

PAR EXCELLENCE

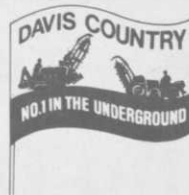
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Davis Fleetline 70+4 with P-80 Line-Layer pulls in pipe for automatic irrigation system on hallowed turf at St. Andrews Golf Course in England, where game of golf was invented.

Davis Mini-Sneaker plants telephone lines on the private Sun Meadows Golf Course, 25 miles south of Houston, Texas. Play was not interrupted for resident golfers.



doing something about it.

DAVIS

For More Details Circle (101) on Reply Card

Many golf superintendents still feel it is a losing battle to try to control *Poa annua*.

Those who have had the privilege of maintaining perfect stands of turfgrasses free of *Poa annua* can appreciate the need and desirability of maintaining stand purity. On putting greens it creates an uneven putting surface, and the prolific seedhead development is unsightly.

Dr. V. A. Gibeault, University of California, Riverside, in a recent publication sums up *Poa annua* in

greens. Grasses mowed between 3/16 and 1/4 inch in height frequently will not withstand this treatment. Bensulide (Petasan, Pre-san, Prefar) has given best control of *Poa annua* under putting green conditions in our tests for the last four years.

the normal practice of applying 15 pounds active ingredient per acre once a year, which was the original recommendation, does not work. Tricalcium arsenate has been recommended in the midwestern area for some years and excellent results re-

free of *Poa annua*, a relatively successful system.

From this study, it can be concluded *Poa annua* can be controlled with Bensulide, a relatively harmless treatment on putting green turf, if diligently and accurately applied. Other pre-emergence herbicides are currently being investigated to determine both efficacy in the control of *Poa annua* and their phytotoxic effects to bentgrass turf.

Post-emergent chemicals. Whether Tricalcium arsenate and Bensulide had a direct effect on established *Poa annua* plants was not necessarily determined from our tests.

It is felt the Tricalcium arsenate did weaken and kill mature *Poa annua* within the first year, and it is possible Bensulide, at the rates applied, had some post-emergence effects as well. It is felt, however, that many of the *Poa annua* plants simply lived out their life and disappeared, and without new seedlings to replace them, resulted in a relatively *Poa*-free turf.

So far, no other post-emergence herbicides have appeared that will selectively remove *Poa annua* from established bentgrass, bluegrass or fescue turf. One new material that has not been labeled nor marketed has shown some promise in this direction and is being actively pursued.

It is a known fact the manipulation of sulfur and phosphorous levels is extremely important in both pre- and post-emergence control of *Poa annua*. Results of seven years of applications of sulfur on putting green bent at our Station has demonstrated variable effects on *Poa annua* populations. When sulfur was applied at 1.15 pounds per thousand square feet annually (50 pounds an acre), all turfgrasses were apparently equally stimulated and *Poa annua* actually increased.

However, when the sulfur was increased to 3.45 pounds per thousand (150 pounds an acre), *Poa annua* was significantly reduced, and especially with variable combinations of phosphorus fertilization. The highest level of sulfur reduced *Poa annua* at the highest level of phosphorous application (four pounds P₂O₅ per thousand square feet per season), but was highly significant in plots where no phosphorous was applied.

Poa Annua: Is It A Losing Battle?

by Dr. Roy L. Goss
Washington State University

this way: "If a turfgrass stand has from zero to 40 per cent *Poa annua* present, the chances of removing it and stimulating the more desired species by cultural and chemical approaches are pretty good. Therefore, it can be considered a weed. If the turfgrass location has from 60 to 100 per cent *Poa annua* perhaps it is not such a bad species after all. Total renovation may be out of the question, so let's consider annual bluegrass a friend and learn to live with it. If the turfgrass location has from 40 to 60 per cent *Poa annua*, the decision must be made whether to take steps to eliminate it or take steps to foster its growth."

I subscribe to this summary made by Dr. Gibeault. Consider then some of the cultural and chemical methods by which *Poa annua* can be controlled or eliminated.

Pre-emergence control. Many chemicals have been tested in research programs at the Western Washington Research and Extension Center at Puyallup for control of *Poa annua* in both putting green turf and lawn type turf.

Not all chemicals for pre-emergence control are equally effective under all systems of management. Many of our pre-emergent chemicals are not registered nor recommended for use on putting

ported from many locations. The problems associated with Tricalcium arsenate, however, make many superintendents very skeptical about its use. One has to be extremely careful if soils tend to be too wet or poorly drained, and other factors can affect the activity of arsenic as well, including phosphorus levels.

