

TOTAL TURF CARE IS HERE!

Dacthal®

Start your Total Turf Care this year with Dacthal W-75 herbicide. Or use the convenient 5 percent granular form if you like.

Dacthal gets the jump on most annual grasses and broadleaf weeds. This preemergence herbicide prevents weeds as they germinate. Crabgrass and *Poa annua* don't have a chance. Yet, Dacthal is a truly selective herbicide that will not affect established grass. It's even safe for new grass when used according to label directions.

Just one application in early spring will control weeds for a full season. In the case of *Poa annua*, another application in late summer keeps this late germinating pest out of sight.

Don't worry about residue build-up either. Dacthal degrades in one season; it's not persistent in the soil.

Dacamine®

For those areas where broadleaf weeds are a problem, use Dacamine Turf herbicide to sustain your Total Turf Care. Postemergent Dacamine kills dandelion, plantain, poison ivy and most other broadleaf weeds.

FREE!

Get this Total Turf Care dial to help you solve many turf problems. Just a twist of the wrist helps you identify a problem and select a treatment. Send the coupon today for your Total Turf Care dial. Always remember to follow the label directions when using any chemical.

Get a full course of protection against weeds and disease.

Dacamine is a special form of 2,4-D, non-volatile, yet very effective. It combines the weed-killing power of an ester with the safety of an amine. So Dacamine stays put—kills the weeds you spray it on but won't vaporize and damage valuable plants nearby.

Dacamine is an oil soluble concentrate. This allows it to penetrate waxy leaves and move all the way to the roots—killing the whole plant.

Daconil 2787®

Total Turf Care includes broad-spectrum disease control. Daconil 2787 is the one fungicide that solves most disease problems. Why use a group of fungicides to do what Daconil 2787 can do by itself?

Use Daconil 2787 to prevent or cure: Brown Patch, Copper Spot, Dollar Spot, Leaf Spot, Melting Out, Pink Snow Mold (in Washington and

Oregon only) and more. Many leading golf courses use Daconil 2787 in their disease prevention program.

Daconil 2787 has performed well on over 25 grass species and varieties. Excellent turf tolerance allows you to use it even in hot, humid weather.

Just mix Daconil 2787 with water and spray. You don't need a surfactant. It's compatible with many commonly-used pesticides. Follow label directions for exact usage.

Daconate®

Round out your Total Turf Care with Daconate postemergence herbicide. Get those escape weeds that slipped by your preemerge. Daconate will effectively control crabgrass, chickweed, wood sorrel and other hard-to-kill weeds. It's economical, too.

Daconate is a ready-to-use arsonate liquid, pre-mixed with the right amount of surfactant for maximum coverage and control. Since it is an organic arsenic compound, it does not have the more toxic properties of inorganic arsenic compounds, such as calcium or lead arsenate. For best results, spray Daconate during warm weather when weeds are actively growing.



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Cushman

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**All-industry newsletter
to be published**

Over the past several years GOLF-DOM, GOLF Magazine and other golf-oriented publications have become concerned about the increasingly difficult financial problems golf clubs are experiencing. They have expressed this concern through columns such as this one, in editorial pages and in feature articles. In the preparation of this editorial material the publications have had the enthusiastic cooperation of those professional and trade associations most closely connected with the game of golf and with the club industry.

The associations also have been aware that problems existed. However, a combination of circumstances had to take place before the full dimensions of this complex issue could be revealed.

In 1966 the National Club Assn. began to devote its full attention to the legal, legislative and tax problems confronting clubs; in 1969 the Tax Reform Act served to bring club members and golfers face to face with Government regulations; about the same time drastic increases in the property taxes in many states raised serious questions about the economic feasibility of continued golf course operations, and an economic recession caused similar doubts among those individuals who normally support the sport.

During the entire period and for many years prior to it, the National Golf Foundation had been quietly promoting the game, compiling statistics and information and successfully making golf more attractive to both private and public players. In 1970, increasingly aware of the pressures on the game, the NGF joined with the NCA to form the Alliance of Club and Golf Organizations, an in-

formal group of associations which reviewed problems and exchanged information, but took no direct action.

In mid-1971 the NGF and NCA began to hold preliminary discussions aimed at more direct activity. The problem, as they saw it, was that many, if not most, of the golf courses had no opportunity to learn what was happening to golf courses in other parts of the country.

