



**USGA GREEN SECTION:
OF UNESTIMABLE VALUE**

It's hard for a veteran in the golf business to realize that the superintendents in having their annual business conference and equipment and supplies show at Boston, haven't had one there since 1950. There *Ray Gerber* of Glen Oaks CC, Glen Ellyn, Ill., was elected president.

This is only the second annual meeting the GCSAA has had in Boston since the association was started in 1927, shortly after GOLFDOM began.

Gerber continues to be active as superintendent emeritus at Glen Oak and as a consultant on several large area turf maintenance jobs in the western suburban territory of Chicago.

It's strange that New England hasn't had more GCSAA yearly meetings, because at the Massachusetts golf turf management courses at Amherst with Professor *Lawrence F. Dickinson* directing, course maintenance changed from largely a green thumb operation to a scientific business.

Superintendents from New York, Pennsylvania, Ohio, Illinois, New Jersey, Connecticut, Virginia and farther away felt that Dickinson and his associates at Amherst were beginning the New Day.

They were. And one of the brightest signs of the dawn was the start of close cooperation between the *United States Golf Assn. Green Section* and the greenkeepers, as they were called before their economic and operating importance to the golf plant was identified.

It was too long before the greenkeepers and the Green Section got working together. It must be reported that the failure to cooperate wasn't the Green Section's fault.

Too many greenkeepers had too many secrets. That's to be expected when men are growing up from a rating of medicine man to that of practical scientist, engineer and manager.

Probably the USGA Green Section has had more effect in beautifying American living than any other factor in sports. Before it was formed in 1920, the American idea of having fine turfgrass, such as that seen on golf greens, was the old British notion of mow and roll for 100 years.

When the greenkeepers, later superintendents, got working with the Green Section, there was a rather sudden and vast glorification of grass as something other than cattle food in the United States.

Now what's the next step? If there were any way of keeping comparative scores, the superintendents might have a lot of reason for claiming they have made more progress for golf than the professionals have in improving playing or the managers in the economic and social position of clubs.

But the hell of the superintendent's job is that the better his results the more is expected of him.

Of all the remarks made about the superintendent's importance to a golf club, the one I remember the clearest was made by *Tommy Armour* when he was a member at Winged Foot and Sherwood Moore was superintendent.

Tommy told some officials and members comfortably drinking in the grill: "You're going to lose the man who grew grass on this rock-pile and let me tell you that if our members were as good at their businesses as Moore is, the club would be overrun with millionaires."

At the PGA championship at Oakland Hills last summer where

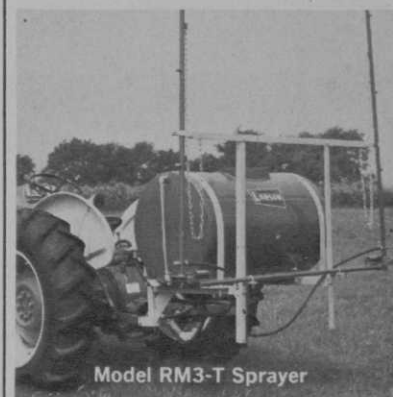
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GRAFFIS from page 21

Ted Woerhle is superintendent I visited with *Charles G. Chapman*, veteran green chairman of the Country Club of Detroit.

Chapman believes that the Green Section has been so effective in its educational work with superintendents and through agricultural schools that men in charge of almost all the better courses usually are qualified to be associates of the very practical men on the Green Section staff. He is of the opinion that the Green Section no longer has to be a fire department emergency service to locate and correct trouble on a course, but functions as a valuable consultant and coordinator of turfgrass research and its application nationwide.

He further believes that the Green Section visiting service is immensely useful to the smaller clubs and public course operations that rarely subscribe. If these places did sign for the visiting service, Chapman doubts that the Green Section would have enough men to take care of the clients.

For more than a dozen years I've had the opportunity and responsibility, with others of the National Golf Fund board, to examine the Green Section's recommendations for golf turf research grants to agricultural schools and experiment stations from coast to coast. The foresight, appraisals and balance of the Green Section's helpfulness in this area have been of inestimable value in helping superintendents improve courses.

As Chapman indicates, a review of the Green Section's fields under present conditions, which differ from conditions even five years ago, might help sport's most valuable public service keep closely adjusted to the needs of the times.