Bensulide and Tricalcium arsenate were the basis for a four-year study at Puyallup to determine their affect on *Poa annua* control on Highland bentgrass maintained as putting green. Plot evaluations made on Aug. 20 reveal all plots treated with Bensulide at 15 pounds an acre annually averaged from 47.5 to 65 per cent *Poa annua* in the plot area.

Bensulide, however, applied at 15 pounds an acre initially followed by repeat applications of three pounds active ingredient per acre every three months has maintained plots with less than 10 per cent *Poa annua* after the first two year's treatment. The initial populations of *Poa annua* in this particular instance was over 40 per cent of the plot area.

Tricalcium arsenate applied at the rate of 18 pounds of product (Chip Cal granular) over a four-month period, then maintained with two pounds of product in May and October for maintenance levels have maintained plots nearly 100 per cent

The most significant decrease in *Poa annua* in all plots was found where only six pounds of nitrogen per thousand square feet per season was applied and where no phosphorous was supplied to the grass. Plots receiving six pounds of nitrogen, four pounds P²O⁵ phosphorous, and 1.15 pounds of wettable sulfur per thousand square feet per season had extremely high populations of *Poa annua* as compared with those receiving the highest level of sulfur with or without phosphorous; although the plots that received no phosphorous were nearly 100 per cent free of *Poa annua*.

Plots receiving 20 pounds and 12 pounds of nitrogen per thousand square feet per year with P and no P responded similarly to those receiving six pounds of nitrogen, although *Poa annua* populations are slightly higher in these higher nitrogen-treated plots.

Topdressing and reseeding program. Dr. John Madison has pre-

sented an approach to putting green quality improvement and the elimination of *Poa annua*. His data indicates frequent light topdressings combined with balanced nutrition can significantly reduce or eliminate *Poa annua* under putting green conditions.

The program he has outlined also calls for elimination of aerification. The holes left after aerification become planting sites and establishment routes for *Poa annua*.

Other *Poa annua* control possibilities:

- Use of vigorous varieties. Many of our highly stoloniferous bentgrasses are vigorous enough to provide a dense turf that resists *Poa annua* invasion. These should be closely analyzed. One hundred fifty-seven different bentgrass cultivars are being observed at the Puyallup Station for any such traits.

- Overseeding. Superintendents who provide bentgrass seed to establish turf increase the possibilities of maintaining higher bentgrass

populations or other grass populations as well. This constant replenishment of seed supply will produce some competition for the abundance of *Poa annua* seeds produced.

- It is essential to control turfgrass diseases to help keep down *Poa annua* populations or eliminate it. Spots killed or severely injured by turfgrass diseases are excellent establishment sites for this weed.

- Balanced nutrition. If you wish to maintain good stands of *Poa annua*, maintain high phosphorous levels and adequate nitrogen; but if you wish to eliminate *Poa*, you must severely reduce phosphorous applications and maintain good nitrogen, potassium and sulfur levels.

- Make no mistakes in judgment that will injure or otherwise kill your turf.

One final caution should be made. If you are practicing overseeding, do not apply pre-emergence chemicals unless judicious timing is worked out. □

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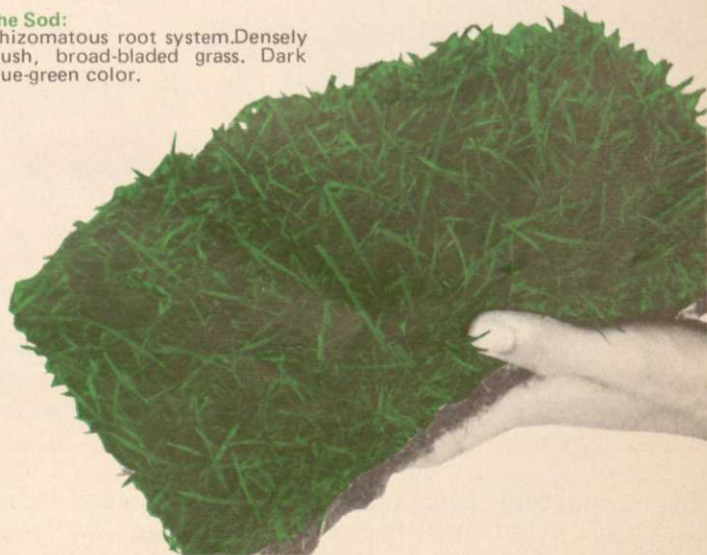
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NEW PRODUCTS

LIL' DAVID long iron, the introductory product of the new company, Lil' David Gawfe Tools, Inc., is a specialty iron, with long-hitting features of a wood, according to the manufacturers. The manufacturers said the club is designed to strike the ball 200 to 230 yards and yet provide the golfer the feel, the accuracy and the ease of a medium-lofted iron. The club has the loft of a 5 wood, is shafted with born graphite, and offers a player advantages for the long fairway shot or par-3 hole.

