

one-hour seminar which 300 people attended.

"Price, convenience and selection are no good unless you let people know about them," said J. W. Wilson, Weston, Mass., as he discussed various methods of promoting a pro shop.

Some of his suggestions were "if you sell clothing, wear the newest styles and colors," use new equipment, place announcements of new fashion and/or equipment arrivals and sales in the club newsletter, lockers, bulletin board and lobby.

Some of the points brought out in the tennis fashion show were the tremendous increase of tennis apparel manufacturers in recent years. There are about 200 today.

"As a result," said Norman Thier, buyer for Herman's World of Sporting Goods, Carteret, N.J., "it is now much more difficult and time-consuming to make the proper choices. On the plus side, the competition is forcing our vendors to become more innovative and try just a little bit harder."

He said it is vital to see as many lines as one possibly can and to look for three basic ingredients when selecting suppliers: the manufacturer that is totally committed to tennis fashions, one who is imaginative with style, design, colors and fabrics, and resources that are fairly priced and delivered when promised.

Color trends and fabrics also occupied an important segment of the fashion seminar.

"Until recently," he said, "we had either all white or white a little bit pregnant with colors. The baby was finally born and today color-smashing forehands, backhands, volleys and aces are all over the courts."

In fabrics, he pointed out that 18 months ago, 100 percent doubleknit polyester was used almost exclusively; today, the variety seems endless with polycrepes, cottons, lycras, nylons, cotton-backed dacrons, texturized polys and acrylic knits taking over.

As for the warm-up suit, Thier said, "It has been re-styled, re-colored and re-born and everyone is wearing them." He indicated we can expect to see them on the street as well as on the court.

Sugar Cost Up; Coffee Down; Beef Price Cut By Grading?

Recently proposed changes in Federal beef-grading standards could lower club managers' meat bills, but don't count on it.

Other watchwords for the managers are: the price of sugar will probably continue to go up, and the price of coffee down.

The proposed beef changes announced recently are aimed at reducing the cost of producing beef and providing leaner, less expensive meat. Industry and government officials say this would occur by reducing the fat required in carcasses that receive the top grades of U.S. Prime and U.S. Choice.

Under existing standards, it is presumed a certain amount of fat, or marbling, assures tenderness. The proposed standards would reduce the time animals spend in feedlots consuming increasingly costly grain, and thus reduce price.

Meat-industry analysts say these standards could result in average savings at the retail level of five cents a pound. But there are many who dispute the assertion that lower beef prices will result.

The thrust of critics' charges is that the proposals will result in a lot of beef currently rated good being sold as choice beef at the higher beef prices.

Hearings on the proposals began last month by the Agriculture Department. The new rules could become effective as soon as February.

The price of raw sugar has more than tripled in the past year, causing sharp jumps in the cost of sugar for restaurant use and in the cost of hundreds of products made with the natural sweetener.

"At the rate price increases are coming through I hate to hazard a guess as to what we will be paying for sugar in coming months," one club manager told GOLFDOM.

Demand for sugar has escalated in recent years both because of population growth and increases in the standard of living around the world. The United States only produces about one-half of the sugar it consumes, and must compete in the world market for the rest. As the economics of developing nations grow, people have more spendable income and they begin consuming

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NEWS *continued*

more sugar and products which contain sugar.

Many major coffee companies cut prices five cents per pound last month, the second cut in two months. Prices were cut three cents a pound in August.

The reduction was in response to competition and lower green coffee prices, a spokesman for Maxwell House Division of General Foods Corp. said.

Michigan Section of PGA Winner of Graffis Cup

The Michigan Section of the PGA is the first winner of the Graffis Cup — a perpetual trophy honoring the PGA section that contributes the most money on National Golf Day.

Top contributor in the section was Royal Oak Country Club, Royal Oak, Mich., with Don Soper leading with \$6,102. The club contributed \$16,887.

The Nebraska Section, smallest of the 38 sections, was second with

\$10,360. Florida Section was third with \$10,434. Individual leader was Max Crouch of Omaha Field Club with \$8,024. Total contributions were \$154,444.

The Graffis Cup is named in honor of Herb and Joe Graffis, founders of GOLFDOM.

