell to 150

More than 150 resorts and country clubs in 25 states, Mexico and the Bahamas now belong to the Golf Card program, a plan which provides golfers with a mini-membership in each of these sites.

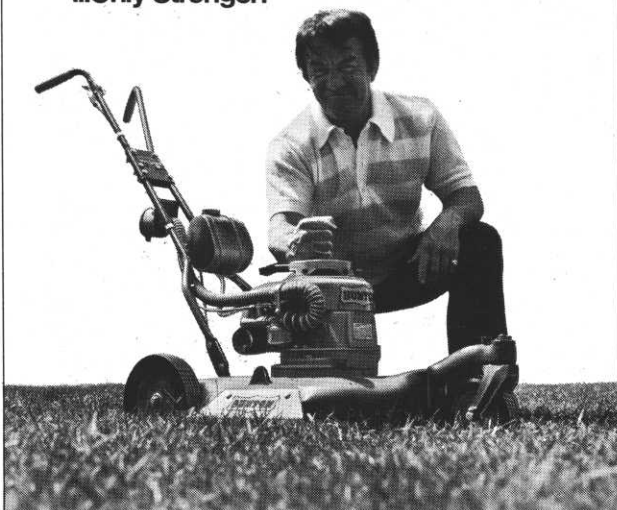
For only \$35 a year, or just \$55 for any two people in the same family, a Golf Card holder is entitled to two complimentary rounds of golf a year at every course honoring the card. The card is good for 12 months from the date of purchase, and thus provides experts and duffers alike the opportunity to receive more than 300 rounds of golf "on the house" from coast to coast.

Among the highly-rated members of the Golf Card family are: Grossinger Hotel & Country Club and Stevensville Country Club in New York's Catskill Mountains; Willow Brook Golf Club in Winter Haven, Fla.; Skyway Golf Club, Myrtle Beach, S.C.; Tijana Country Club in Mexico; El Rancho Verde Country Club in Rialto, Calif.; and Paradise Hills Golf & Country Club in Albuquerque, N.M.

Clubs interested in the program can write to Golf Card, Box 8339 (IS), 1625 Foothill Drive, Salt Lake City, Utah 84108.

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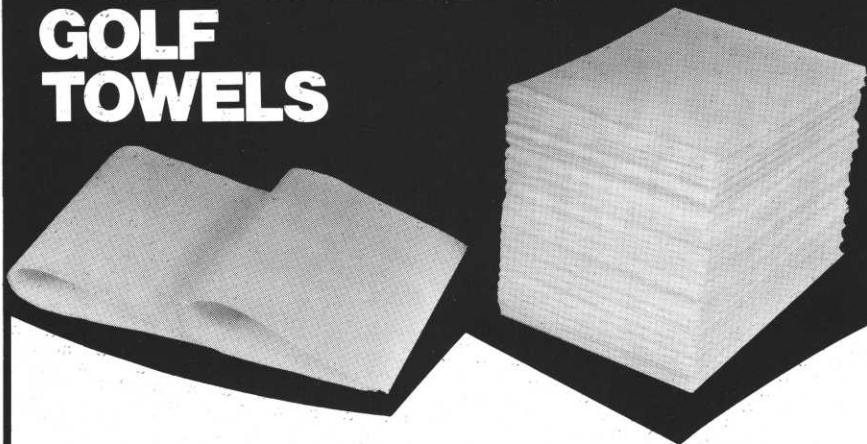
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## NEWS OF THE INDUSTRY

### PGA employment manual to assist pros, clubs

Two, new employment manuals that will be an asset for the pro looking for another position and the club looking for the right pro are available from the PGA, according to national treasurer Frank Cardi.

Entitled "How to Hire a Golf Professional" and "How to Select a Pro", the manuals help the pro in his preparation for finding another job and aids club management and course owners to understand all aspects of hiring.

Writing in the newsletter of the Metropolitan Section, Cardi comments on the "How to" manual and how it can make easier for the pro looking for work.