Circle No. 701 on Reader Service Card

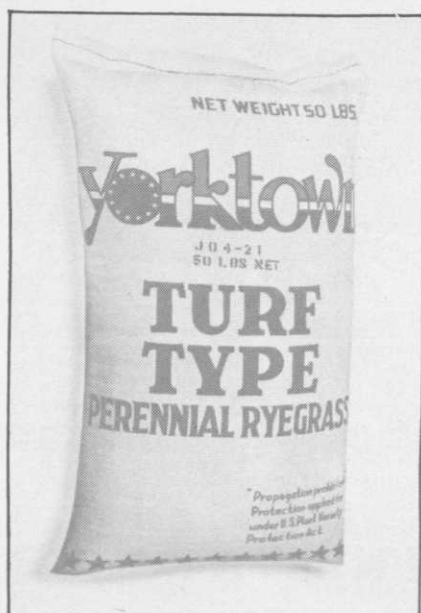
A HOLIDAY GIFT PACK containing a dozen top-line golf balls and a bottle of men's or women's Jovan musk oil has been introduced by the PGA Division of Victor Golf. The men's gift pack is available with either Ryder Cup II balata-covered balls, or Par Ex Surlyn balls. The women's pack contains a dozen Lady Pastel golf balls — four blue, four pink and four yellow. The package is named "The Legal Limits" to stress the point PGA golf balls are right at the USGA's legal limits for size, weight and initial velocity.



Circle No. 702 on Reader Service Card

LOFTS Pedigreed Seed, Inc. has announced Yorktown, a new turf type perennial ryegrass that will soon be available to golf course superintendents. The new variety is extremely rugged and can take unusual

stress, according to the manufacturer. The manufacturer also said one of Yorktown's features is its excellent mowing characteristics. Seed for testing purposes is currently available.



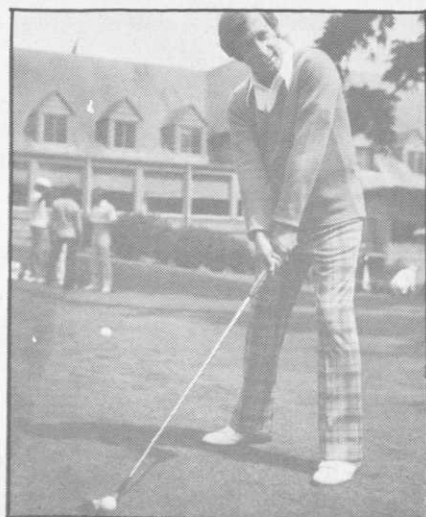
Circle No. 703 on Reader Service Card

A TREE STUMP remover, Stump-Razor, has been announced by the Lawn Equipment Division of Hesston Corp. The new unit offers a method for one man to remove any size tree stump or runner root standing less than five inches above ground, eliminating chopping, sawing and digging. Six individual cutting teeth on a rotating head shave stumps down to six inches below ground level, leaving nothing but a neat hole in the ground that is easily filled.

Circle No. 704 on Reader Service Card

GOLFER DAVE MARR tees off wearing clothes from Jantzen, Inc.'s 1975 Open Golf Line. The plaid doubleknit trousers are priced at \$14.25 and feature half top pockets, two Reece back pockets and pointed but-

ton extension waistband with belt loop. The placket shirt is priced at \$7 and features a textured 100 percent polyester knit, short hemmed sleeves and one-button flap chest pockets. The doubleknit V-neck sweater is priced at \$18.75 and features long piped rib sleeves and a pipe rib bottom.



Circle No. 705 on Reader Service Card

A ROTOR POP-UP sprinkler head has been introduced by the L. R. Nelson Corp. The Green Shield-3 features a vandal-resistant design, a protective four-inch diameter green rubber shield and quiet operation. The new head covers wetted diameters up to 72 feet and capacities of full- and part-circle patterns are sized to provide proportional flow rates.

Circle No. 706 on Reader Service Card

A FREE RACK to merchandise golf and tennis socks from Ster'l Dri Corp. is now available. The manufacturer said the clothes inhibit both bacteria and fungus growth and wear drier and more comfortable on the feet. Three weights of golf and three weights of tennis socks, plus women's peds, are available for pro shops.