Maryland Agronomist Named To PGA Tournament Staff

Allan MacCurrach, 35, of Gaithersburg, Md., has been named agronomist for the PGA Tournament Players Division.

Commissioner Deane Beman said MacCurrach "will conduct advance sponsor visits to advise in course conditioning and maintenance."

MacCurrach's position is a new addition to the TPD staff. "Through this position we expect to further our goal of constantly upgrading the conditions of play in tournament golf," Beman said.

MacCurrach is a graduate of Burdett College in Boston and has an

A.S. degree from the Stockbridge School of Agriculture at the University of Massachusetts.

He has been associated with a number of golf clubs, most recently the Chevy Chase Club, Chevy Chase, Md., where he has been employed since 1966.

He is a certified member of the Golf Course Superintendents Association of America and the Mid-Atlantic Association of that organization.

He is a licensed tree expert in Maryland and holds one of two pesticide consultant licenses ever issued by that state.

PGA Employment Service Aids Members and Clubs

Bringing together the country club manhunter and the job-hunting golf professional is the function of the revitalized PGA Employment Service which in two years has issued 34 job placement bulletins and helped fill vacancies in scores of golf shops.

A PGA professional seeking a new position may register with the service for a \$25 fee. This entitles him to receive the service bulletin that is issued periodically at an average annual rate of one a month.

These are issued more frequently during the winter months when most golf professionals are seeking placement or change of job before the opening of the traditional spring golf season.

Since the PGA executive committee breathed fresh life and vigor into the service in 1972, a total of 133 job vacancies have been posted with Don Smith's office. He is PGA administrative assistant who supervises the service.

These included openings for 65 head pros, 64 assistants and four golf directors. Job openings come to Smith's attention through direct request from club official or through PGA section correspondence in the columns of the PGA magazine, The Professional Golfer, and other golf publications.

Sewage Sludge to Fertilize? Must Monitor Metal Content

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sludge for fertilizer being talked about at turfgrass conferences more and more these days, a word of caution is noted by a Penn State soil chemist.

Dr. Dale E. Baker says that sewage sludge should not be used as fertilizer until an effective monitoring system keeps track of heavy metals added to soils.

Composition of sludge varies greatly with time and is generally higher in copper, zinc and cadmium than is desirable, Dr. Baker said. Traces of some heavy metals are needed in soil for healthy growth, he said. Nine pounds per acre per year are recommended for zinc, for example. But common sludge increases the zinc in soil to about 200 pounds per acre.

Under low concentrations of heavy metals, Dr. Baker believes sewage sludge can be used safely as a fertilizer for at least three years at rates not exceeding 10 tons of dry matter per acre per year. The "kicker," of course, is the concentration of heavy metals in parts per million of dry matter.

From Penn State experiments, zinc should not exceed 1500 parts per million. Copper concentration should be no more than 750 parts per million. With lead it should not exceed 500 parts per million. Nickel's concentration is considered safe at 150 parts per million.

Colgate Purchases Ram

Colgate-Palmolive Co. has purchased the 25-year-old Ram Golf Corp., Elk Grove Village, Ill., for 800,000 shares of Colgate common stock.

The stock is worth about \$20 million on the current market.

Overall Distance Standard Decision by USGA Delayed

An act of God threw a monkey wrench into the chances of the USGA making any quick decision on its overall distance standard. The organization probably won't reach a verdict on golf's latest equipment debate until spring.

A well-placed bolt of lightning during an electrical storm last September at the USGA testing site at Far Hills, N.J. incapacitated the

group's Tru-Temper testing device. The machine is the vital link in establishing distance capabilities of equipment.

Hoping to stabilize the game, by basing the golfer's success on his ability rather than equipment, the USGA began conducting its extensive examination of equipment to establish a standard for the playing public.

Participating fully in the project, various ball and club manufacturers

have had a hand in determining the formulation of the decision. Various velocity tests have already been conducted at the project site on several popular brands of equipment.

"There has to be some sort of limit that a person can allow a ball to aid their carrying distance. I'm sure that the manufacturers can make a ball that'll go much farther than the ones now, but eventually we have to return golf to the player's skill," USGA Public Information Director

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NEWS

continued

Robert Sommers recently told GOLFDOM.

