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Finally shedding its fad image, graphite is becoming a staple of the shaft industry and predictably the product of tomorrow. Yesterday's uncertainty might become today's sure thing.

Observers of graphite think the product and its principle have shaped up. The merchandise is finding its market and it must have an ample one with 17 manufacturers in the field.

Shaft flexes are becoming more standardized. The buyer can relate to the traditional "R" and "S" labels, as the buggy whip flexes disappear. Many manufacturers, most notably Carbonite, Graftek and Graffalloy have made the clubmaker's job easier with simple instructions on how to vary shaft flex by trimming butt and tip ends.

Graffalloy's M-6 shaft has no variance in wall thickness from an "S" to an "R". A section of the tip and butt remain constant. Graftek's flexes in woods and irons have a constant wall thickness from tip to butt.

Along with the stabilization and perfection of graphite, its advertising claims are also becoming a bit more believable. One shaft maker modestly states: "Expect eight to 10 yards more carry with a square hit and about 10 yards more roll on the average fairway."

Helping the professional in his understanding of graphite, 3M, through its Carbonite acquisition, began an educational program recently. Using a booklet approach, Carbonite attempts to tell the graphite story in layman's language. Terms like "torsional rigidity", "dispersion factor" and "modulus of elasticity" are left to the engineer.

Barry Barman, marketing director of Fansteel, thinks his product is designed only for the golfer that realizes graphite can be an advantage to their game. Spelling out the value of

graphite to the golfer must be in simple terms, though.

"For example, explaining 'recovery', is nothing more than the shaft straightening out as it enters the impact zone. Pointing out how quickly graphite releases stored up energy during recovery is also important. Explaining the importance of flush contact and how a good shaft helps the golfer to square the clubface at impact is another point worth stressing. Rather than using terms like 'torque factor', tell your prospect the story in everyday language," Barman commented.

Joel Fuerst, marketing director for Graftek, stresses accuracy and control in his firm's manufacture of the shaft. "Over 99 percent of the golfers in the world never break 80. These golfers therefore seldom hit the ball 'on the screws'. It is more important to most golfers to keep the ball in play than drive another 20 to 30 yards. The primary benefit of graphite is that 'mis-hits' are straighter, longer and 'in-bounds'."

Ed Carmichael, head of the Graffalloy operation, insists that the golfer should know that the firmness in the shaft means strength. "A graphite-epoxy shaft weighs about 35 to 40 percent less than steel. Yet, it can have much greater tensile strength. Graphite shafts can be made firm with a very minimal degree of twist and distortion at impact," Carmichael noted.

Other manufacturers such as Aldila, Graftek, Shakespeare and Exxon stress the importance of proper fitting. Shakespeare makes it easy by narrowing down the number of flexes. In the main, most producers agree that the starting point for fitting is to have the golfer try a flex and swingweight close to his present driver.

"When most players waggle a graphite driver for the first time, they think the shaft is too flexy. That's because a graphite driver has relatively more head weight than a steel club. In trying to get the same feel as his old clubs, the golfer often favors a shaft that is too stiff for him. The big key is to experiment with some test shots, adding or subtracting lead strips from the head as you go along," a West Coast clubmaker remarked on fitting the shaft.

Demonstration clubs from the

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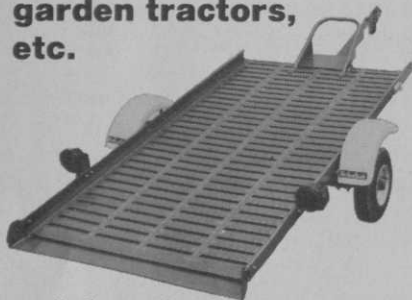
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24 GOLFDOM MAGAZINE 1/75

THE NEXT 25 YEARS *from page 18*

The annual Harris-Kerr-Foster survey of 100 of the most elite private clubs in 1972 reported an average maintenance bill of \$6,554 per hole, or nearly \$118,000 for an 18-hole course. That was up five percent over the previous year. After that came the 1973 energy crisis, and rising costs for fuel, pipe, seed, plastic materials, fertilizers and chemicals.