Circle No. 707 on Reader Service Card

JOCKEY International, Inc. has introduced a line of golf and tennis men's wear created by designer Alexander Shields. Jockey's active sportswear, which will be sold in pro shops, features striking colors and vivid combinations, an Alexander Shields trademark, on shirts, shorts, sweaters, jackets, pants and socks. The golf and tennis collection includes three groupings, of which the first, "Wisp-Aire," builds on Jockey's open-weave, "air-conditioned" stylings. Included is a variety of fashion eyelet mesh golf and tennis shirts with various contrast color tipplings. The shirts — 19 styles in all — are designed for wide-open comfort on the tennis court and golf course, with sleeveless styling, box-flare collars, zipper fronts, one-piece dolman sleeves, hemmed cuffs and squared-off bottoms for wear inside or outside tennis shorts. Jockey's "Wisp-Aire" shirt styles will be retailed from \$9 to \$18. The golf and tennis group includes a range of cardigan, sleeveless, and pullover sweater stylings, priced from \$13 to \$20; solid- and high-fashion tennis shorts, priced from \$12 to \$19; jackets at \$16; lightweight terry-cloth and doubleknit warm-up suits, \$32 to \$48; and a variety of color-coordinated golf and tennis hose at \$2 to \$2.50. More traditional styling is available through Jockey's "Power Serve" tennis knits, the second segment in the line, with shirt retail prices of \$9 to \$16. Jockey's "Stroke Easy" knits, the third category in the collection, are offered in highly absorbent, all-Durene lisle cotton.



Circle No. 708 on Reader Service Card

The **FRED PERRY** line of tennis shoes from Charles A. Eaton Co., features the pictured canvas V-Vamp style T104. The shoe is of 100 percent heavy-duty cotton canvas duck. It features nylon innersole, one-piece all-surface sole construction, full soft tricot lining and padded collar and tongue. There is a raised heel for better balance. There are other styles for both men and women.



Circle No. 709 on Reader Service Card

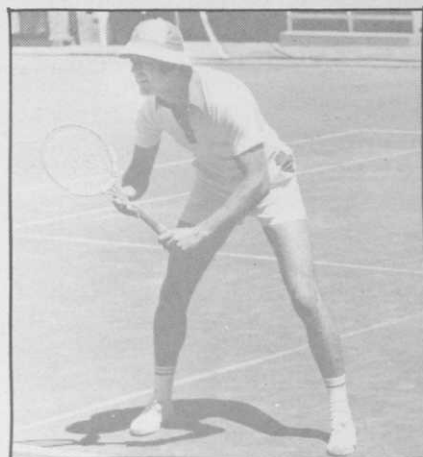
HAYMAKER ladies' sportswear has introduced a new line of tennis fashions. Pictured is a 100 percent Dacron jacket that comes in white with red and navy zipper at a retail price of \$28 with sizes from 6 to 16. The skirt is 100 percent polyester, comes in white only, is priced at \$22 and comes in the same sizes. The shell is 100 percent nylon, comes in lime, white, navy, butter, grotto, coral, petal and red, is priced at \$8, and comes in sizes 34-40.



Circle No. 710 on Reader Service Card

IZOD Men's sportswear also has introduced a new tennis fashion line. The pictured shirt is 50 percent

Dacron and polyester and 50 percent cotton, is washable, comes in all sizes, comes in colors white/navy; white/frost blue; white/frost yellow; white/Augusta green; and white/melon; and is priced at \$15. The shorts are of 100 percent textured polyester, come in the same colors, come in sizes 28-44 and are priced at \$20. The hat is 100 percent cotton, comes in white/navy; white/Augusta green; white/blue; and white/red; and is priced at \$7.



Circle No. 711 on Reader Service Card

The **MARGARET COURT** line of tennis fashions from David H. Smith, Inc. features the pictured muscle sleeve T-shirt inscribed with the word "love" in 100 percent banlon nylon in sizes 6-16, white with navy letters at a price of \$9.75. The skirt features an off-center zipper with a polka-dot heart-shaped pocket bordered in polka-dots in sizes 6-16 in white with navy trim at a price of \$11.75.



Circle No. 712 on Reader Service Card

COMMUNICATIONS *from page 50*

Employe relations: Fairness, consideration, understanding and well-earned praise are only a few of the virtues a superintendent should show towards his staff. In appreciation of the year's time-consuming toils, I normally give the men parties after each member-guest tournament and at Christmas, along with Christmas presents for the three permanent employes.

Local and national press: The only way to get to know individual sportswriters is to take it upon yourself to do it. This can be accomplished by making your presence known around the scoreboard at major tournaments, sending in any meaningful club improvements to your local paper, publication and results of any chapter meetings and tournaments held at your club, along with an invitation to the sportswriters to attend these functions.

On several occasions I have had stories and pictures on various accomplishments, including the successful passing on the certification program. Contributing articles

and other interesting bits of information to the many trade magazines we have is one way to achieve national exposure.

