

News

ASSOCIATIONS

Palmer keynotes GCSAA celebration

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All of the original members of the Golf Course Superintendents Association of America have passed away, but if any of them were still alive, they would have been impressed with the 50th birthday party the superintendents gave themselves last month in Toledo, Ohio.

Everything worked well for the association, including the weather at Sylvania Country Club. Visitors to the anniversary site had to be impressed with the collection of antique maintenance equipment and an assortment of golf course memorabilia that brought home the great strides the turf maintenance business has made since the 1920's.

It was truly an enjoyable day and night, but guest speaker Arnold Palmer broke the night's euphoria when he told the assembled superintendents and guests that

their industry could be heading for trouble and they had to realize it.

"Are you going to let tennis take us over?" Palmer asked. Admitting with pride that he was the son of a golf course superintendent, the playing great emphasized the hard work the industry has ahead of it.

Although Palmer admitted his speaking style was pretty much ad lib, his audience accepted the thought and responded. Palmer pointed to the fact that golf might be losing its hold on the American public. He gave the example of Ray Floyd's win in the World Open in North Carolina and how it had not even been televised — but a tennis tournament was.

"Start thinking about greenbelt legislation, real estate taxes, and better wages," Palmer told his listeners. "These things all affect our business." The man from Latrobe (Pa.) Country Club used

his influence on his younger brother, Jerry, who left another job to take over at Latrobe as course superintendent, as their late father was. Jerry also has gone back to turfgrass school at Pennsylvania State University, and is now a year away from getting his degree.

Even though the spotlight was directed at the celebrity speaker, 11 men who had literally made turfgrass their lives stole the show as recipients of the GCSAA's Outstanding Service awards.

As each attempted to cope with the pressure of accepting such a coveted piece of hardware, there were some longer-than-usual speeches of acceptance and some very short ones. All in all, for these superintendents, it was as one of them said, "A moment I will remember always."

The list was distinguished and read like a Who's Who of the

At the GCSAA celebration (clockwise from top right) President Richard Malpass presided over the dedication of a commemorative plaque set in stone (lower right in photo); antique course maintenance equipment on display included Ford Model T and Model A tractors; old-timers and young superintendents alike enjoyed the old mowers, aerators, and other machines; the anniversary cake was beautifully frosted before the cutting.



turfgrass world: Robert M. Alexander, retired from Diamond Oaks Country Club, Fort Worth, Tex.; Carl E. Anderson, retired from Woodhill Country Club, Wayzata, Minn.; Angelo Cammarota, Allview & Hobbits Glen Golf Clubs, Columbia, Md.; M. L. DeMartelaere, Elmcrest Golf & Country Club, Cedar Rapids, Iowa; Joseph C. Hadwick, Lincoln (Neb.) Country Club; Glenn B. Hudson, Walnut Hill Country Club, Columbus, Ohio; Eberhard R. Steininger, Pine Valley Golf Club, Clementon, N.J.; Ross E. Taylor, Black Mountain (N.C.) Golf Course; Melvin J. Warnecke, Dalton (Ga.) Country Club; Clarence H. Wolfrom, Sr., Maple Lane Golf Club, Sterling Heights, Mich.; and Jay D. Woodward, Desert Forest Golf Course, Carefree, Ariz.

Probably the busiest man at the gathering of the GCSAA clan was current national President Richard Malpass. The Oregon superintendent performed the master of ceremonies role well, from helping in the unveiling of a commemorative plaque, set in rock at Sylvania to mark the spot of the association's birth, to cutting a heavily frosted anniversary cake.

President Gerald Ford heralded the GCSAA effort in a letter from the White House, and dignitaries from the rest of the golf business gathered to honor the GCSAA. The Club Managers Association of America sent Executive Director Horace Duncan and President Harry Gray. The National Club Association was represented by Executive Director Jerry Hurley.

The National Golf Foundation's executive director, Don Rossi, was also present, along with its president, Paul MacDonald.

The banquet was a well-run show. The past officers and presidents were led into the hall by a bagpiper, who if nothing else added a sort of loud, historic presence to the proceedings.

A 36-hole golf tournament, held the next two days at Sylvania and nearby Glengarry Country Club, was won by William Knox, superintendent at Scioto Country Club in Columbus, Ohio. Superintendent/golf professional flight winner Joseph Felus, Whitmarsh Valley Country Club, Conshohocken, Pa., was presented the GOLF BUSINESS trophy by the magazine's publisher, Hugh Chronister.

CLUBS & COURSES

West L.A. gets new private course

MountainGate Country Club, the first private 18-hole golf course built in the West Los Angeles area in a quarter century, opened earlier this year. Almost half of the limited number of memberships were taken at that time.

The championship par-71 course sits in the Brentwood hills between Westwood and the San Fernando Valley. Designed by Ted Robinson, it was seeded in August

1973 and allowed to mature some 27 months before its first informal opening.

"MountainGate is a club for the true golf enthusiast," said Club Manager Don Howell. Although the club has a cocktail lounge, snack bar, and dining area as well as a pro shop, the emphasis is on golf rather than social events. One comforting feature for those playing at MountainGate is that the temperature is often as much as 10 degrees cooler on the course than in the valley and other parts of the L.A. basin — thanks to the prevailing breeze from the ocean.

MountainGate is a development of Barclay Hollander Corp. and is operated by California Golf.

Tough public course opens in So. Cal.

"This is not a typical public course. This is a championship course."

The man talking was superintendent John Miller. He was describing his course, the Mint Valley Municipal Golf Course, which opened in Southern California August 15. Designed by golf course architect Ron Fream, also of California, Mint Valley has four ponds and makes liberal use of traps. The par-71 course plays 5,600 yards from the championship tees, 6,100 from the regular men's markers, and 5,300 from the women's.