"Although club officials have been involved in golf for years ... and even in club or course operation for a long time ... it is quite probable they have had a minimum of experience in hiring a golf professional. Perhaps, in some case, no experience. A significant number of clubs and courses have had the same professional for years. So even if the routine of hiring a golf professional was once known, it is rusty or beer forgotten. The prospective employers don't know how to start, what to look for or how to evaluate.

"The purpose of the 'How to Hire' book, therefore, is to walk the prospective employer through all the steps on how to select a professional. It starts with a most important fundamental step ... how to evaluate the club and therefore, how to evaluate the job.

"It constantly amazes me how few club committee members have any idea what the club needs in golf professional skills.

"A sample contract is enclosed for guidance to the club committee or course owner. Throughout the manual, the importance of the Section Employment Chairman and the Employment Committee is stressed. The point is, that the national program which is now being strengthened, can become most fully effective when it is properly executed at the local level," said Cardi.

# NEWS OF THE INDUSTRY continued

## GOLFDOM editor's new book published on history of PGA

The Building of golf as a great American game and the one dominant organization in that movement is detailed in a new book entitled *The PGA* by GOLFDOM Senior Editor Herb Graffis.

Graffis tells about the why and whereof of the PGA and how it became a major element in this country's sports scene. The author indicates the influence of the association on the development of the countryside's courses, the impetus it gave American sportswear and the PGA's leadership in the social elevation of paid athletes.

With colorful descriptions, Graffis remembers the characters who helped golf grow in this country and turned the tour into the \$9 million property it is today. *The PGA* contains over 500 pages and 100 pages in illustrations.

The authoritative history of the PGA is available from the Thomas Y. Crowell Co., 666 Fifth Ave., New York, N.Y. 10019 for \$16.95.

## Toro exec named recipient of Green Section Award

Dr. J. R. Watson, of Minneapolis, has been named recipient of the 1976 USGA Green Section Award for distinguished service to golf through work with turfgrass. Dr. Watson has been active in turfgrass research and is now vice-president of customer relations with the Toro Company, Minneapolis.

Before entering private business, Dr. Watson directed the turfgrass research program at Texas A&M University, College Station, Tex. and at the same time taught in the agronomy department.

A native of Leesville, La., Watson received a degree at Texas A&M in 1947 and then earned a PhD at Penn State in 1950. Dr. Watson held a USGA Green Section Fellowship at Penn State where he studied under Dr. H. Burton Musser, an earlier recipient of the Green Section Award. After receiving his PhD, Dr. Watson returned to Texas

A&M and became a joint employee of the Texas Agricultural Experiment Station and the college.

He was a member of the organizing committee for the first International Turfgrass Research Conference held in Harrogate, England, in 1969, and now serves on the editorial board for the proceedings of the second International Research Conference.

## Granular linuron effective in Poa control in bluegrass

*Poa annua* in Kentucky bluegrass varieties grown for sod production purposes can be satisfactory controlled with 2.5 to 5.0 kg/ha of granular linuron, according to Dr. Paul Henderlong and Paul L. Jacquemin, professor at The Ohio State University and research agronomist at the O. M. Scott & Sons Co., respectively.

In their paper, "Selective Control of *Poa annua* in Kentucky Bluegrass," presented during the 30th Annual Meeting of the Northeastern Weed Science Society in January in Boston, the Ohio researchers noted their studies were conducted to determine the minimum effective application rates of granular linuron under varying environment and soil conditions.



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## 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.

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3/76 GOLFDOM MAGAZINE 37





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## NEWS OF THE INDUSTRY continued

### Florida course sends balls to their watery graves

South Florida golfers only hate it because they love it.

They lose 14 golf balls in one afternoon at the Bonaventure Country Club in Fort Lauderdale, and they hate it. But a rough round of golf seems to make them determined to come back and try again.

Actually, no one has figured the average number of golf balls lost for 18 holes, but club pro Bob Deem and Director of Clubs Larry Thiel guess it's pretty high.