Member participation: By this I mean giving talks at both men's and women's opening and closing golf tournament luncheons, attendance at social functions for major tournaments, participating in varied sport committee meetings and making one's self available to the members on Saturday and Sunday mornings in the grill room or pro shop.

Actively participating in these functions, or just plain mingling at social affairs, is one of the best ways to sell yourself to the membership. Clubs that neglect to have their superintendent participate are doing themselves and us a great injustice. Having nearly full membership privileges, I attempt to take part in all sport activities; in this way I can get a first-hand view of any problem areas in each particular sport; thus hopefully, correcting would-be complaints before they originate.

Monthly club newsletter: By far, my monthly newsletters have been

my biggest attention-getter, and the most beneficial and informative communications device that I use. Superintendents who do not take the time and energy to carry out such a publication I feel are missing a great opportunity.

The goals of any newsletter should be to better keep members informed on monthly routine and special work schedules; a type of appointment book to remind the superintendent to carry out the stated work and project schedules, a defensive explainer of unusual course setbacks, a subtle reminder of present accomplishments and as a device to upgrade your professional image as a turfgrass manager.

If one can converse intelligently with his chairman and members on the problems and doings of his course, he can most certainly transfer these conversations to paper for the benefit of the entire membership to read. Help on the proper techniques, or writing and grammar can be obtained by seeking advice from professional secretaries, teachers, etc. □



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3M Enters Graphite Market with Carbonite

For more than a couple of years, graphite has been looked on as golf's fiscal fancy. Many in the game have viewed it as an expensive aid to a few more yards on their drives or the answer to the spray hitter.

Like many things, graphite has never been totally accepted for one reason or another, the another being the price. Golfers have waited for the prohibitive cost of the shaft to decline, but graphite still retains an elite price and is a major expense item for the average golfer.

Recently, 3M Company in St. Paul, Minn., came into the graphite shaft business and the result has given added credibility to the industry.

Minnesota Mining and Manufacturing thus has entered into graphite with the acquisition of Carbonite Corporation.

Through action of its board of directors, 3M has made a decisive move into the leisure time field. They named a special division, 'Leisure Time Products', and Carbonite is included. Under the guidance of division head, Lew Jewett, the new section has also ventured into the fishing rod field.

Laboratory supervisor for the division's projects is Cecil Jacobs and after a service career, which included experience in graphite related materials for aerospace, the Iowa native is the LTD's top tester.

With several companies already in the graphite field, 3M seems aware of a competitive market and with its access to the raw material for the shafts, Pre Preg, plus its marketing abilities, the three billion dollar firm is ready for its new venture.

"We feel that our arrival into the industry will strengthen the market," Jacobs told GOLFDOM in an exclusive interview in his office in the 3M complex in suburban St. Paul.

Although it is difficult to ignore 3M's success in other business endeavors, Jacobs observed that his firm is not out to necessarily reduce the profits of competitive manufacturers.

According to 3M, high quality will be the rule for its Carbonite line, as in all the company's endeavors.

"Marketing a 'Cadillac' shaft is our goal here. We will keep the same price as always. We feel that Carbonite has established itself as a top shaft and the fact that 3M owns the company is incidental. We expect these shafts to sell themselves," Jacobs noted.

Keeping a low profile in the future advertising of the shaft, 3M is playing down a massive corporate image, but realizes that profit won't materialize overnight.

Jacobs is convinced that graphite is here to stay and the shaft won't disappear from pro shop shelves.

In essence, 3M will gear its advertising toward the club member and continue to merchandise its shafts through pro shops as Carbonite did.

3M thinking is that graphite shafts are for the persons who need to add distance to their swing.

With this in mind, the fact that many pros do not utilize graphite because they can do equally well without, will influence Carbonite advertising.

For this reason, Carbonite will not solicit testimonials from PGA players, but will gear the 3M line through club pros.

Getting the pro to stock the expensive Carbonite shaft constitutes the marketing program for 3M.

Jacobs is convinced that his firm's complete \$1,400 set of shafts will sell, but recognizes that club pros are the key to marketing.

"Certainly, many pros resist graphite because it does little for their game and some aren't sure what it is. Trevino and Nicklaus both have sets, but do not play with them on the tour.

"Looking at the club, we feel graphite is for the average male or female player. This shaft is designed to assist the high handicapper," stated Jacobs.

Even though, Carbonite will not solicit male pros for endorsements,

the company has several LPGA standouts that back the shaft, including Sandra Haynie.

