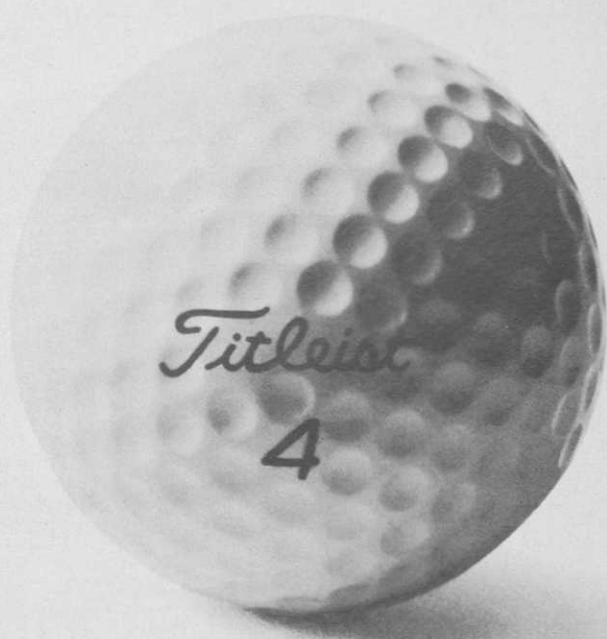


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1974 PGA MERCHANDISE SHOW:

ENERGY CRISIS?
NEW SITE?
THE BUYERS
HARDLY NOTICED.



PORT ST. LUCIE, FLA.—Exhibitors at the 1974 Professional Golfers' Assn. Merchandise Show faced 9 a.m., January 26, with considerable trepidation. Soon they would get the answer to the question that had been uppermost in the minds of golf manufacturers and distributors for months: How would the new site and the energy crisis affect attendance at the show?

It soon became apparent, however, that there had been little need for concern. Although total attendance was about 15 per cent under the 1973 tally, Wally Phillips, newly-elected president of the Golf Manufacturers & Distributors Assn., noted that this year's group "really came to buy." Phillips reported that the 1974 show established a new record in total sales for the four-day run.

Part of the reason for the reduction in total attendance was attributable to tighter limits on the number of exhibitor badges allocated to each booth (five per booth) and the elimination of exhibitor guest badges. This policy cut down on the number of "sightseers" and the amount of congestion in the tents.

One lesson learned from the experience of the 1974 show is that judgments of success or failure must be primarily based on the quality rather than the quantity of attendees. Hordes of people roaming through the aisles do not necessarily mean a successful show. The real moment of truth occurs when the order sheets are tallied at the close of the show; this point was vividly "brought home" to exhibitors at the 1974 show.

One major manufacturer reported sales of one-half million dollars compared to his previous record of \$300,000, attained at last year's show, according to a statement from the PGA. Wally Phillips, speaking as vice president of Charles A. Eaton Company, noted that his firm registered a 25 per cent sales increase at this year's show over 1973's event.

The energy crisis also seemed to have a positive effect on the quality of attendance; it tended to sift out the "socializers" from the buyers.

Further evidence of exhibitor pleasure with the event was the amicable tone of the annual meeting of the Golf

Manufacturers & Distributors Assn., held at the close of business on the second day. Few complaints about the show were voiced, and members unanimously favored the new entrance arrangement to the tents. A small entrance tent was set up between the two large exhibition tents, thus no impression of a primary and secondary tent was evident, as in past years. Traffic flowed freely and equally in both.

In other business involving the show, GMDA members voted to ban any social functions during show hours. This move came as a result of a party given at mid-day by one manufacturer. Although this particular event did not have any noticeable effect on attendance during the show, members felt that if show-hour parties became more of a practice, attendance at future shows might suffer.

Several members severely criticized the proliferation of regional and sectional merchandise shows throughout the country. One irate member pointed out that the expense of exhibiting at these small shows was becoming prohibitive and that the tactics being utilized to persuade manufacturers to participate, in some cases, were "subtle forms of blackmail." Members asked that the GMDA officers give this matter top priority in a meeting with the national officers of the PGA.

In the association election of officers, Wally Phillips, Charles A. Eaton Company, was elected president; Charles Van Dyne, H. D. Lee Company, first vice president; James Hansberger, Ram Golf Corp., second vice president; Bob Hornung, Hornung's Pro Golf Sales, secretary-treasurer.