A lengthy press release about a Golf Hall of Fame to be built at Pinehurst doesn't mention three who made Pinehurst famous: *Donald Ross*, *Dick Tufts* and *Bob Harlow*.

Donald Ross designed and managed the first completed Pinehurst course when he came there in the winter of 1900. There had been a pasture nine first played in 1897, a year after James W. Tufts, a Boston maker of soda fountains, had

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Mileage and the electric golf car.

How many holes should an electric golf car get on a battery charge?

Course and battery conditions aside, it depends on the car's design and, to a very small degree, its weight.

A Cushman car is designed to use less power in its higher speed ranges (over 4 mph). Research shows a golf

car is normally driven in this range over 75% of the time.

A competitor's car is designed to use less power in its low speed ranges. In order to get all the extra distance claimed in its advertising, it would have to crawl over the course at less than a walking pace, hardly what a golf car is intended to do!

As far as weight is concerned, the Gran Cushman is a little heavier. There are good reasons why. It has an all steel body for added strength and comes with standard features only available as options on other cars, if at all. Like an automatic seat brake, automotive steering, adjustable seat backs and many more.

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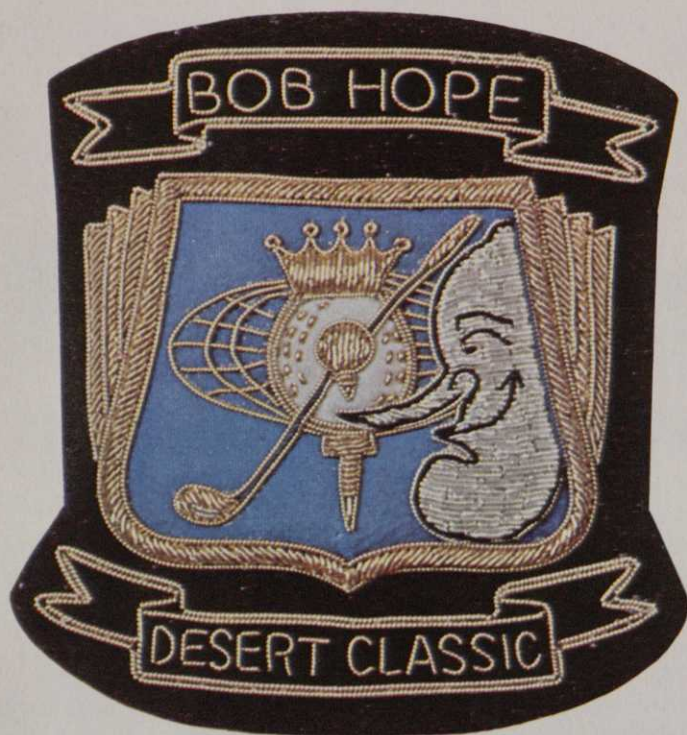
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GRAFFIS *from page 22*