Sommers indicated that his organization might have some sort of statement on the overall distance standard at executive committee meetings in either May, June or August.

Also included in the announcement is the possibility of where graphite shafts fit into the rule. Several months ago, the USGA began testing the shafts to see whether they would fall into the same category as the balls.

Some skeptics thought that the investigation into graphite might lead to the USGA outlawing the shafts, but preliminary indications from the organization reveal there is no cause for alarm and the shafts are thought of as acceptable for play.

Otis Elevator Back to Work

After a four-month work stoppage,

Otis Elevator's Special Vehicle Division resumed production of its golf car line in mid-October in its Stockton, Calif. plant.

Western Regional Sales Manager James Folkedale told GOLFDOM that the company had a million dollar backlog in orders due to the strike and that the firm would have its work cut out for it to meet demand. Otis is currently marketing a 1975 model, the S 75, an electric, four-wheel car, priced around \$1,900.

Exemption Lost if Club Opens Doors to Public

A recent Internal Revenue Service ruling has indicated country clubs are tax-exempt, but they lose that exemption if they throw open their facilities to the general public.

The ruling involved a country club that had corporate memberships as well as individual.

Because corporate members could designate which of their employees were to use the club, that

was like dealing with the general public, the IRS ruled.

By contrast, if a company merely paid a member's dues for him, that was still a bona fide individual membership.

However, it must be noted that if a club draws less than five percent of its gross receipts from the general public, there is no problem with the club losing its tax exemption.

Corrections

In GOLFDOM's Fashion Preview '75 article last issue, an incorrect price was quoted for the AMF Ben Hogan Co. shirt pictured at right. The correct price is \$20.

Also, the author of "Turfgrass Research: A Management Tool," was incorrectly identified. He is Marvin H. Ferguson.

GOLFDOM regrets the errors.



"Trade" School Pioneered in West

Pioneering the future education of the golf business person, the first school established to train people for management careers will open its doors in January on the West Coast.

Under the direction of professional Charles Pierce, the San Diego Golf Academy will couple a comprehensive academic curriculum in business with instruction in the game and its teaching methods.

"Our emphasis at the academy will be to give our students the best education, in order that they can excel in the golf professional field. To accomplish this, we must give them a well-rounded academic experience," Pierce told GOLFDOM.

Students will run the full gambit in the two-year business program. Pierce's instructors will offer classes in elementary accounting, general business law, office management, speech and human relations in business, food service, salesmanship, communication skills, sports theory and retailing.

Along with classroom work, which will fill at least four hours of

each scheduled day, four more hours will be spent on the golf course, learning the game and attempting to grasp its teaching methods.

Based at the 27-hole Whispering Palms Golf and Country Club in suburban Rancho Santa Fe, the academy plans to have one nine-month session a year with a limit of 150 students per period.

Supplementing the regular curriculum, a lecture series will feature experts in various facets of the golf industry from leading tour pros to equipment manufacturers. "We hope to bring the equipment people to the academy to tell our students what their products do and how they can eventually aid the pro when they are in a position to purchase," Pierce added.

Open to both men and women over 18 years of age, the academy screens applicants with at least a "B" average in high school study or the equivalent in business experience. A recommendation from a golf professional is also a necessity.