Many of course have contact with one or more of the professional associations of the industry—the Professional Golfers' Assn., the Golf Course Superintendents Assn. of America and the Club Managers Assn. of America. Many more are in touch with the United States Golf Assn. However, only those private clubs that are members of the NCA have been receiving regular information on the serious issues facing the industry.

At the invitation of the NGF seven key associations of the golf industry met at the Regency Hyatt House in Chicago on December 15, 1971. As a result of the day-long meeting attended by the USGA, PGA, NGF, NCA, GCSAA, CMAA and the American Society of Golf Course Architects, six of the seven associations agreed to participate in publishing a newsletter to alert the country's golf courses, public and private, to the tax, legislative and operational problems currently facing the golf industry. The USGA is presently considering joining in the production of the informational bulletin which will be edited by the National Club Assn. and distributed by the National Golf Foundation.

The intent of the participating associations is to bring up-to-date, accurate information to the golf courses in the country that belong to no national association and to emphasize the seriousness and immediacy of

(Continued on page 14)

ANDY HUBER

You don't want to be left out in the dark, do you? Then turn to page 63.

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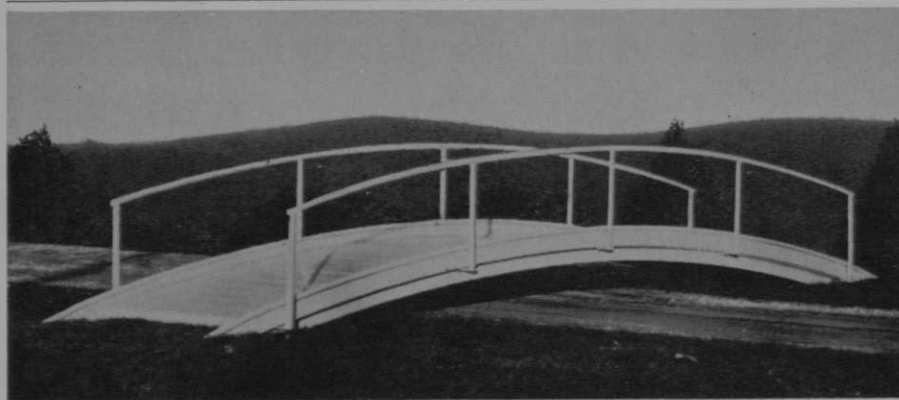
SUPERINTENDENT SOIL SHREDDER—for preparing soil mixes. Mobile soil processing plant shreds, blends, aerates and cleans up to 15 cu. yds. of soil mixes per hour. Mechanically loaded unit features automatic and continuous trash removal. High discharge serves direct truck-loading. Request Bulletin S-120 for complete details.

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those problems which affect the entire industry only.

The new publication will be issued six times a year, beginning next spring. It will include essential information from each of the seven associations. In addition to briefly summarizing current problems, each issue will include brief reviews of essential information that is available from each of the seven associations that are making the publication possible. The semi-monthly newsletter will be distributed to the 9,460 daily fee, semi-private and private golf courses in the United States.

Wage/price freeze

New orders and regulations are issued on an almost daily basis by the Cost of Living Council, the Pay Board, the Price Commission and by the International Revenue Service, the investigative and monitoring arm of the wage/price freeze. With so many frequent changes, it is difficult to keep up with the current status of clubs within the freeze's framework. At this writing, however, the last week in December, 1971, clubs appear to be in the following position:

Dues: Exempt from the freeze in non-profit clubs only. It would seem logical that special assessments would also be exempt, following the same rationale.

Wages: Subject to the Pay Board's regulations. Basically, the regulations establish a 5.5 per cent maximum guideline for annual aggregate wage increases. However, they do permit wage contracts which existed prior to the freeze to be carried out according to their terms. Clubs may also continue to give longevity and automatic pay raises in accordance with their practices which were in existence prior to November 14, 1971.

Prices: A recent ruling (December 23, 1971) exempts clubs with gross sales of less than \$1 million who operated at a loss or at no more than a 3 per cent profit margin in their last fiscal year prior to August 15, 1971. Such clubs may increase prices within the 3 per cent profit guideline.