Former president, Robert Rickey, was named by unanimous vote "honorary president for life." At the same time, Rickey announced that he would be retiring from his position as vice president of MacGregor on June 1, this year. In noting his future plans after that date, Rickey said he would continue his affiliation with the National Golf Foundation, and also would be in a sense returning to an earlier career in journalism through an association after June 1 with GOLF and GOLFDOM Magazines.

—VINCENT J. PASTENA
EDITOR



Playing Conditions by a New Set of Rules

Vice President Gerald A. Ford, while on a Christmas skiing vacation in Colorado, made a statement to the press that clearly expresses the feelings of most Americans about recreation and the gasoline shortage. In reply to a question about the possible effects of the energy crisis on American recreation, Ford said, "Recreation should not be restrained," adding that he hoped "there won't be any restrictions because recreation is a much needed American activity."

This article is concerned with an important segment of recreation; one that directly affects golf course superintendents and their livelihoods: golf courses.

It's easy these days to be pessimistic; one has only to scan the newspaper headlines or listen to nightly newscasts. In this article, we will explore ways by which the golf course superintendent can cope with the shortage of energy, beginning with golf course maintenance.

A LITTLE MORE LIKE ST. ANDREWS

A minor cutback of around 10 per cent or so of the monthly gas allotment to the golf course storage tanks should not hamper daily maintenance and grooming operations on the course or landscape acreage. If the superintendent needs to make up the difference, he can do so by filling the tank of the maintenance truck at his local service station (Some city- and suburban-owned police cars, trucks and buses are doing this.) and requesting the station to bill the club or asking the club to issue him a credit card.

However, if the Government rations gasoline or if available supplies of that fuel decrease substantially, then all who are involved in the running of the golf course will have to face the cold fact that this year will be a difficult one, beset with problems every step of the way.

Meetings with the chairman and green committee should be scheduled immediately and discussions held about decreasing the amount of manicuring and maintenance requiring expenditures of fuel. Priority, of

Adjusting maintenance methods and schedules to meet possible shortages may create a different kind of golf course, but no loss of challenge or enjoyment

by PAUL N. VOYKIN

SUPERINTENDENT, BRIARWOOD CC
DEERFIELD, ILLINOIS

course, must be given to maintaining greens, fairways and tees, but the superintendent can point out to the committee that other areas of the course, those that receive less play, can get by without excessive maintenance.

If the superintendent and the committee decide upon an emergency maintenance cutback program, the membership must be kept continuously informed to avoid any misunderstanding. Members are fully aware of the energy crisis and will no doubt be tolerant of changes if they are kept up-to-date.

Less fuel for maintenance equipment will mean longer roughs, hairy bunkers and long grass bordering around trees and shrubs. Surprisingly enough, and the superintendent might tell his members this, these "natural" elements will result in a better-playing course—the way the sport used to be, and is, played in its native country.

For too many years, American superintendents have groomed golf courses to an excessive and expensive degree. The American golfer has become spoiled by around-the-clock grooming; he expects a good lie no matter where his ball lands.

Maybe a severe gas shortage will remedy this picture-book perfection. Courses will again become interesting and challenging. A little harder, certainly, but a little more like St. Andrews.

LABOR

There should be an ample supply of labor this year due to the many layoffs in industry. Prospects are also good

that college and high-school students will be available for summer or part-time work. The superintendent, for the first time in many years, can be discriminating in his choices of both the adult and student labor reserves.

More important than the excess labor pool this year, will be transportation of members of crews. Golf courses that had the foresight many years ago to build employee housing will be in the driver's seat, especially if gas rationing goes into effect. Those clubs without quarters for seasonal employees and those clubs located far out in the country are going to experience more difficulties. The superintendents at the latter courses might help implement car pools or persuade the club to rent mini-buses. Both these possible approaches will work only if employees come from a neighboring area. Clubs in the second group may be forced to provide temporary living quarters for workers, especially for night personnel or key employees.

Higher gas prices will also affect the superintendent's financial outlay for transportation. In that case, the club may have to implement a gas allowance for him and his key assistants or increase their hourly wages.