Entrance fee to the academy is

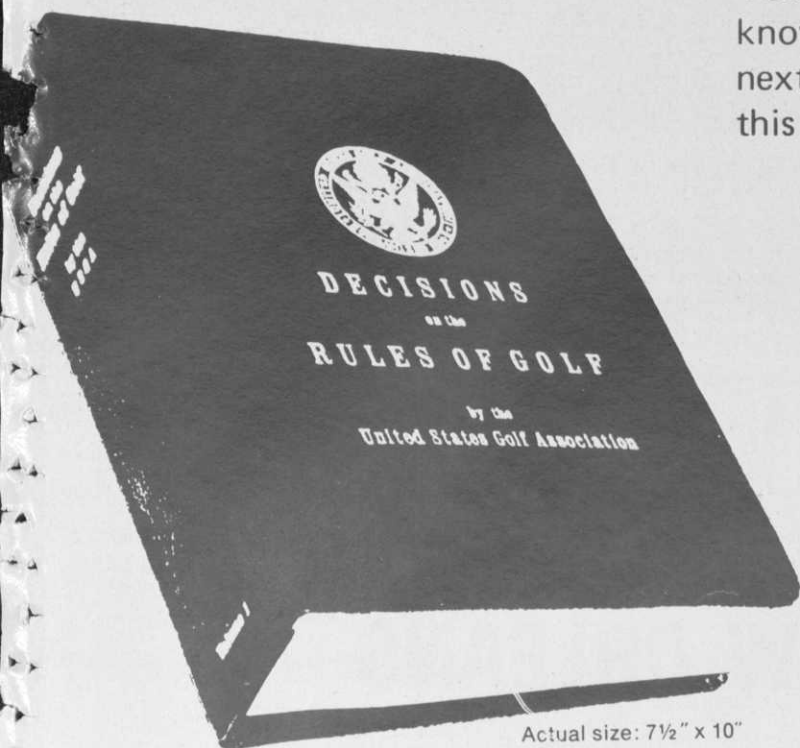
\$3,000 a year, which pays for all class fees and allows full use of the facilities at Whispering Palms. Pierce noted that the State of California has approved the concept of the program, but until classes are begun, no academic accrediting organization will focus attention on the San Diego operation.

After the first year is completed, the second nine month period will be devoted to more specialized courses in golf management. Included in this package are planning and organization of recreational activities, landscape and course design, turf management and advertising principles.

Preliminary indications look as if the San Diego academy will reach its student quota easily. Pierce pointed out that his organization is checking out the possibility of pupils receiving college credit or PGA sanctioning in the program. Pierce also indicated that he may solicit the advice of the National Golf Foundation on the project.

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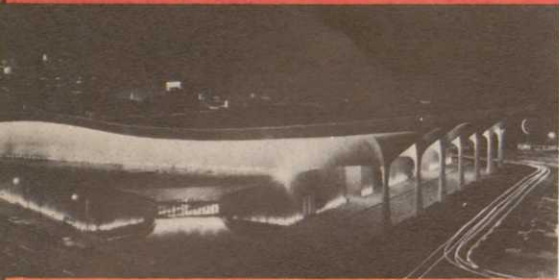


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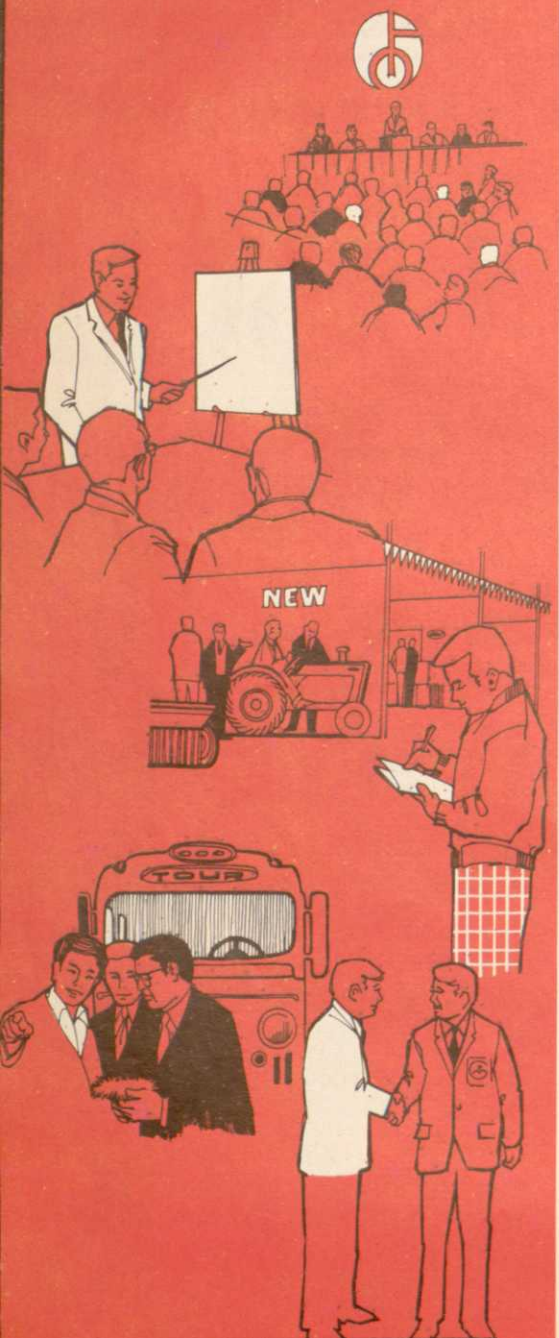
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COMING EVENTS

Fifth Annual Georgia GCSAA/University of Georgia Turfgrass Short Course, Center for Continuing Education, University of Georgia, Athens, Ga., Nov. 24-26.