Scheduled to open later at Mint Valley is a par 27 pitch-and-putt course.

Golf Course.

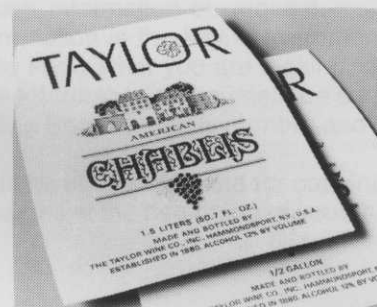
Golden Hills offers four-season climate with occasional snow in winter and balmy, cool summers. Attractions for golfers — besides the clean mountain air — are swimming, tennis, hiking, fishing, elegant dining facilities, and a lounge with live entertainment on weekends. The club invites tournaments and group outings.

BEVERAGE SERVICE

Taylor switches to metric magnums

The Taylor Wine Co. has become one of the first to convert an existing wine package from the American standard to the international metric system of measurement, by switching from half-gallon bottles to metric magnums (1.5 liters) for its dinner and dessert wines.

"The change called for far more than a simple switch of containers," said Lloyd G. Magee, Taylor vice president and director of marketing, in commenting on the amount of paperwork involved in



MountainGate: first new club of its type in its area in 25 years.



Golden Hills Club goes public

California Golf Inc. has purchased Golden Hills Country Club, an 18-hole course located in the Tehachapi Mountains of California, and opened it to the general public. California Golf is a business management firm operating many recreational facilities throughout the state — including Yorba Linda Country Club, Camarillo Springs Golf Course, Lake Arrowhead Country Club, MountainGate Country Club, Westchester Golf Course, Santa Fe Springs Golf Course, and Berkeley's Tilden

getting the new size approved by state agencies having jurisdiction over wine sales. The company began work on the change late in 1974 and began shipping about a year ago. The conversion is now 95 percent complete, so Taylor is considerably ahead of the January 1, 1979 deadline for the wine industry's conversion to metric as promulgated by the government.

The company plans a gradual conversion of its other wine sizes over the next two years. The present quart will become a liter, the fifth will become the 750-milliliter size, the "tenth" will have 375 milliliters, the "split" will be 187 milliliters, and the "miniature" size will contain 100 milliliters.

COMPANIES

**Change of place,
name for Crookshank**

In a year when as many as eight golf equipment companies have gone out of business, changes continue to happen in the marketplace.

The Anglo Burton Co., maker of Crookshaft woods and irons, has merged with Golfcast Corp., manufacturers of Centre Poise equipment and Wallaby Walloper sand irons. Paul C. Miller, president of Golfcast, recently made the announcement.

Golfcast, an affiliate of Johnson Rubber Co., has set up offices in Naples, Fla., where general manager J. J. Mudd will direct all manufacturing and sales efforts.

Crookshank equipment was the invention of famous British engineer J. H. Onions. Golfcast has

been manufacturing its Centre Poise line for custom club makers and pros desiring clubs to sell under their own label.

Additional information about the Golfcast lines can be obtained by writing J. J. Mudd, Golfcast, Bonaples Plaza, Old Route 41, Naples, FL 33940.

**Distributors group
for golf cars formed**

Distributors of Melex golf cars in the United States recently formed a Melex Distributors Association to convey to the importer, Melex USA, Inc., their recommendations for improved sales promotion and suggestions to improve the product. Robert Wolverton of Rivlex Industries, Inc., Melex distributor in 11 western states, was named vice chairman. He said the need for the

organization had been self evident. "As growth evelves with any marketing system, it becomes essential that the lines of communication are strengthened between consumer, distributor, and the manufacturer or importer."

John Ferenchak of FernClo Golf Car Sales in Pennsylvania is chairman of the association and Tom Goorhouse of Boylan Leasing, Inc., in Michigan is secretary/treasurer. Other distributor members are Ross Products (Florida) and Eddietron, Inc. (North Carolina).

EDUCATION

**Manufacturer gives
turfgrass scholarships**

TUCO, division of The Upjohn Co., has awarded scholarships to 10

students at six universities. The cash awards of \$500 or \$250 were established "to assist turfgrass students in meeting their educational needs."

Receiving awards for 1976 were Michael O'Connor and Richard Slattery, seniors in turf management at the University of Massachusetts; Ragsland Cornett, junior, and Mark Liddy, senior, in turf management at Purdue University; Robin W. Smith, eighth-term student in agronomy at Pennsylvania State University; Wayne Ertel, two-year student, and William Kottenko, senior, in turf management at Michigan State; Myron Showalter, senior in turf management at Virginia Polytechnic Institute and State University; and Mark Hodnick and Donald Johnson, seniors in turf management at California State Polytechnic University.

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**Grass seed growers
help students**

The Penncross Bentgrass Association, a group of grass seed growers in Oregon, has set up a scholarship program to help train foreign students in golf course maintenance. The initial offer was presented to Richard Helms, U.S. ambassador to Iran, by Jay Glatt, director of the Agriculture Development Department, during a recent trade mission in the Far East.

The association has offered \$2,000 scholarships to help deserving foreign students through a one-year training program at Pennsylvania State University under the direction of Dr. Joseph M. Duich. The group also sponsors scholarships at the same university for American turf students.

Bill Rose, chairman of the association, said, "The grass seed promotion in countries where it can be grown is a form of diplomacy, since green grass areas have a peaceful effect on people. Many of the Far East countries are now financially able to provide parks and golf courses for their people, and it could provide a good market for grass seeds."