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The Bandit

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"Tersan" OM, a mercurial-organic sulphur combination, is time-proven, thoroughly tested, and provides long-term residual protection. It has a large safety factor to turf under all conditions.

Here's how to prevent snow mold from striking:

apply 8 ozs. of "Tersan" OM per 1000 sq. ft. as late as possible prior to snowfall. Follow with 3 ozs. per 1000 sq. ft. in early spring during freezing and thawing.

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®

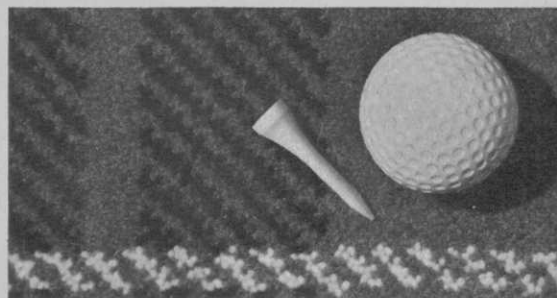
With any chemical, follow labeling instructions and warnings carefully.

For more information circle number 254 on card

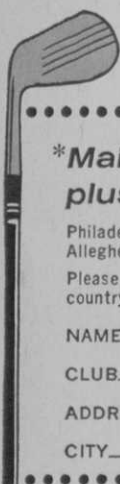


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GOLFDOM

INCORPORATING GOLF BUSINESS

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SEPTEMBER, 1968

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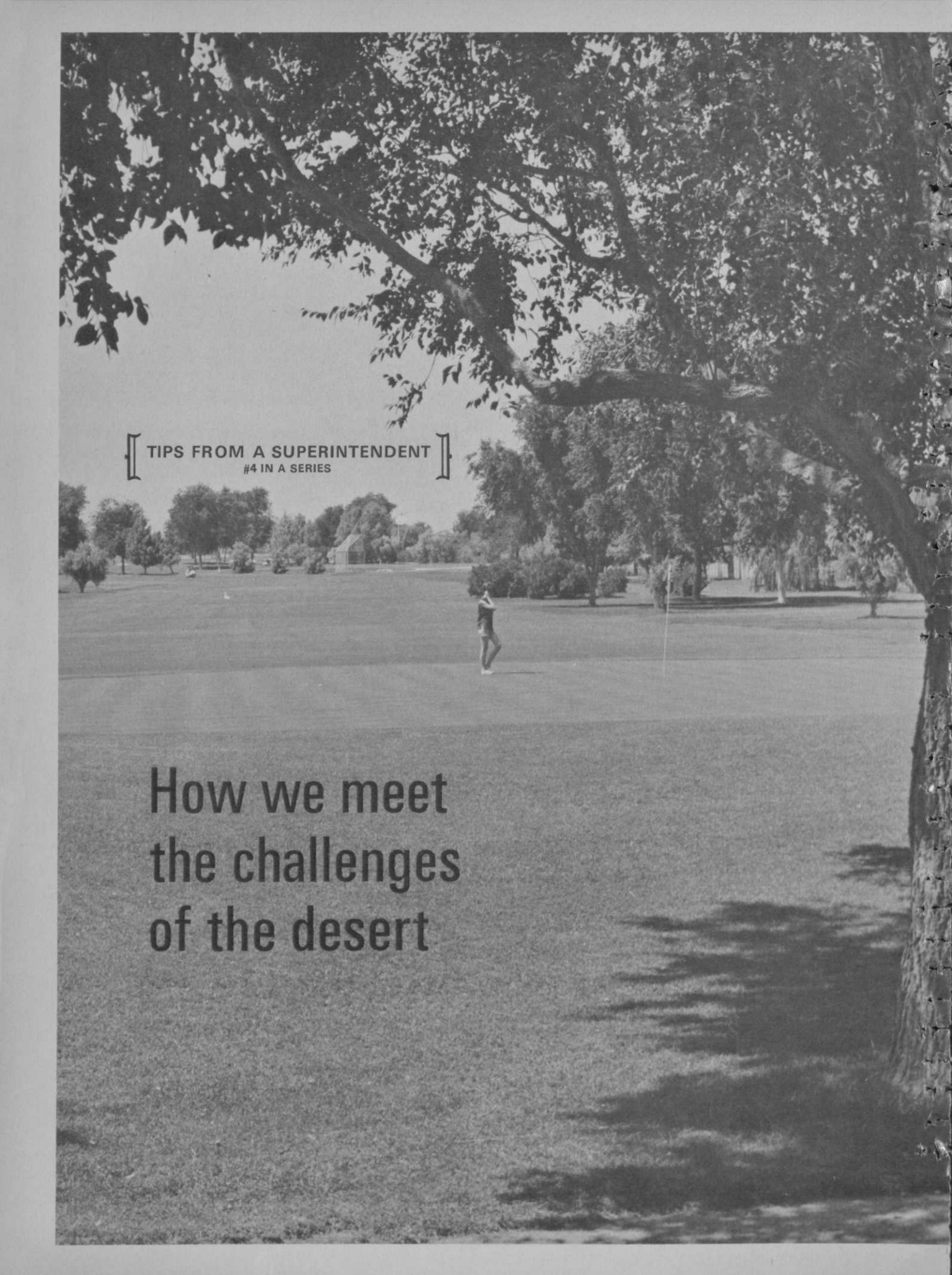
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TIPS FROM A SUPERINTENDENT
#4 IN A SERIES

