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The most rigid and exacting standards of performance are set by the Jacobsen Greens Mower. That's why most championship courses also insist on Jacobsen.

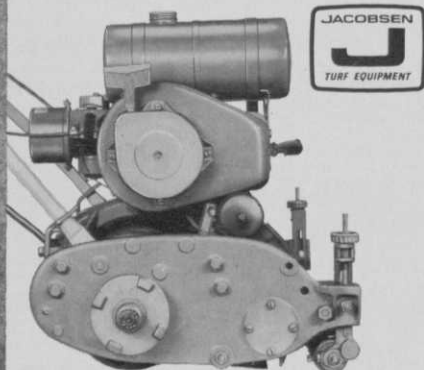
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snow mold
strikes...*

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- "Tersan" OM, a mercurial-organic sulphur combination prevents snow mold and other major turf diseases.
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For full information on "Tersan" OM and other dependable Du Pont Turf Products, consult your golf course supplier...your service agency.

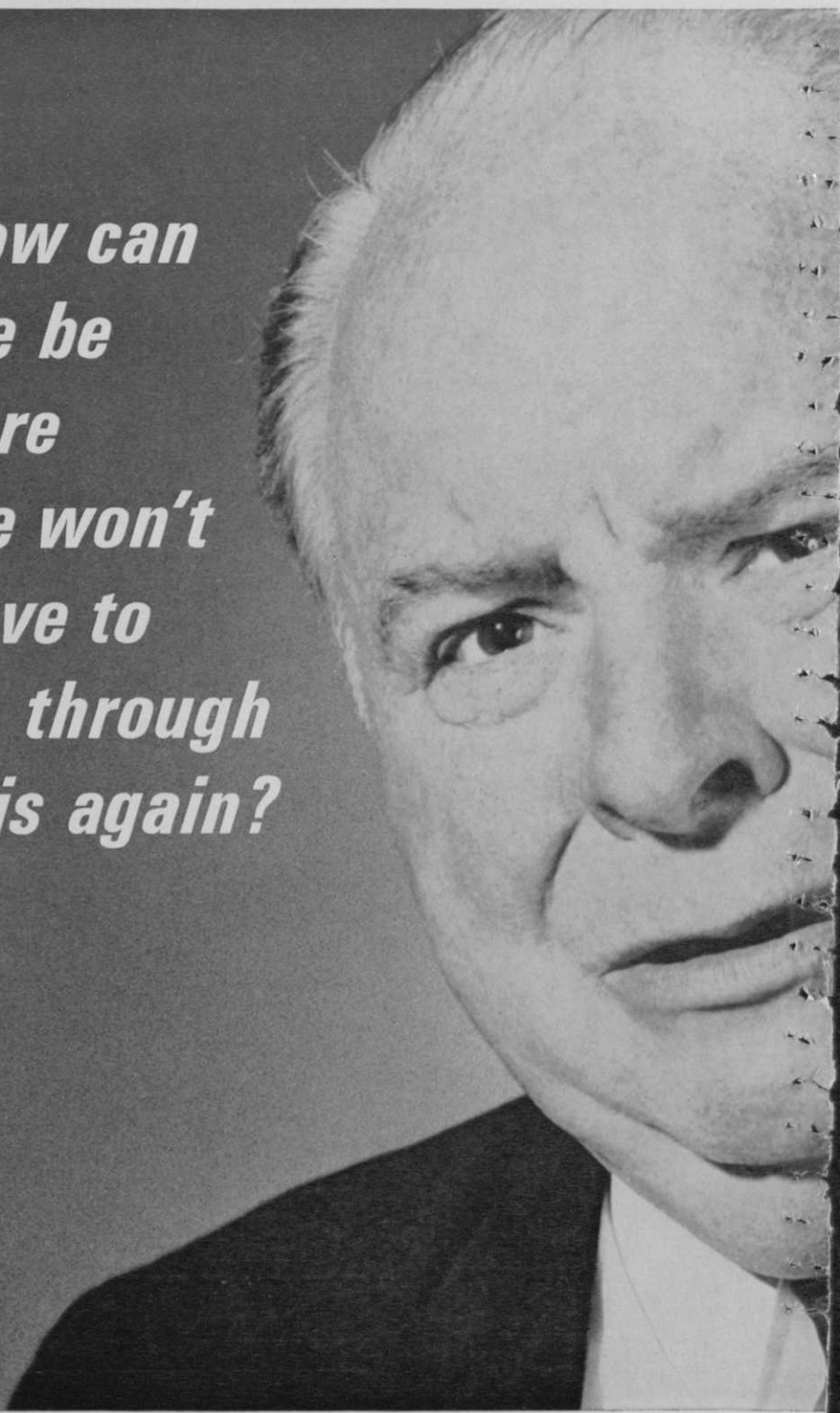
*"Tersan" OM combines the protective features of "Tersan" 75 with the eradicant advantages of Semesan®. With any chemical, follow labeling instructions and warnings carefully.