The present, popular move toward transporting crews by vehicles will no doubt revert to the old method of walking, or possibly one vehicle could pick up all the men out on the course.

Training, discipline and supervision of crew members is more important than ever. For example, make sure a workman takes all the tools he needs to complete a particular job. Returning frequently to the maintenance building for a forgotten tool wastes valuable time. Idling engines and coffee breaks also will become taboo.

New construction, too, should be postponed until the energy crisis subsides.

Superintendents in their programs must adhere strictly to a more consistent and economical maintenance of the golf course.

PARTS, MACHINERY

Superintendents in the Midwest have

continued on page 46

Starts May

An unprecedented offer for Pros to make money with SI's "Test-Drive" Honeycomb Promotion

How would you like to do your customers a favor and make money at the same time?

That's the opportunity you'll have, starting in May, when the Test-Drive campaign tees off for Simmons International's new, revolutionary Honeycomb line of woods and irons.

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For maximum sales promotion support, Simmons International is launching a national advertising program — two-page, four-color ads in the May issues of GOLF, GOLF DIGEST and COUNTRY CLUB GOLFER — the publications your customers are most likely to read.

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To participate, just order the "Test-Drive" Honeycomb Kit — a driver and 7-iron. Counter cards, extra coupons and related point-purchase aids, for shop display, are included.

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Please send me _____ Honeycomb "Test Kits" @ \$55 each for a total of \$_____.

Bill me _____ Check enclosed _____

Name _____ Business Address _____

Street _____ City _____ State _____ Zip _____

Area Code _____ Telephone Number _____

Signature _____

PLAYING from page 44

had problems with slow deliveries of parts and replacement equipment. Because of that, golf course mechanics are carefully pre-inspecting equipment before tearing down. They know that if parts are unavailable, they'll be stuck with the impractical task of putting everything back together. This precaution saves time and money for the club.

Such foresight by mechanics and superintendents is justified by facts. Dealers in many cases say they are getting only 50 per cent of their normal part orders from manufacturers. Apparently, many small, family-type operation part manufacturers have gone out of business because of the high cost of upgrading their facilities to meet OSHA clean air standards and because of the high cost of labor.

To a great degree, labor also has slowed down the production of new equipment. One dealer told me that, although pre-season orders are far ahead of previous years, delivery of raw material and component parts for engines, bearings, rods and castings is slow, which means that the superintendent must order machinery parts much earlier than he has been used to.

Parts that are available will have to be ordered more frequently by mail, through catalogs, parcel post and other types of paid transportation, just to keep up with normal wear of machinery. New crew members must be diligently trained to handle machinery properly, so they won't cause irreparable breakdowns. Equipment currently in use on the course must be kept in the best possible condition until parts are available again. Good mechanics will never be more appreciated than at this time.

We all know that the prices of new equipment have been increasing steadily and the old policy of companies placing an order with a guaranteed price at delivery time is rapidly changing. The policy now, sorry to say, has become one of vacillating prices several times a year, with no time patterns. I have spoken to several golf course equipment companies and their hands (according to them) are tied. Some companies, which already have upped prices, are saying that another hike is due before summer. Thus, it is very difficult for the supplier to give a firm price or a time of delivery to his customer. Deliveries now vary from immediate to nine months. The manu-

facturer will state that it can produce a particular piece of equipment in 45 to 60 days, when in reality the date will be stretched to 90 or 120 days or more. Superintendents, therefore, should place spring 1975 equipment orders in August or early September, 1974, taking delivery at that time or any time afterward, with the possibility of saving one or two price increases.

Another way superintendents can conserve gasoline during the energy shortage is to replace gasoline-powered equipment with diesel-powered, enhancing both fuel economy and engine maintenance. One superintendent whose large course equipment is all diesel-powered, states that there is about 50 per cent less fuel consumption with diesel equipment.

CHEMICALS

The herbicide 2,4-D will be the most affected by the fuel shortage because it has a petroleum base. This product this year will cost more. There already have been two price increases in the last six months because of the increased price of raw materials. The major chemical companies claim they have no control over these price increases and, like other companies, say they are caught in the same economic bind and must pass on increased costs. They say also that there will be a shortage only if demand exceeds supply.