For more detailed information, see National Club Assn. Industry Report #25 and its December and January Newsletters, or contact NCA. □

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10 BLADE HIGH SPEED REEL: For the finer groomed creeping Bent in the North and the new improved fairway Bents and Bermudas in warmer climates.

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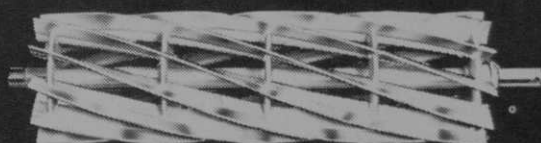
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ELIMINATES SCALPING ON MOUNDS: The 26 inch cutting swath of each unit gives greater flexibility. No "ribbed appearance." Smoother, more uniform cut.

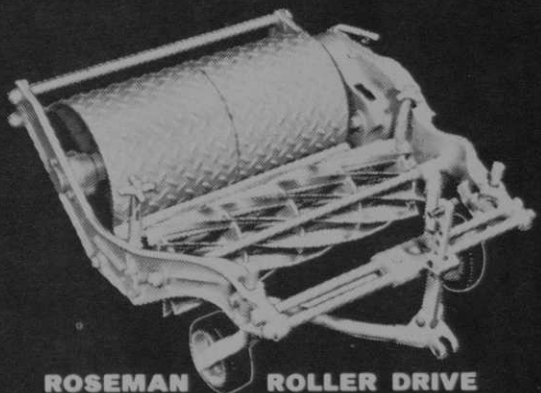
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JOHN WALSH

It just dawned on us
that you might miss
page 63. Please don't.



Why pro shops fail to sell correct clubs: opinions

Letters and comments at the Professional Golfers' Assn. Merchandise Show expressed agreement that a large percentage of private club and public course players were not playing well because their clubs didn't fit them. Explanations of the failure to sell correct clubs or even to sell a reasonable number of new clubs a year at many pro shops were in wide disagreement, however.

Some opinions:

Pro salesman: Not enough professionals or assistants know about clubs, lofts, lies, shafts, design, construction, head features, weights or grips. Some can't tell a \$25 club from a \$15 club. How can they sell when they don't know what it is they are selling?

Senior professional: Most selling is weak now. How long has it been since you were "sold" an automobile. You have to "buy" one. Pro shops sell more apparel than clubs, not because apparel styles change or because apparel wears out faster, but because apparel is better displayed. Clubs are hidden along the walls at many pro shops.

Professional: A first-class set of woods and irons and a bag now cost about the same as a year's dues at our club. We have a good club in a city of about 40,000. Somebody's got to tell me why a head and a shaft and a grip put together cost what a club does, then maybe I could sell the story to my members.

Veteran pro salesman: The younger fellows don't know how to use the lesson tee to sell clubs. The older ones still take two or three clubs in addition to the pupil's clubs to try to learn if the clubs make a difference. Sometimes the member has outgrown his or her clubs or has been

using clubs that were bought solely on the price.

Professional: I've rather wealthy members whose clubs are seven to 10 years old. I would like to see a list of improvements in clubs that have been made in the last 10 years. Other than aluminum and lightweight steel shafts, what improvements would better a game?

Pro salesman: We all must take a new look at the top-quality club picture. When a top limit retail value of \$200 is set by the United States Golf Assn. on an amateur prize, and that's less than the price of a set of irons, something's out of line. When a man can fly to Spain and back for a golf vacation for less than the cost of a set of clubs, we all had better think about the "quality" club sales situation. Maybe it isn't the professional's fault.

Professional: When a professional's members don't realize he has the best and latest clubs that can help them, the professional is losing his standing as a golf authority.

Professional-superintendent: What we need to sell more good golf clubs is the same type of educational and advertising job that golf course equipment makers and salesmen have been doing. My grounds chairman allowed \$15,700 for new mowing and other equipment. I have been trying every way I know to get him to buy new woods, but I can't convince him new clubs are better than his 12 to 15-year-old clubs.