Better Things for Better Living...through Chemistry

For more information circle number 197 on card

*How can
we be
sure
we won't
have to
go through
this again?*





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Cast Iron Pipe Research Association
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HIGHLIGHTS OF THIS ISSUE

THE PRO'S STATUS: 1966

GOLFDOM has completed an extensive survey of the golf professional—his profit picture, buying habits, sales and inventory, situation regarding golf cars, and the general status of his well-being. This month's issue gives an up-to-date picture of the pro and pro shop, his duties and responsibilities, personal data, and some of the pros' outspoken comments on the PGA, contracts and pensions.

TEN TIPS ON BUFFETS

All clubs can offer members buffets that are exciting, both in decoration and the food that is served. These ten tips remind managers of some simple, but often overlooked, procedures that can help insure the success of future events at your club.

SUCCESSFUL PRO-MANAGER

The Parris Island Marine Base has one of the finest service courses in the country. It is managed by a husband-wife 'team' which has brought golf to leathernecks.

GCSAA'S 40TH BIRTHDAY

Golf course superintendents have reached the age where they can 'begin to live,' and Herb Graffis has taken this opportunity to go back over the history of the group and reminisce about the early days when 'greenkeepers' were seeking recognition and the chance to make their work a true profession.

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Profitable for you—a pleasure for players. “Wide-Lite” floodlights give you broad, smooth lighting that’s noticeably free from shadows and glare. (At night, only the turf covers your course better than “Wide-Lite” lighting.)

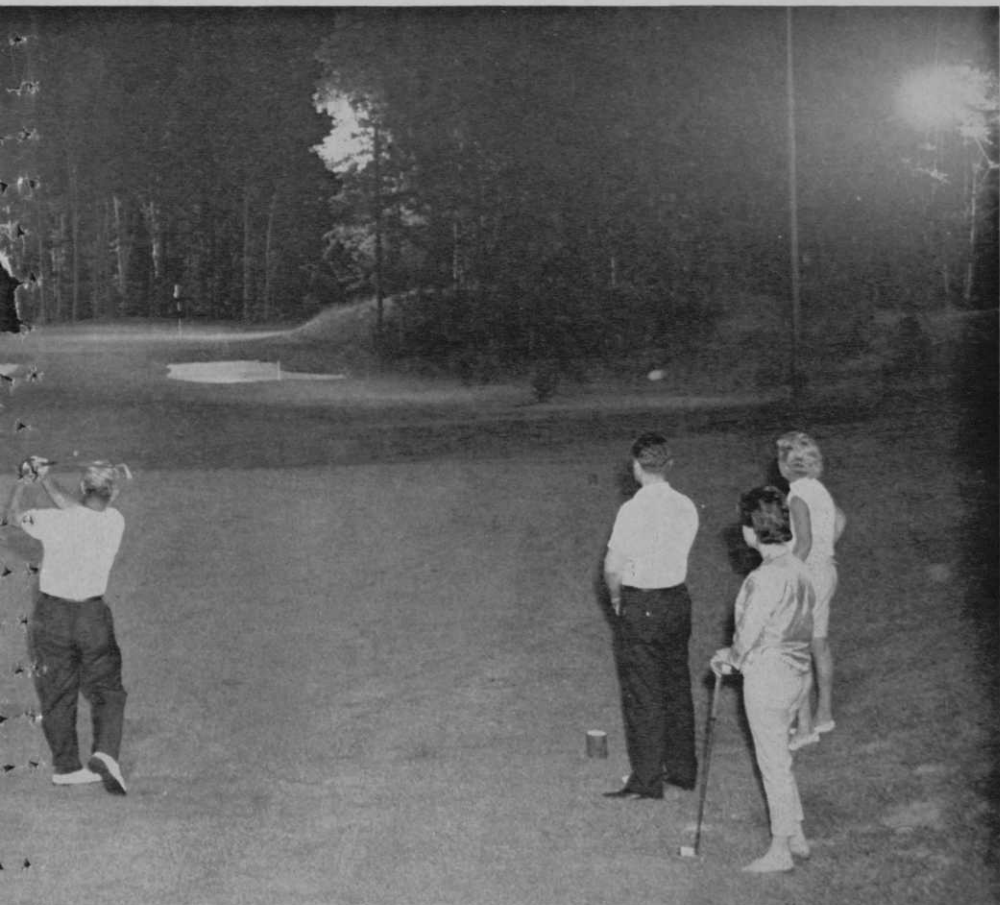
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he's going to feel lousy
when he wakes up.

Like Rip Van Winkle, your turf enjoys a long nap. Turfgrass goes dormant after a fall surge of growth, needs a deep healthy root system to survive the winter, and to get a vigorous start in the spring.

A fall feeding with Nitroform restores turf damaged during the summer and takes advantage of the peak growing cycle of cool-season grasses, allowing them to spread out and develop roots while most weeds are dormant. Fall feeding with Nitroform strengthens any turf for overwintering and builds re-

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But let the Hercules representative explain why Nitroform means "pleasant dreams" in grass talk!