How we meet
the challenges
of the desert



BY J. D. KILPATRIK, Superintendent, Desert Inn Country Club, Las Vegas, Nevada.

When I came from Palm Springs, the fact uppermost in my mind was: the grass roots are the only things keeping this course from turning back into a desert. The soil is what is known as "blow sand."

For this reason, the health of the roughs, fairways and greens is more than a matter of playability or appearance: it's vital to the existence of the course!

The rainfall around here is of little help. Last year, we had a total of less than 3 inches of precipitation. And the temperature climbs beyond 100° during the summer. The dry heat is comfortable for golfing, but torture for grass.

In addition, the Gold Cup tournament runs from October through June. This means we must keep the course in champion condition for a full nine

months. And of course, with no season on tourism out here, we have year-round play, as well.

This puts a heavy demand on the grass. So our irrigation system is probably our most important asset. For this reason, it's made of cast iron pipe. We wanted the pipe that gave us the greatest reliability; one that could stand up to our constant demands. Cast iron pipe does this for us.

Our sources for water are wells, some lake water, plus effluent. This we have to watch carefully, of course.

We're in the process of converting our sprinkler system to automatic on the fairways. The greens have had automatic control for some time now. This will free the staff for other tasks, such as fertilizing.

The grasses are C7 Cohansey on the greens, Bermuda and rye on the fairways and a mixture on the roughs. We've recently reseeded the roughs to increase the percentage of Bermuda.

All in all, I find this to be a very popular course. It's well liked by everyone who plays it. And we get them all. The professionals, the stars, the tourists from ranking PGA champions to high handicap beginners.



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GOLFDOM Speaks out

A Peaceful Solution

The unfortunate dispute between the PGA and the members of the tournament circuit has been brewing for a long time, but only now has it become apparent to many that the players were serious enough to break away. Whether or not the two groups join forces again—and there's a good chance they might—there is likely to be a residue of bitterness for years.

The important thing now, it would seem to us, is for the rival factions to reach some sort of peaceful—and permanent—settlement, even if they don't choose to operate again under the same banner. The game of golf has had all it needs of such squabbles.

GOLFDOM has supported the efforts and aims of the club professional for 42 years and will continue to do so, because our future, like his, lies in working for the betterment of the game. GOLFDOM also has many friends in the other camp and would like nothing better than to see the two parties settle their differences quickly and amicably. By the time this issue is printed, the tournament sponsors will have met and the PGA will have considered the proposal presented by Arnold Palmer, so it's possible the situation will have been resolved. However, should an agreement be impossible, GOLFDOM'S first duty is to the club professional and his members.

The manufacturers of playing equipment also have such a duty, and we urge them to do everything possible to help heal the wounds and prevent further bickering, which can only do immeasurable damage to the industry and to the game. Many years of time and effort have been spent in developing the concept of "pro line" equipment and in promoting the idea that the club pro is the last word in equipment and instruction, and it would be a tragic blow to the entire industry to have all this undone by the present feud.

Revenues from the tour—that is, from television and from players' entry fees—is used to operate the tour itself. The bulk of it is used for salaries, expenses, rental to country clubs and payments to sponsors. The remainder goes into a tournament fund. Thus, since the PGA isn't taking any of the tour money and the players aren't getting away with any money belonging to the PGA, it is apparent that the whole dispute hinges on a matter of principle, compounded by pride and personality conflicts. Of course, there are some who

contend that granting the players complete autonomy would allow them to gouge tournament sponsors and television for extra cash, but even so, money is not the basic cause of the dispute. Whatever the causes, a great deal of bad feeling exists and some of it is likely to remain for a long time.

As we see it, there are three possible outcomes to the dispute: (a) the two groups can get together again, with the tour being operated autonomously by the tour players but worked in some fashion under the PGA umbrella; (b) the players can make good their revolt and operate their own tour, in which case the PGA could logically figure it had just disposed of a bad headache and forget the whole thing, or (c) the PGA could retain enough talented players to feel justified in running its own tour in competition with the rebels.