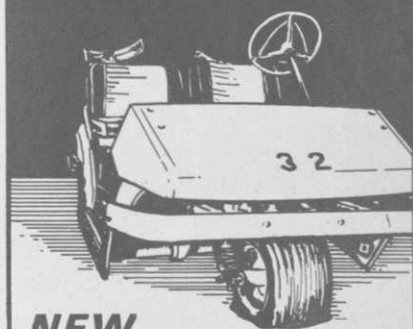
Carbonite has also put together a modest display unit that club pros can utilize to aid prospective buyers. The stand includes 10 shafts and a pair of woods.

In Jacobs' specialty, he demonstrates the technical aspect explaining that graphite gives the best control of any shaft because it's lighter and when the ball is hit the club will not open up.

Not anxious to overwhelm its competitors, 3M looks to the shaft business as a new field, even though they have dealt with the shaft's raw material for several years. Determined to stay out of the discount houses, 3M looks at Carbonite as a pro line that will offer players quality that they cannot get with other shafts.

Stature has always been a 3M watchword, which the Minnesota firm expects to extend to their endeavor in the golf industry. □

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NEWS OF THE INDUSTRY

Pro Shop Credit To Be Cut?

Industry sources have indicated a long romance might finally be on the rocks. Several manufacturers and distributors say pro shops might have a more difficult time obtaining credit on accounts if present trends continue. Many shops, some suppliers say, have become delinquent in their payments and companies are beginning to reevaluate their feelings toward pro shop merchandising.

"There is a real problem in collecting accounts right now in the business. A bad account stops my cash flow and hurts business all the way around," a California distributor recently told GOLFDOM.

Another West Coast equipment manufacturer related that some accounts his company handled were more than five months behind. With this ever-increasing problem, some manufacturers are seriously con-

sidering curtailing pro shop marketing and are taking a long look at the possibility of going toward discount houses on a more extensive basis.

Since the downtown discounter can handle the volume of mass merchandising, many manufacturers look to him as a sure bet to be able to pay the bills on time.

Although changing attitudes do prevail in the equipment business, there is reason to believe that manufacturers will desert the pros only as a last alternative.

"Pros have been the backbone of the equipment business for many years, it's tough to let an old friend go," a U.S. distributor recently remarked.

Old partnerships die hard, but certainly a new trend in equipment merchandising might be on the horizon.

Education Council to Meet At New Orleans Turf Show

The second meeting of the newly formed Educational Advisory Council of the Golf Course Superintendents Association of America will be held at the GCSAA's International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

Eight of the country's leading turfgrass educators gathered at GCSAA headquarters in Lawrence, Kans. recently for the first meeting of the council.

The council represents the first opportunity GCSAA personnel and members of the academic community have had to assemble and consider all aspects of a golf course superintendent's educational needs.

Invited to join the council, review the educational programs of the Association and recommend appropriate actions to further educate

the nation's superintendent's, the members represent all facets of the technical profession through their various academic disciplines.

Coordinating the activities of the council was GCSAA director of education Bill Knoop. Present for the meeting were: Dr. James Beard, Michigan State University; Dr. Jack Butler, Colorado State University; Dr. William Daniel, Purdue University; Dr. George Estes, University of New Hampshire; Dr. John Hall, University of Maryland; Dr. Al Turgeon, University of Illinois; Dr. Coleman Ward, Mississippi State University; and Dr. Vic Younger, University of California, Riverside. Unable to attend the meeting was Dr. Herbert Cole, Jr., Pennsylvania State University.

Representing the Association's elected executive committee was Director Richard Malpass, chairman of the executive committee and

superintendent at Riverside Golf and Country Club, Portland, Ore.

During the two-day meeting the council reviewed the educational program planned for the New Orleans conference, the new pesticide applicator's seminar study manual and other educational materials. It also discussed the overall GCSAA educational program and reviewed future needs of the superintendent.

Chris Schenkel, ABC sports commentator, will be keynote speaker at the annual conference. Concurrent sessions will be held focusing on various areas of education for superintendents. Over 5,000 persons are expected to attend, and there will be more than 110,000 square feet of exhibit space.

There will also be a series of seminars during the pre-conference weekend. There will be classroom sessions with about 50 students each in such areas as pesticides, financial management, etc. The GCSAA will also offer its certification examination at the conference.

National Golf Foundation Announces 1975 Seminars

The National Golf Foundation will conduct three seminars for teachers during the summer of 1975, according to Lorraine Abbott, NGF director of educational services.

Two of these seminars will be designed for persons with beginning level experience, with academic credits offered by respective host institutions: Longwood College, Farmville, Va., June 22-27; and Stephens College, Columbia, Mo., Aug. 10-15.

The third seminar is designed for teachers with advanced level experience and is scheduled July 20-25 at Pine Needles Lodges and Country Club, Southern Pines, N.C.

All three seminars last five days, encompassing 40 hours of instruction with emphasis on the methods for golf instruction and golf program organization.