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STH66-10

Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



Amateur friends of the service professionals who take care of the amateur golfers and of the tournament pros who are in the game's show window are relieved by the lull in the PGA controversy that has menaced Santa Claus . . . The amateurs from whom all fiscal blessings flow to the pros seem to be about fed up with pro players' moans and quarrels . . . Tourney pro position has been weakened by the silly threats of a few journeymen who have talked about boycotting the National Open, the Masters and the PGA unless their demands for more money are met by those whose work and courses and ticket-buyers have made the tournaments.

Fifty of possibly 200 who might be considered tournament circuit regulars get more than \$20,000 a year . . . There are bundles and blasts of ballyhoo about several of the top boys getting from \$250,000 to \$400,000 out of golf and benefitting from tax-easing gimmicks that other businessmen and wage-earners don't get . . . So, whatever the wails and threats of any affluent tournament pro may be, they don't bring tears to the eyes and fear to the hearts of the millions of amateurs who put their money into the game.

See what happened to the "bonus baby" picture in football and baseball . . . The bonus babies whose business IQs were low and whose lawyers and managers were hit-and-run guys killed Santa Claus for the later crop . . . Tournament pros' annual business from all sources is only about four percent of the business done by the service professionals upon whose educational efforts and work for individual golfers tournament pro

revenue is based . . . Golf playing equipment manufacturers know the danger of the PGA argument as it is the sale of top-quality equipment by the service pros that determines the market command and profit.

The PGA has done very very well for the tourney boys . . . Contracts with ABC-TV and Sports Network, Inc. for televising some circuit events for the next two years with nearly \$2 million coming in is a great deal for tournament players . . . Rooney Arledge, vp in charge of sports for ABC, said in *Sports Illustrated*, "More than in any other sport, golf's heroes have been built by television." . . . He added "Golf . . . remains a relatively low-rated sport. The AAU championships have outdrawn the Masters." . . . Even with frantic shifting of TV cameras to cover the three or four holes that constitute a golf tournament on television the action often gets so tedious in a generally dull afternoon on the air that a ball game of second division teams crowds golf off the screen . . . Now, golf TV time is becoming hard for the networks to sell . . . This is not the period for a family fight of pro golf about television revenue.

We didn't realize the degree to which amateur golfers of influence and money were questioning the commonsense of pros threatening a "revolt" against the PGA until we got bragging about what tournament pros had done for charities . . . Then we got letters telling about much work amateurs contributed free to putting on these events and raising money that had participating pros as primary beneficiaries of the charity events . . . This comment warned us . . . It is a

Continued on next page



fairway fashions

... by *Di Fini*

Blazing colors, amazing fabrics... DiFini scores with a seasonal Fore Cast that'll brew a tee-cup tempest! Mix 'n matches, slim-trim stretches, comfort cut for action golf!

He's watching the birdies in his all-wool golf dickey and sweater—imported from Italy—color-coordinated to luxurious wool gabardine slacks, tailored to perfection, great for clubhouse or townhouse.

She's watching the birdie-watcher, in her 3-piece color-coordinated ensemble of Antron shell, Swiss-knit velour top, slip-on stretch slacks—or shorts, if she likes. Outfit's pre-packaged, in a full range of fashion colors, retails at under \$40.

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GRAFFIS' SWING

Continued from preceding page

dangerous trend for playing pros . . . If they pout at being told what the score is, that's just too bad . . . We have a lot to gain or lose by the rise or fall in the fortunes of tournament pros and don't believe in bulling pleasant youths who haven't qualified to compete in big time business with men who are pretty good old pros in that field.

Probably the PGA administration, with the help of **Bob Creasey**, a canny and tough former labor lawyer, can get the golf TV money distribution happily balanced . . . The percentage to be split probably doesn't amount to caddie-money per guy involved . . . Part of the problem is that the PGA or its tournament committee never got smart like the USGA in making its financial statement a matter of general record.

Death of **Tony Lema**, his wife, **Betty**, and the pilot and co-pilot of their chartered plane, is the first fatal accident of a star pro golfer on tour . . . **Hogan** came close and there then was thought about the risks of the touring pros' need for speed in transportation between events . . . Now that matter of tight schedules will be re-examined . . . **Jack Nicklaus**, **Arnold Palmer** and **Paul Hahn** do considerable flying in their own planes . . . Hahn is qualified for instrument flying . . . The Lemas were a team of delightful personalities and he was an accomplished player who gave a lot of color to the game . . . In Britain and in Spain Tony made many friends for American pro golf . . . His close friend, **Ken Venturi**, **Fred Corcoran**, his manager; and **Tommy Jacobs**, chairman, PGA Tournament Committee, were among the pall-bearers at the funeral.

Paul Hahn is going to Viet Nam to put on performances for troops who are where the picketniks fear they may have to go . . . Hahn served in the Pacific in World War II and got into golf trick shot operations after that . . . Pine Valley CG President, **John Arthur Brown**, its treasurer **Herbert Adair** and its superintendent **Eb Steiniger** greeted Philadelphia Association of Golf Course superintendents when over 40 of them

Continued on page 92