"I've seen people buy a box of balls before they tee off," said Deem, "and then they buy another box when they turn the corner at the tenth tee."

The love-hate relationship has been going on at Bonaventure since the course was completed and the country club opened in February, 1970. Public attention was im-

mediately focused on the treacherous third hole, a par 3 complete with a waterfall at the edge of the green. In the past five years, many a wet golf ball has been fished out of the lagoon at the base of the waterfall.

Water is chief among the course's hazards. In fact, water comes into play on 14 of the 18 holes. The par 4—10th requires a shot to a green fronted by water, and has also contributed its share to the reputation of the course.

The 6,912 yard, par 72 championship East Golf Course, designed by Joe Lee, also features gluttonous sand traps that capture mis-hit balls, sending scores and tempers high. Bushes and trees add to the golfer's woes.

A second set of links has been designed by well-know golf course architect Charles Mahanna. The West Golf Course, as the course will be known, has been roughed out and will be put to seed as soon as play warrants. Taking area golfers to heart, Mahanna planned the new course to play more easily.

## Eureka puts some new life into your party business.

Eureka show and party tents are small investments that yield a high rate of return. Consider the new Eureka Lite-n-Brite Party Canopy.

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## NEWS OF THE INDUSTRY continued

### Five new distributors added by tennis firm

In an expansion of its distribution network, North American Recreation Convertibles, Inc., Bridgeport, Conn., has announced the appointment of five new distributors to sell its line of quality platform tennis courts, according to spokesperson Mort Bergman.

Those distributors named to carry the line include: Edmund T. D'Amario, 54 Main Street, Topsfield, Mass.; Gib Dapper, 2400 Yorktown, Houston, Tex.; Archie Hardy, Play Systems, Inc., Columbia, S.C. (for both North and South Carolina); Dennis Olsen, Creative Living, Inc., 706 14th Street North, Morehead, Minn. (for Minnesota and North Dakota), and William C. Westervelt with offices at 795 Susquehanna Ave., Franklin Lakes, N.J., and 305 S.E. Second Ave., Delray, Fla.

## You Could Drop a Bundle Figuring Only Cost Per Lb. When Buying Grass Seed

What about coverage? How many potential plants do you buy in a pound of seed?

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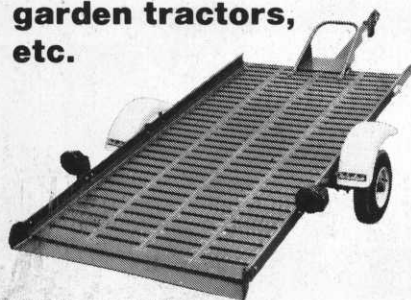
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## NEWS OF THE INDUSTRY continued

### Products to pros, craftsmen, offered in repair catalog

Club repair products for the industry are now highlighted in a new catalog from Magco. A number of club repair products including swing weight scales, graphite inserts and refinishing kits are featured in the publications, according to Magco President Walt McNeil.

Those interested in obtaining this free listing of repair products can write: Magco, 125 Bruce Avenue, Stratford, Ct. 06497.

### PGA cuts pro coverage on liability insurance

Attempting to hold the line against increasing costs in its national insurance program, the PGA has revised its Personal Liability program for the club pro.

According to PGA President Henry Poe, the new level of \$1 million per occurrence is lower than

the old insured amount per occurrence with playing, practicing, instructing or officiating.

Poe added that pros requiring more than the \$1 million coverage could contact their local agent through PGA Headquarters.

### Hogan gets Jones Award as USGA meets in New York

Former tour great and now golf equipment executive Ben Hogan was the recipient of the 1976 Bob Jones Award presented Jan. 31 in New York City at the 82nd annual meeting of the United States Golf Association.

Hogan, designer of every golf club manufactured by the AMF Ben Hogan Company and its chief executive from inception, was presented the Jones Award based on his contributions toward the cause of fair play during his playing days.