Texas Turfgrass Conference, Texas A & M University, College Station, Tex., Dec. 1-4.

PGA 58th Annual Meeting, Regent Hotel, Honolulu, Haw., Dec. 3-6.

Ohio Turfgrass Conference and Show, Ohio State University, Columbus, Ohio, Dec. 3-5.

Tennis Industry's National Buying Show, Miami Beach Convention Center, Jan. 5-7.

PGA Rules Workshop Seminar; Charles Stewart, USGA; Clyde Mangrum, TPD; Mary Dagraedt, LPGA; Atlanta, Ga., Jan. 5-8.

46th Annual Conference of the Mid-Atlantic Golf Course Superintendents Assn., Hilton Inn, Baltimore, Md., Jan. 6-7.

PGA Club Repair Workshop Seminar, with John Henrich, Baltimore, Md., Jan. 12-15.

PGA Merchandise Show, Contemporary Hotel, Disney World, Orlando, Fla., Jan. 26-29.

PGA Club Repair Workshop Seminar, with Irv Schloss, Orlando, Fla., Feb. 9-12.

PGA Teaching Seminar, Disney World Golf Course, Orlando, Fla., with Davis Love and Bill Strausbaugh, Feb. 16-19.

PGA Rules Seminar, San Francisco, with Dr. Pete Zidnak and Hord Hardin, USGA; Joe Black and Harvey Raynor, Feb. 16-19.

Golf Course Superintendents Association of America 46th Annual International Turfgrass Conference and Show, New Orleans, La., Feb. 16-21.

Club Managers Assn. of America Annual Meeting, Vancouver, B.C., Feb. 19-22.

PGA Club Repair Seminar, with John Henrich, Dallas, Feb. 23-26.

PGA Club Repair Seminar, Chicago, with Hubby Habjan, Mar. 2-5.

PGA Rules Seminar, Philadelphia, Pa., with Joe Dey, Warren Orlick and Jack Sargent, March 16-19.

Sporting Goods Industry Association Annual Meetings, including golf ball and club manufacturers, April 20-23, Cerromar Beach Hotel, Dorado Beach, Puerto Rico.

National Golf Foundation Teacher Seminar, Longwood College, Farmville, Va., June 22-27.

National Golf Foundation Teacher Seminar, Pine Needles Lodge and Country Club, Southern Pines, N.C., July 20-25.

National Golf Foundation Teachers Seminar, Stephens College, Columbia, Mo., Aug. 10-15.

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ADVERTISER'S INDEX

Architectural Metals	63
Edmund B. Ault, Inc.	67
Chemagro Div., Baychem Corp.....	45
Chicopee Mills, Inc.....	48
Cushman Motors Div., Outboard Marine Corp.....	42-43
Davis Mfg. Div., J. I. Case Co.....	51
Joseph S. Finger & Associates, Inc.....	67
Golf Course Supt. Assn. of America	66
Gordon Corp., PBI.....	69
The Green Makers	67
Harley-Davidson	2nd cover
Heath-Gates, Inc.....	57
Hillerich & Bradsby Co.....	7
Husky Storage Systems.....	61
Iberia Earthmoving Service, Inc.	67
Robert Trent Jones, Inc.....	67
Bob Jordan Golf Course Construction ...	67
Keller Golf Clubs, Inc.....	39
Lester Electrical of Nebraska.....	62
Lofts Pedigreed Seed Co.....	53
3M New Business Ventures Div.	14,15-26
Maddox Construction Co.....	67
Manhattan Ryegrass Growers Assn.....	49
National Stewart In-Fa-Red Assn.....	33
Oregon Ryegrass Growers Commission ..	56
Par Aide Products Co.....	5
Professional Golfers' Assn.....	3
Royer Foundry & Machinery Co.	67
Ryan Turf Equipment Div., Outboard Marine Corp.....	47
Shamrock Golf Co.	37
Standard Mfg. Co.	3rd cover
Tee-2-Green Corp.....	4th cover
The Toro Co., Irrigation Div.....	9
Trojan Battery	35
United States Golf Assn.	65