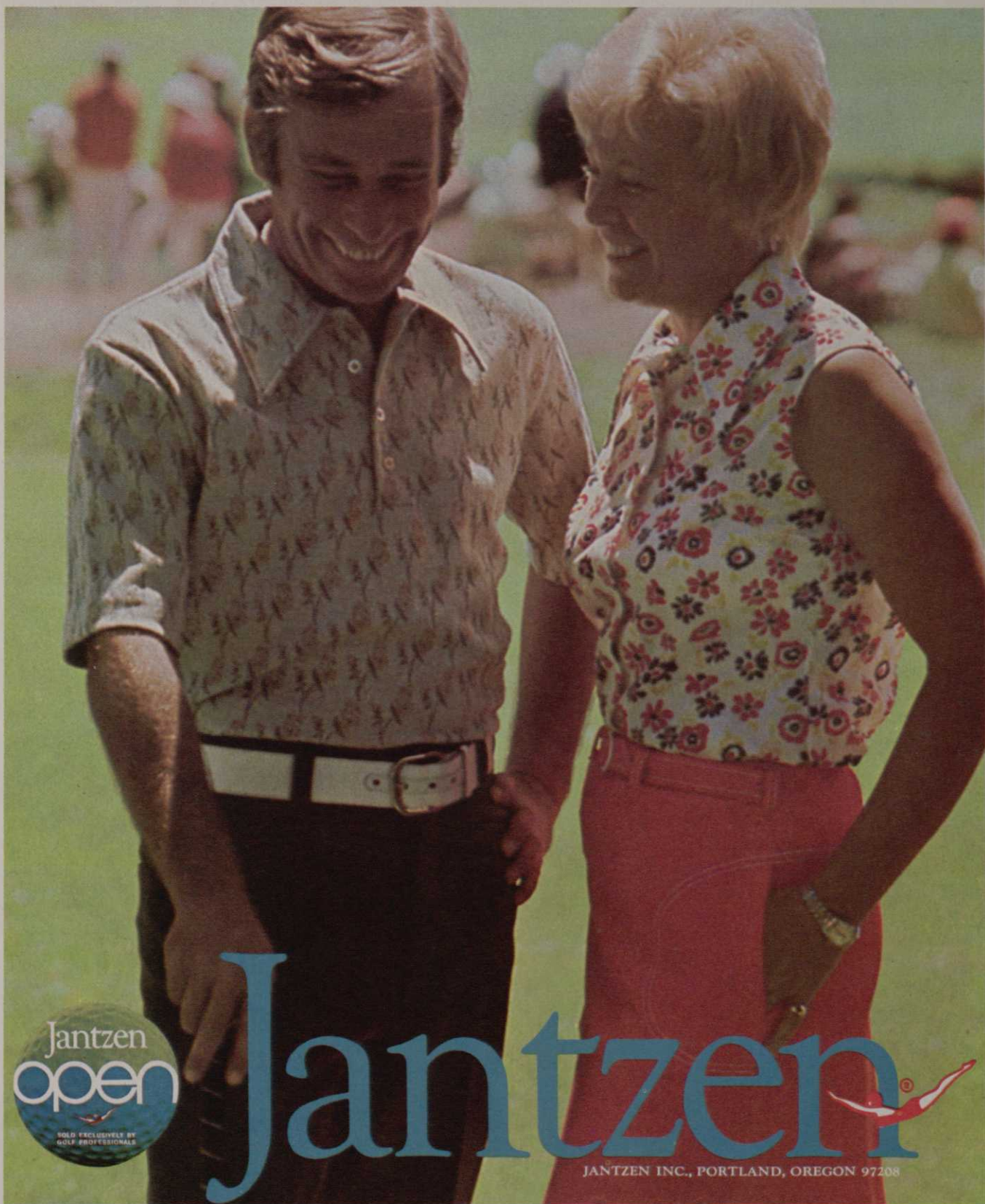
bought the acreage intending to run it as a health resort for drug-store employees and their families. Homes were to be rented for \$50 a year. Leonard Tufts, a son of James, managed and developed Pinehurst with Ross nursing the golf interest, which started the North and South Amateur in 1901 and the North and South Open and Women's championships in 1903. The younger brother, Richard, was an enthusiastic golf evangelist and with Ross he brought Pinehurst to international fame as America's golf capital. He became a USGA president. Bob Harlow, who'd been Hagen's manager and an early manager and builder of the PGA tournament circuit, came to Pinehurst as its publicity man and publisher of its newspaper. He founded Golf World there.

Golf is a religion to Harlow and the game in the United States never had a better propagandist.

Ross designed and built almost 500 courses and spread the Pinehurst influence widely. Dick Tufts in a quiet genial manner expressed the bright and wholesome spirit of golf and drew to him kindred souls who gave Pinehurst a contenting atmosphere never before or since distinguishing an American resort.

A Golf Hall of Fame had been suggested first, I believe, by the curator of the James River Golf Museum and Library, but nothing happened. Fred Corcoran revived the idea at Augusta and Grantland Rice, Bob Harlow, Q.B. Keeler, Kerr Petrie and I were the committee making the first selections. In the Barlett Memorial saloon at the Masters, there's a photograph of the first committee meeting. Grannie Rice was busy elsewhere but went along with the selections, which were unanimous. He wrote a column about it. So did Keeler, Petrie and I. Harlow wrote a glowing story and then, in 1934, proposed Pinehurst as the fitting place for Golf's Hall of Fame. The rest of us kept the fire burning.