If either of the first two occurred, golf, as far as the general public is concerned, would go on much as before. There would no doubt be some residue of ill will—and, in the case of (b), club pros might be prohibited from playing on the tour—but the average golfer would hardly notice the difference. Since television and the sponsors would be likely to go where the action is, the tour's public exposure would remain the same. However, if the third eventuality came to pass, there could be no end of problems, and the game's image couldn't help but suffer.

As in the more undisciplined days of professional baseball and football, rival golf tours could wind up in a bidding battle for new talent, and it isn't difficult to foresee a time when top college players would be weighing fancy offers from the two groups. Along with this would go the companion difficulties of competing for courses, sponsors and television contracts. This could really put the club pros and the manufacturers in a ticklish situation and nobody would come out a winner.

All this may seem a flight of fancy, but it has happened in other sports and it could happen here. Our hope—and it must be the hope of golfers everywhere—is that the two groups can get together again, work out their problems and go forward under the same banner. If that isn't to be, then the split should be clean, with no reprisals and no hasty moves made in anger that could do irreparable damage to the game of golf.



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For more information circle number 208 on card

Swinging around golf

by Herb Graffis



PGA needs Some schooling

The PGA begins extension of its business educational operations badly handicapped . . . PGA hasn't got the slightest idea of market dimensions, economic and statistical score relative to the manufacturers and marketing competitors, and what the economic relation is of the pro to the private club and other forms of golf course retailing outlets . . . Marketing experts who love the pros at their clubs and who've heard about the PGA schooling without the basis of research and basic marketing information, say the PGA in the present area of golf business education is about like trying to give a guy a 15 minute treatment on grip, stance and swing then sending him out to make a living in competition on the circuit . . . And this should happen now when the store and big chain outlets are using the smartest American merchandising brains to take away from the home pros the golf market they made!

Too bad for club pro golfers, but that's the way it goes when pros in any one line don't use pros in other lines to help them . . . Sad part of the PGA picture is that the association is doing its big worrying about the TV tournament part of pro golf which is only about five per cent of the over-all pro business . . . The 95 per cent is pro business at clubs and other course outlets . . . When that slides away the golf club and ball manufacturers will take a beating on cheap clubs and balls like the retailing pros.

Pros at typical first class private clubs, and some municipal courses

where pro shops are Grade A merchandising operations, are making strong play for women's business and scoring very profitably . . . From what pros and pro salesmen tell us, the best thing that's happened for pro business in years is women working in pro shops . . . It's difficult to make a good profit in pro shop operations now with costs high and service demands extensive but a lot of pros say the best cash return they get on an item in the shop is on a smart golf saleswoman's salary and expenses.

It's going to be very interesting—maybe significant—to see how golf business women are fitted into the PGA business schooling program.

Some pros are saying they can hardly give away to caddies fairly new steel-shafted clubs they took on trade to boost the aluminum shaft boom . . . Next year will tell the story, and the answer probably will depend on advertising as the amateurs and pro experts certainly are not of one mind on aluminum . . . The amateurs who have been sold by the home pros seem to rate the aluminum shaft higher than the consensus of the playing pros.

Lake of the Pines GC, near Auburn, Calif., has two ninth holes . . . One is across a lake from the clubhouse and after playing it golfers can run their carts on a boat and get ferried across the lake for a luncheon break . . . Others can play the alternate ninth bordering the lake . . . First nine of the 1,300 acre resort development in the Sierra foothills in play . . . Second nine under construction . . . Paul Mil-

lard is architect . . . John Quick is pro.

Irondequoit GC in suburban Rochester, N.Y., puts aside plans for moving to new location . . . Irondequoit is 52 years old . . . It added its second nine in 1953 . . . Strikes holding up considerable clubhouse construction across the nation.

Donald (Doc) Giffin, affable and competent fellow who was Pittsburgh Press golf writer, then PGA tourney press agent, and now publicity man for Arnold Palmer and Mark McCormack has been named executive sec. Golf Writers Assn. of America . . . Managers, press agents and manufacturers associated with pros outside the McCormack stable are wondering "what the . . ."

One of golf's great and beloved women, Mrs. O. B. (Mom) Keeler died recently in Emory Hospital, Atlanta, after an illness of four months . . . She was the widow of O. B. Keeler, Atlanta Journal reporter assigned to Bob Jones during the 16 years and 80 championship competitions of Bob's career . . . Eleanor McIntosh MacAuliffe and O. B. were married in 1927 . . . He died in 1950 . . . They were a lively team at many championships and gloriously hospitable in their Distillery Hill home in Atlanta . . . Mom was a good reporter and writer, and had a lot to do with guiding Georgia girl golfers and rocking the cradle of the LPGA . . . Georgia State Women's GA named a championship for her . . . She and O. B. contributed immensely to golf when it was famous for fun instead of being headlined as a place where worried young men go to work in the hope of getting basketball player's pay . . . How

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