PEOPLE IN THE NEWS

Toro Co., Minneapolis, Minn., has announced a number of company appointments. *Robert B. Singer* has been named group director, engineering, for the Outdoor Power Equipment Group; *Craig M. Tanner* has joined the Irrigation Division as manager of market planning; *Roy F. Eldred* has been named general manager of the Parts Division; and the company has appointed **PS Construcciones SA** as its distributor in Mexico . . . **ProTurf Division**, O. M. Scott & Sons, Marysville, Ohio, has announced a number of appointments. *Murray Nonhof* will be responsible for sales in the northern California area; in northern Michigan, *Gary Bateman* is the new technical representative; *Dick Gethin* will now handle the eastern Missouri area; *Bill Stinson*, who had been working with superintendents in western New York, has been re-assigned to cover Dutchess, Putman and Westchester counties in that state; *Charles Croley*, who has been representing ProTurf in southeast and central Michigan, has returned to his native Texas to service the western portion of that state; *Tom Leonard's* responsibilities will be concentrated in eastern and southern Texas; *Ted Mulcahey*, formerly working in northern Ohio, moves to Croley's territory in Michigan. Mulcahey's Ohio territory is now being served by *Larry Lieux*; *Mike Chinich*, who had been serving superintendents in parts of Georgia, South Carolina and Florida, will concentrate his work along the North Carolina/South Carolina coast, part of the territory for which *Jim Tosco* has been responsible; *Tosco* will continue to represent ProTurf in the western Carolinas . . . *G. R. (Dick) Gordon*, has been named Canadian district sales manager for **Cushman vehicles** . . . *Don Gunderson*, service manager for **Ray Ellis Cushman Sales, Inc.**, Kalamazoo, Mich., has

been named Golf Car Service Manager of the Year by **Cushman Motors** . . . **Harley-Davidson Motor Co., Inc.**, Milwaukee, has announced two appointments. *Charles K. Thompson*, formerly Motorcycle and Snowmobile Sales Manager, has been named Vice President of Marketing; *Gerald L. Langlois*, formerly assistant golf car sales manager, has been appointed field sales manager. . . *Bennett Curry* has been named advertising public relations specialist for **Hillerich & Bradsby Co.**, Louisville, Ken. . . **Aldila, Inc.**, San Diego, Calif., has announced *Walt Dittmer*, *Harvey Chung*, *Paul Roy* and *Ray Loszewski*, all formerly of AVCO Corp., and *Ray Mortvedt*, formerly of Head Ski, have joined the engineering staff at the company's manufacturing facility . . . **Pacifica Recreational Products, Inc.**, Concord, Calif., has completed restructuring of its western sales force. Heading the force is marketing director *Richard M. Kiely*; working with Kiely will be *Jerry Truax* of Solana Beach, Calif., covering the southern portion of the state; *Dick Talt* of Whittier, Calif., covering Los Angeles and the middle of the state; *Mark Ryan*, Stockton, Calif., and *Butch Wehrman* of San Ramon, Calif., covering northern California; *Bob Allen*, Phoenix, Ariz., covering Arizona, Utah and Nevada; and *Wade Robley*, Federal Way, Wash., covering Washington, Oregon and Idaho . . . **Anglo Burton Corp.**, Middlefield, Ohio, has appointed the **Fred Bock Advertising Co.**, Akron, Ohio for the firm's line of Crookshank golf clubs. . . *James R. Ireland*, has been named vice president of **Foot-Joy, Inc.**, Brockton, Mass. . . *Richard L. (Dick) Hale* has been named editor of **THE GOLF SUPERINTENDENT**, magazine of the **Golf Course Superintendents of America**, Lawrence, Kan.

CONVENIENT SHOPPING

For more information about the products advertised in the pages of **GOLFDOM**—use the postage-paid Reader Service Card in this issue.