One major manufacturer reports that they anticipate no restriction of major users of this chemical. If there is a restriction because of scarcity, they recommend that the superintendent supplement 2,4-D with Banvel, an excellent broadleaf killer. This combination with another chemical could alleviate shortages of this very important herbicide. Banvel costs more, but its price is not too far out of line, considering its increased performance. Bear in mind that the ester form of 2,4-D (rarely used by golf courses because it is volatile) has a petroleum solvent formulation and the popular 2,4-D amine form is formulated with water. In the long run, though, the raw materials of the various components of petroleum will become more scarce, thus increasing costs.

The situation with 2,4,5-TP (Silvex), another good weed killer, is about the same as that of 2,4-D.

Fungicides in which benzene is the basic petroleum make-up, also are at the mercy of the energy crisis.

These fungicides will probably increase in price as they become more scarce. The superintendent can help himself in his effort to fight disease-fungus attack by using precautionary techniques, such as irrigating less (cuts down on water costs and loss of nitrogen by leaching), mowing in the evening, keeping grass a little longer and praying. If there's a long, hot, humid spell and a lot of rain, nothing but prayers will help. Here again, the superintendent who communicates in advance with his committee and membership will be ahead of the game, even though the grass might turn brown because of possible shortages of fungicides, but I doubt that.

Many superintendents purchased fertilizer early this winter, because they anticipated shortages and price increases. There are strong rumors now that nitrogen will become scarce. Although for many years, fertilizer has been exported in great quantities, the recent lifting of farmland bans will put more land into farm production. This will result in a greater demand for basic soil fertilizer elements. So, even if the fertilizer production remains constant, the increased demand will produce shortages, although one major chemical firm anticipates no scarcity of its nitrogen product, because it makes its own nitrogen. It cannot guarantee, however, that its prices will remain stable. This particular product increased in price by 25 per cent last year. Other companies that have to buy their basic nitrogen from other manufacturers will no doubt increase prices due to higher costs of labor, ingredients and transportation.

One company that makes a product containing a natural, organic source of nitrogen phosphorous and trace elements increased its prices only slightly, about 4 per cent this year, and anticipates no shortages.

Superintendents will have to increase their fertilizer budgets, but the smart ones will save both money and worry by proper management techniques. □

PAUL VOYKIN is currently working on a new book, tentatively titled, "Ask the Lawnsdoctor," to be published by MacMillan Publishing Company of New York City. He is also the author of the book, "A Perfect Lawn the Easy Way."

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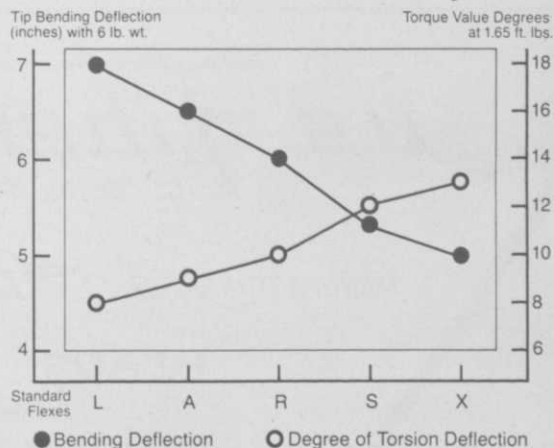
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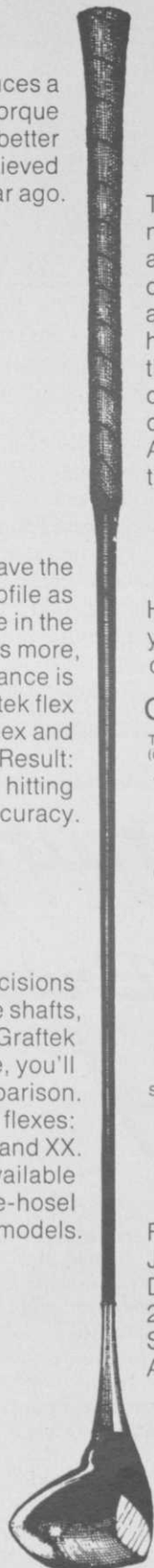
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NEW YORK—John Pomer, the men's wear division of Leslie Fay, has added a line of golfwear designed especially for sale in pro shops.