As in the past, sessions will be conducted by the NGF consultant staff, with guest presentations by some of the most prominent teachers in the game.

Jim Flick, Bill Strausbaugh and Gary Wiren have been confirmed as keynote instructors thus far.

These seminars are a part of the Foundation's program to upgrade the teaching of golf in the nation's schools and is part of its five-year plan to assist 30,000 teachers by 1978. Interested teachers and coaches should write for brochures and application forms to NGF, 707 Merchandise Mart, Chicago, Ill. 60654.

'Problems of The Economy' Is CMAA Vancouver Focus

Plans for the Club Managers Association of America annual meeting Feb. 19-22 in Vancouver, British Columbia, are already underway on the heels of a successful first annual Symposium held last month in Glen Cove, N.Y.

The general theme of the February meeting is what the manager should know about the national economy and its problems, how the economy affects the manager's operation, and how the manager should face his problems and solve them.

The CMAA is expecting a turnout equal to the 1,500 that attended its meeting last year in New Orleans. Speakers are still being lined up for the meeting, and there are hopes of getting representatives of organizations in other countries to give CMAA members insights to club operations around the world.

Twenty-two members attended the first annual Symposium last month. They were broken into two groups of 11 for intensive work with the faculty members. One of the high points of the discussions was Dr. Porter S. Crow's analysis of power relationships within individuals and groups, and how the club manager can use these relationships to his advantage. Crow is associated with the U.S. Chamber Institutes for Organization Management.

Wage Law's Second Stage To Begin New Year's Day

As if things weren't tough enough on some clubs, the thoughts of increased payrolls due to Congress' new minimum wage laws is something new.

Reaction to the next phase of the Senate's Bill S 2747 which will shift another gear on New Year's Day and raise hourly earnings to \$2.10, have

club management scratching for answers to the additional money squeeze.

"If we have to meet these new wage structures, it's obvious that we'll have to make up the money somewhere else. I think everyone knows where that somewhere else is too," a Midwest pro recently told GOLFDOM.

There are still a lot of questions that need to be answered about the new laws, including the employment status of caddies. There is still concern on whether the Wage and Hour Division of the Department of Labor will rule that caddies are indeed employees of clubs and not 'individual businessman', as has been the case in the past.

Expanded Pension Program: Clarke

William Clarke will step down as president next month at the professional Golfers Association 58th Annual Meeting in Honolulu, and he recently took time to reflect with GOLFDOM on his formal years with the organization, and where he thinks it is headed.

"For the future of the PGA, I think we have to look at an expanded pension program because only a handful of our members have a pension, and that is out of 7,500 members. This is why pros work forever, they have no pension to look forward to.

"We have to produce more jobs for the young men we are turning out that are qualified to be head pros. Right now there are just not enough jobs.

"The PGA employment phase is important too. We will almost have to become involved in the contractual agreements pros have with clubs; not by the way of unions, but through standardization, and more workshops in various sections of the country to get this kind of standardization we are talking about.

"Something that we have worked hard on and still needs constant prodding is the educational program where we teach such things as how to work against discounters. In this area, we have to make it known that we are truly professional people. I think this is the key, and the educational program can help us with this.

"For the PGA tournament pro-

Taking that into account along with the fact that the bill also puts a limit to the amount of fulltime students allowed, the labor pool will be affected and cause added problems for burdened management.

With spiraling costs becoming more and more obvious in the industry, pros might be forced to emphasize the pay aspect of the game instead of the play.

Record-Breaking Attendance Expected at Disney PGA Show

Early estimates indicate attendance will top last year's totals of 200 exhibitors and 420 spaces at the PGA

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gram I would like to see the second tour broadened. There are a limited number of spots on the pro tour, and we need a place to develop the young ones. The only players coming up today that can handle the pressure are from the colleges, just like football. A player like Ben Crenshaw is a seasoned veteran because of the major events he played while in college. I think our commissioner Deane Beman is well aware of the need for this expanded second tour.

"The PGA has taken me away from my club for about 125 days a year for the past five years, and it was getting very time-consuming. My home club always has to come first."

New officers for the PGA will be elected at the meeting Dec. 3-6 at the Regent Hotel. It is expected Secretary Henry Poe will move up to president and Treasurer Donald Padgett will move up to secretary. There are a number of candidates to fill Padgett's post.

The Vardon Cup will also be presented to the Club Professional Player of the Year at the meeting. It will go to the club professional who compiles the best combined performance in the Club Professional Champions and National PGA Championship.

The recipient will also receive an additional prize of \$1,000 and all expenses covering his trip to receive the cup in Honolulu. The award is given by Victor Golf Co., Morton Grove, Ill.