Sportsmanship is difficult to define. The USGA has in mind of demonstration of personal qualities esteemed in sport: fair play, self control and perhaps self denial. Thus,

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# NEWS OF THE INDUSTRY continued

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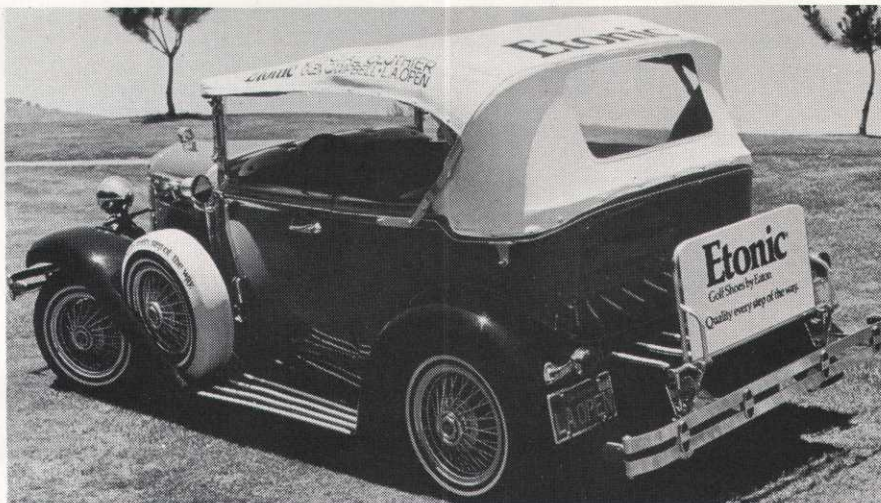
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You might see Etonic golf shoes on courses everywhere in the country. But an Etonic car is a rarity. In fact, it's a one of a kind replica Model A Ford made by the Glassic Company and it rolls around to tournaments all over California, Nevada and other Western states, emblazoned with the Etonic name. The car belongs to Charlie Rose, a Californian who serves as a remarkable emissary for both the game of golf and all the various tournaments played for the benefit of worthy causes.

## New faces take over west for AMF Harley-Davidson

Joe Zakarian and Carl Warden, partners in Professional Golf Enterprises, recently purchased controlling interest in H. Coster Enterprises, franchisee for Harley-Davidson Golf Car in California and Nevada. The Company employs some 80 people and is engaged in sales, service and leasing of golf cars.

Zakarian, head golf professional for the past 15 years and past Northern California PGA President, joined with Carl Warden, a former stock broker and investment banker of 14 years, in partnership to buy the company.

Officers of the Company are: chairman of the board, Carl Warden, president, Joe Zakarian, vice president and general manager, Don Murphy, vice president of sales, James Sherman and vice president of finance, R. Bruce Vroman.

## Full color, 24-page catalog available from Standard

Done entirely in color, a new, 24-page catalog showing the complete line of Pro-Line course equipment is now being offered from Standard Golf Company.

Merchandise from personalized flags to bridges is included in the catalog. Featured item in this year's publication is the Standard tee con-

sole, a combination ball washer, litter caddy, spike cleaner and tee data sign on one moveable stand. For your free copy of the catalog write: Standard Golf Company, 220 E. Fourth St., Cedar Falls, Ia. 50613.

## Swimming facilities ideas available in institute book

Looking for a pooling of ideas? The National Swimming Pool Institute has it.

NSPI has published a 39-page booklet containing photographs of 516 swimming pools entered in its 1975 Annual Swimming Pool Design awards competition. The pools range from small residential to large municipal installations and include both U.S. and foreign entries.

In the 10 residential categories of awards are above-ground and all types, sizes and shapes of in-ground pools. Additionally, there are two residential categories for foreign pools.

The semi-public and public categories contain photographs of pools for hotel and motels, apartments and condominiums, country clubs and parks, homeowners associations and communities, and schools and municipalities.

A copy of the booklet is available from NSPI, 2000 K Street, NW, Washington, D.C. 20006. Include \$3 to cover postage and handling.