The new line is being marketed with the help of Jerry Wolf Associates, a nationwide sales organization. Joseph Gordon, president of John Pomer, worked closely with Jerry Wolf in the design of the new golf apparel.

Scheduled for spring delivery, the line consists of several pre-packaged programs of zipper jackets and slacks. Stuart Disick, vice president of men's wear for Leslie Fay, feels that the golf professional will find the package concept appealing. "The men who run golf pro shops are really professional athletes; therefore, their time is best spent on the course. We are the experts in the apparel end." The packages, six in all, are pre-sized and color-coordinated. They comprise from 30 to 60 garments each and wholesale for from \$600 to \$1,100. A package including 12 jackets and 20 pairs of slacks is \$680. Twenty jackets and



40 pairs of slacks sell for \$1,100.

Both jackets and slacks are made of 100 per cent Trevira polyester. The jacket has been designed for course wear and features raglan sleeves for complete freedom of movement. It retails for \$44.75. The pants come in the popular beltless style, with a slightly flared leg. They range from \$30 to \$35 in the pro shop. The fabric is yarn dyed to ensure accurate color match. Complete color coordination in each package suggests potential multiple sales.

Also, color coordinated with these

packages, though not included, are a selection of nylon knit shirts: a mock turtleneck in long and short sleeves and a long-sleeved full turtleneck. They retail for \$18, each.

Another tie-in with the packages is a separate line of golf blazers (see photo). A classic two-button style with the popular wider lapel, the blazer sells for about \$90 in the pro shop.

In regard to the pre-sizing, it is important to point out that once the initial outlay for any package has been made, individual items can be re-ordered.

John Pomer's first packages are designed for spring-summer sales. Two more package programs are in the works for later this year. For fall the company will introduce heavier knits, wools and wool blends to the collection. The third package this year is tailored to the holiday or cruise season, starting in early October. The colors and fabrics in this later program can be coordinated for use with earlier packages, if the professional so desires. Pomer's fall and holiday styles will soon be announced.

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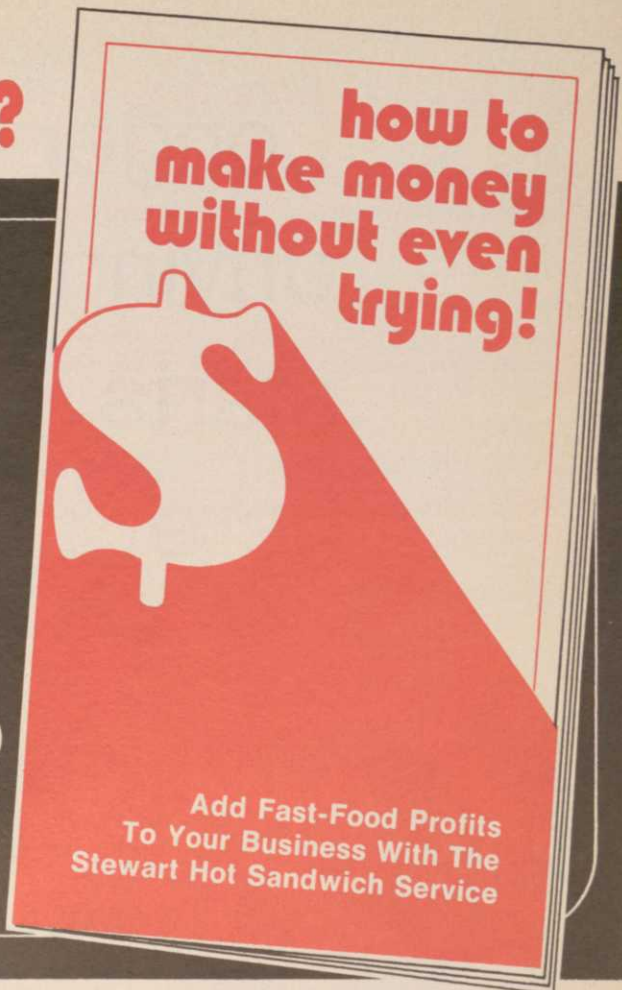
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