NEWS

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Merchandising Show to be held Jan. 26-29 near Orlando, Fla.

More than 4,500 persons are expected to attend the show, and private rooms may be available for companies on the waiting list to attend the show.

Headquarters for the show being held for the first time indoors are Contemporary Hotel Resort Complex about 15 miles southwest of Orlando, in Disney World.

It is expected many pros will combine business with pleasure because of the family attraction of Disney World, and the abundance of accommodations in the area.

Equipment, Softgoods Execs Eye Better Golf Promotion

Organization of separate committees for golf softgood manufacturers and discussion of the upcoming decision on the overall distance standard for golf clubs and balls were the main topics of concern at the fall meeting of the club and ball manufacturers last month.

The manufacturers met with other sporting goods industry executives in the Rancho Bernardo Resort near San Diego, Calif.

"We are trying to bring shoe, softgood and other manufacturers connected with the industry together to work more in conjunction with our organizations and the National Golf Foundation," according to James R. Butz, president of Victor Golf Co., Morton Grove, Ill., and president of the club association.

"We feel that the NGF is our number one arm for promoting the industry, and feel it is important for all of us to be working together," Butz said. He said preliminary meetings were held to get things started, and further work will be done in the future.

Butz said there was also quite a bit of discussion about the USGA overall distance standard that is to be decided early next year. Ball and club manufacturers feel it might take longer than originally thought to get a workable standard, but are impressed with the spirit of cooperation between the USGA and industry executives, unlike the past in many cases.

The annual meeting of the Sport-

ing Goods Industry associations will be April 20-23 in Dorado Beach, Puerto Rico, at the Cerromar Beach Hotel. Representatives of the USGA will be on hand to discuss technical standards.

The Golf Ball Manufacturers Assn. and the National Assn. of Golf Club Manufacturers are based in Chicago.

Arizona Club Owner Hosts Ford, Echeverria

Harry C. Pollock, owner of Tubac Valley Country Club north of the Mexican border in Arizona, is probably wondering what to do for an encore after recent events at his course in the past few months.

First, his club pro, PGA member Denver Cawdill, ran for governor on the Democratic ticket in the state, but was defeated in an early September primary.

Then American Airlines came out with a brochure naming his course as one of the 50 "greatest" golf courses in the world.

To top it all off, President Ford's historic meeting with Mexican President Luis Echeverria late last month was held at his club.

"Our club is one of the most beautiful places in the area," Pollock told GOLFDOM, "and it was ideal for protection purposes because it only has one road into the club for miles."

Pollock said his staff had nothing to do with setting up the meeting. Members of the White House staff showed up one day to ask permission and got it.

Pollock said that Ford's appointment secretary, Warren Rustand, is a native of the Tucson area, and often plays the Tubac course, and this is probably where the idea came from.

Pollock said there were about 200 persons from the White House at his club, about 100 of whom were security forces. There were also 300 members of the press corps that had to be accommodated.

Ford and Echeverria took over Pollock's home, which is on the course grounds, and Pollock's staff put together a buffet luncheon for all of the visitors, under the direction of a White House chef.

New Orleans 'Pro-Only' Suit Finally Gets Day in Court

After a three-year wait, a Federal Court in New Orleans began its hearings into the much-heralded Golf City anti-trust suit, Oct. 25. Six golf equipment manufacturers and the PGA are defendants in the suit, filed by the Crescent City golf merchandiser.

Golf City had charged that the companies have allegedly denied access to the "pro-only" lines of equipment through an agreement, written or otherwise, in which manufacturers decided that only pro shops would market the items.

Judge James A. Comiskey is hearing the case in his New Orleans courtroom, since Golf City had waived a jury trial. Head counsel for Golf City is Henry L. Klein, a 30-year-old Tulane University graduate, who will be pitting himself against some top corporate law talent in a trial which could go beyond January.

Commenting to GOLFDOM on the case, Klein noted that the suit was not filed to do away with "pro-only" lines, although he conceded that many in the industry look at a losing verdict as a severe blow to that type of merchandise. "Even if we win this case," said Klein, "I don't see the 'pro-only' lines collapsing and companies forced to sell their clubs to discount stores."

A member of the board of directors of Golf City, Klein is also involved, as an attorney, in another manufacturers suit in Chicago. Morris H. Mages, a Chicago sporting goods dealer, has filed suit against several manufacturers, stating that the companies' restrictive merchandising policies have cost him at least \$280,000 annually.

Tennis in Spotlight At New York Sport Show

A tennis business seminar and a tennis fashion show were highlights of the International Sporting Goods Exposition held in New York last month.

Basics of the tennis business — from store layout to customer satisfaction — were encapsulated into a