So now there are pages of blurb about a million dollar Golf Hall of Fame at Pinehurst and not a penny's worth about three men who contributed greatly to the history of American golf and of Pinehurst. □



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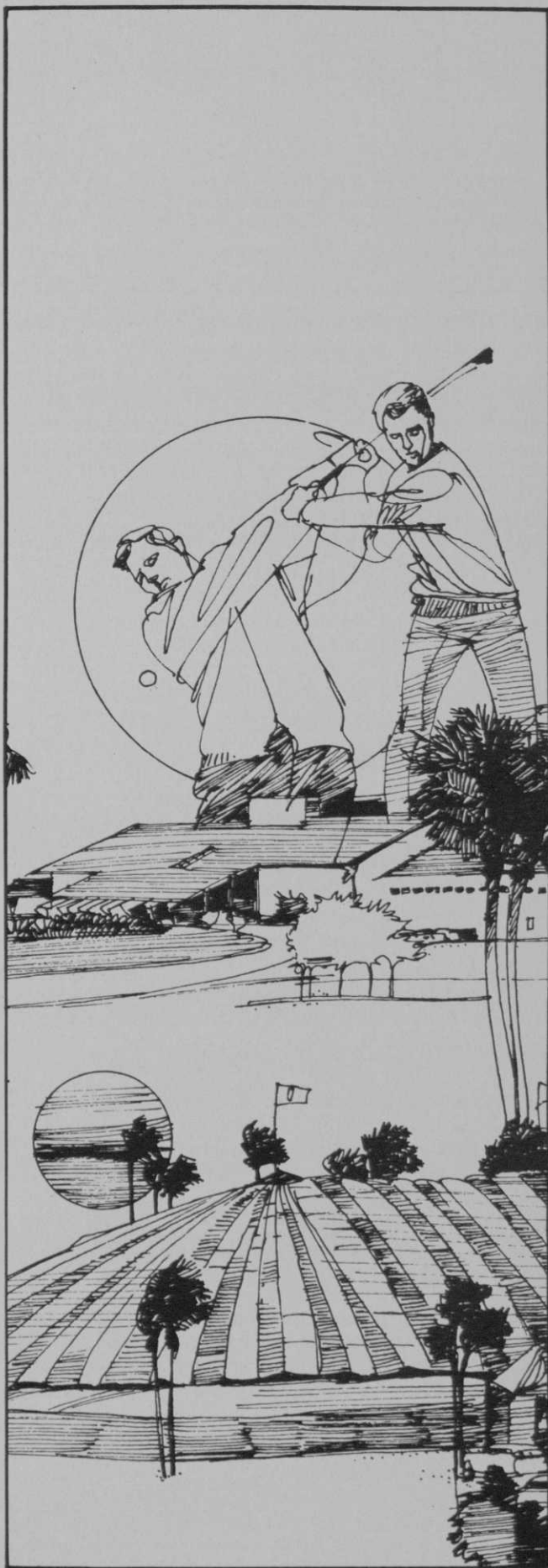
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PGA

Golf clubs, bags and balls are departing from the "rut" of the past few years, and if golf professionals have done their homework on their members' buying trends and preferences, they may miss out on what may shape up to be brisk and profitable sales for 1973 and 1974.

Golf club manufacturers are taking separate stands and are divided into two camps—investment cast stainless steel head irons versus conventional forged steel irons. Last year at show time, one could count on one hand the number of manufacturers of stainless steel clubs. In 1973, however, this ratio has been reversed. Currently, only five of the top 24 manufacturers of golf clubs are sticking to forged steel clubheads. The other 19 manufacturers have added a stainless steel club to their forged steel line. Several have more than one stainless steel club. So the debate will range into 1973 and 1974 over which process, investment casting or forging, is best.

Proponents of investment casting say they can make a perfect model with only a plus or minus margin of error of two grams for each clubhead. They say forging introduces the human element causing a greater risk of imperfections. Manufacturers sticking to forged steel irons are not yet convinced that stainless steel produces the "feel" a clubhead should have. Its properties make it brittle. Also, the cost of converting from a forged steel operation is costly. New dies must be made. Because of this and the cost of stainless, the cost of stainless steel clubheads, in many cases, is much greater than forged clubheads.