Cape Cod Turf Managers' Assn. is lucky to have as its volunteer publicity man **Owen Griffith**, now retired. For years Griffith was golf editor of the Hartford (Conn.) Courant and an official of the Golf Writers Assn. He now lives in Chatham, Mass. **Stanley Brown** of the Whaling City CC, New Bedford, Mass., is the Cape Cod group's president, so the association

isn't geographically cramped. **John E. Moss**, Bass River CC, won the Cape Cod TMA championship last fall. **Brian Cowan**, Eastward CC, Chatham, is treasurer. **Milton Brown**, Allendale CC, New Bedford, is secretary. Griffith says these fellows don't just meet to talk. When a fellow member, John O'Connell of the Blue Rock course, had an emergency situation, his association comrades came in to help with brains, muscle and cheers.

Remarks in this column about the enduring works of art of the old masters of golf course architecture and their influence on today's designs brought reminders of the classic jobs of **Herbert Strong**. He was first secretary-treasurer of the PGA. Among his courses are Canterbury at Cleveland, Saucon Valley at Bethlehem, Pa., Ponte Vedra near Jacksonville, Fla., and Manoir Ichelieu in Canada. When he died, he had built more courses on which national championships were played than any other man. He was also a professional-superintendent. His brother Leonard came along when course maintenance became a heavy and variegated responsibility and at Saucon Valley, he was one of the top superintendents. He also was a GCSAA president.

In commenting on the statement about how few courses now are satisfactorily completed before they are opened, Leonard Strong said that his brother Herbert was one of the four-some officially opening every course that he'd designed. He built courses with neighboring farm labor, and if the course wasn't in good condition for opening, Herbert was held accountable. Leonard said that that was the customary thing in those days.

Veterans of golf business, writing us about the ways products of earlier architects have stood up as pleasant and interesting tests, say that there isn't a lot of difference between the distance of the present ball which is mostly carried on watered fairways and the carry and roll of the old ball on the hard fairways.

Several correspondents referred to how surprisingly well greens, fairways and bunkers of the old masters fitted in with modern machine maintenance.

A few wrote about the valuable work in developing high standard of golf that **Floyd Farley** has done in

and around Oklahoma and the late **H.C. Hackbarth** in the Arkansas sector.

Several letters referred to an extraordinary number of pioneer amateurs whose golf architecture continues to be outstanding. Oldtimers mentioned Devereaux Emmett, A.W. Tillinghast, Charles B. MacDonald, Walter Travis, George Crump, George B. Thomas Jr., Robert Hunter, William Langford, William Diddle, Perry Maxwell, W.C. Fownes, Jack Neville and Bill Gordon.

Thomas in addition to designing

fine courses on his own, collaborated with Billy Bell on several famous Pacific coast courses. He also wrote "Golf Architecture in America." Hunter wrote "The Links." Both these highly interesting and useful books are out of print.

Frank "Open" Oscapinski has a record in golf that I doubt will be beaten. Frank was assistant to Spencer Murphy at Glen Oaks (N.Y.) Club for 41 years. When Murphy retired, so did Oscapinski. Club members gave him a substantial check with thanks and cheers. □

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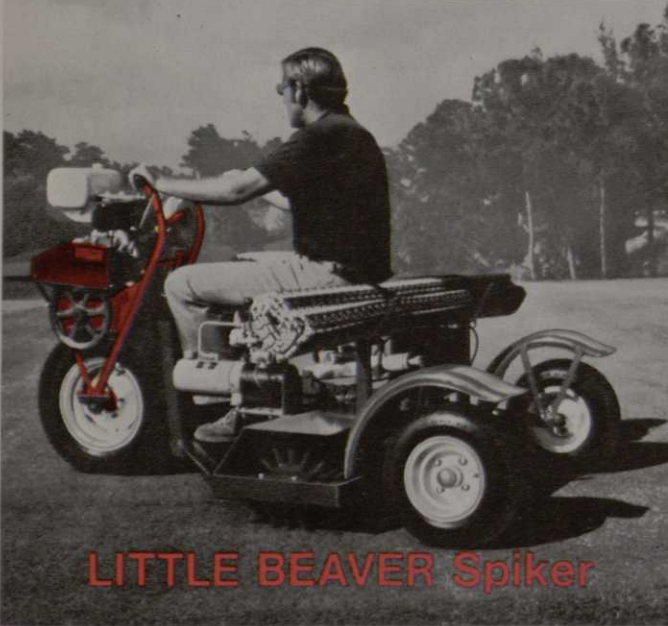
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TOP RIDER, the only riding top dresser, is easily and quickly attached to the Redhead, and is operated right from the seat at three times the speed of any other top dresser.

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