The enormous success of the pioneer manufacturers, small companies such as Lynx and Karsten's Ping, has prompted the "big" manufacturers to get into the race. It remains to be seen if all can prosper in this high end, select market. Undoubtedly there will be some casualties. Whether it is the large manufacturers, which cannot get their production geared to the demand, and lose out, or the small manufacturers, which are engulfed by their large competitors, only time will tell—and the consumer.

continued

One bright note for the golf professional: The last several years have been extremely poor ones for club sales. Aluminum shafted clubs burned the professional and many consumers. But this year manufacturers are in an innovative mood, and members are likely to be in a buying mood.

Incorporated with both investment cast and forged clubheads has been the principle of weight redistribution between the heel and the toe. Weight is being shifted from the center of gravity to the extremities "enlarging" the sweet spot. Some manufacturers have added weights to the heel, or the heel and toe to increase this sweet spot. Other manufacturers have taken the weight out of the hosel, shortened the hosel, and added the weight to the clubhead.

Woods remain static. Only a few manufacturers are inserting weights in either the front or back of the club.

An interesting shift is taking place in the golf shaft market. More manufacturers are returning to the dynamic steel shaft. They indicate its strength is probably the best for the new clubheads being manufactured. A majority of manufacturers, however, still are using lightweight steel, but a trend is definitely developing back toward dynamic. Stainless steel and aluminum shafts have died a quiet death and now are on a special order basis from only a few manufacturers.

The golf ball market is equally as exciting, and unpredictable, as the golf club market will be in 1973. Only one thing is certain. Golf ball sales will undoubtedly be the greatest of all time. All indications—amount of promotion and consumer demand—point toward significantly increased sales. The balata cover versus the Surlyn

cover, and wound versus solid centers are areas where manufacturers either disagree, or have available several balls. One surprise move was made by Acushnet, long the number one manufacturer of top grade golf balls. The Titleist golf ball has been changed and now contains fewer dimples (324 as opposed to 336). The dimples are also shallower. Royal made the dimple change last year by putting in 252 hexagonal-shaped dimples. Acushnet executives said that they have never rested on their laurels of being number one and will continue to improve the Titleist as new materials or data become available. The Titleist has a balata cover. Many other manufacturers, however, are phasing out balata

and going to the Surlyn cover. The durability and good feel of a Surlyn-covered ball are cited by its advocates. Solid balls are moderately popular in pro shops. And the two-piece Spalding Top-Flite is having a great sales success. Several manufacturers are introducing additional top grade golf balls to their existing lines.

Golf bags have exploded into a myriad of colors for 1973. Patchworks, as well as new colors in women's bags should prove popular. Most manufacturers are touting expanded vinyl with leather trim. Leather bags are extremely costly, as everyone knows, so the professional should order cautiously on leather.

It should be a good year for golf professionals. Sales should increase in every category of hardgoods. But one note of caution. Remember that the normal turnover of golf clubs is every three to four years. GOLFDOM's surveys indicate that 1973 should be a buying year. People have been hearing about stainless steel clubheads for five years and have been waiting to buy. Because the investment casting process is so costly, closeouts should be non-existent next year because manufacturers will be less likely to change for the sake of change over the next few years.

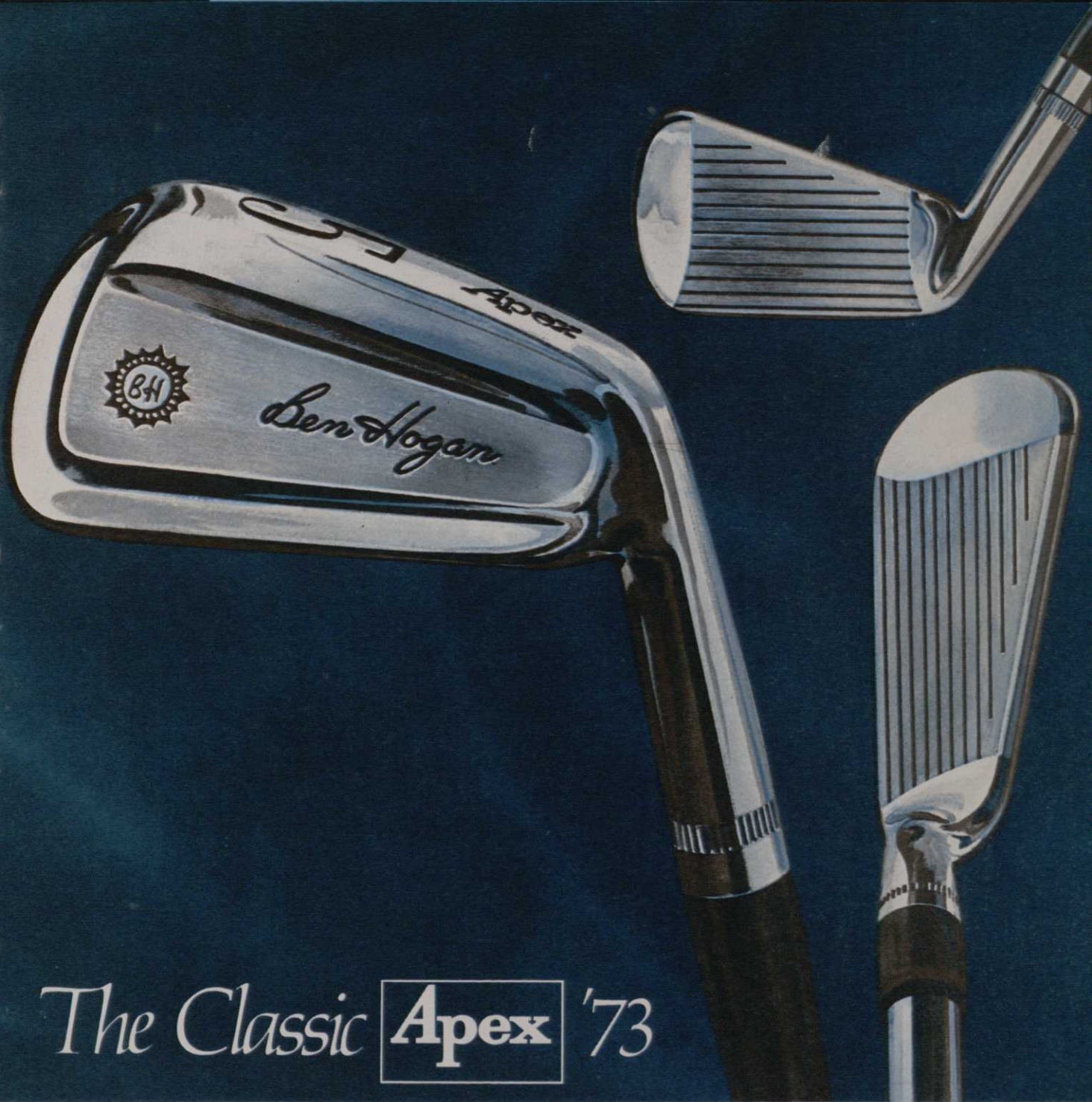
On the following pages GOLFDOM has listed the merchandise that manufacturers, distributors and representatives will be exhibiting at the PGA show. The listing is not official; only the companies, not the association, have indicated to GOLFDOM that they will be at the show.

An asterisk preceding a company's entry indicates that details on its line were unavailable at press time.

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PGA

from page 28

INVESTMENT CASTING - THE LOST WAX PROCESS

The Lost Wax process of investment casting is a procedure for manufacturing stainless steel heads from molten metal. The finished clubhead is an exact reproduction of the original master die. The process dates back many thousands of years, but has only recently been sophisticated; now it is used in making jet engine blades for the aircraft industry because it can hold great tolerances both by dimension and weight.

The first step is to make a master die. The master die contains all engravings, scoring lines and hosel hole built into

it. Semi-fluid wax is injected into the die. The wax pieces are exact replicas of what the finished stainless steel piece will be. It takes a minute or so for the wax to solidify and harden to the point that it can be removed from the mold. The piece of wax is then dipped in an adhesive, and ceramic sand is sprinkled over the entire area. This dipping process requires a drying time of 24 hours and is followed by a second dipping and sprinkling of sand. Seven dippings are required in all, so there is a total time of seven days from the first dipping to the

final dipping.

This results in a shell with wax inside. This shell is then heated to a point where the wax is melted out. This is the reason the process is called Lost Wax. Molten stainless steel is then poured into this empty shell. When the metal settles, the shell is taken to a cooling area where it is carefully broken away leaving only the golf head. There can be no shell wear because an individual shell for every golf head is produced and then destroyed. (Information courtesy of Northwestern Golf Company, Chicago.)

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