Superintendents at most courses were smart and stockpiled fertilizers before the price boost in 1974. But the crunch is coming for the 1975 season. Budgets will increase 10-20 percent, or courses will be maintained a little less lush — fertilized and mowed less often and less hand-work around hazards and trees.

Maintenance budgets at many clubs are up 10-20 percent this season over last. Superintendents and their bosses always want to improve the course, not let it backslide. One prestigious western private course was maintained for \$96,000 in 1973, but is working on a budget of \$120,000 this season.

Sewage effluent for irrigation. The fuel crisis emphasized that prosperity and growth are not forever, but rather are limited by natural resources. So it is with water.

Where supplies are short, politicians and the public frown on golf courses using clean, potable water that might otherwise go for drinking, moving industry and watering lawns. If a course does not already have its own exclusive, reliable source of water, such as a lake, river or wells, it may be in trouble sooner or later.

We are short of water in this country now, especially in the Northeast and West. Many new courses built in recent years in the West have turned to treated sewage effluent for irrigation. In most cases there have been no damaging effects to either fine turf or humans. In many areas, courses have become an ideal outlet for using millions of gallons of treated effluent not useful elsewhere.

Automation and mechanization. Machines have become important in golf operations.

In large private clubs, membership accounts and billings are fre-

quently handled by a computer program. In the kitchen, pre-packaged foods and big freezers and microwave ovens have replaced the fry grill. More and more courses are irrigating with automatic time clocks.

New machines have made quite an impact on golf course maintenance. Equipment manufacturers have been diligent in visiting courses and turf conferences, listening to superintendents on what they need, and then producing machines in answer.

The riding triplex greens mower has been in use for five years. Perhaps 80-90 percent of all the 18-hole courses, and many with nine holes, have switched from walking to riding. Very few machines have been turned back or traded in, distributors report. Some superintendents have converted their first riding mower to a tee mower, then bought a newer model for greens.

Such a machine now costs about \$3,500, and it should have a life of five to 10 years. Properly trained, anyone can cut greens and do a smooth job. Predictions that greens would be compacted and grainier have been mostly false alarms. The riding mower can cut 18 greens in three to four hours, compared with 12 man hours using walking mowers.

One distributor reported he had received 26 riding mowers for this season, and sold out before the season started. "Because of labor saving, none but the richest clubs can

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"It's a lawn moth that eats crab grass!"

COMING EVENTS

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

14th Annual Michigan Turfgrass Conference, Kellogg Center, Michigan State University, Lansing, Mich., Jan. 14-15.

PGA Executive Management Seminar, San Jose, Calif., Jan. 17.

Southern California CMAA Chapter 50th Anniversary and Installation Meeting, Los Angeles Country Club, Jan. 21.

Rocky Mountain Regional Turfgrass Conference, Colorado State University, Fort Collins, Colo., Jan. 23-24.

USGA Green Section Conference on Golf Course Management, Biltmore Hotel, New York, Jan. 24.

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

University of Tennessee One-Week Short Course in Turf Management, Nashville Center, Nashville, Tenn., Jan. 27-31.

Virginia Turfgrass Conference, Sheraton Motor Inn, Fredericksburg, Va., Jan. 29-30.

Reinders Bros. Co. Second Turf Conference, Equipment Show and Service Clinic, Elm Grove, Wis., Jan. 29-30.

PGA Club Repair Workshop, 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 Assn. 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.

Southern Turfgrass Assn. Conference and Show, Cook Convention Center, Memphis, Tenn., Mar. 2-4.

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

Iowa Golf Course Superintendents Assn., 41st Annual Turfgrass Conference, Sioux City, Mar. 10-12.

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

Canadian Golf Course Superintendents Assn. National Turfgrass Conference and Show, Toronto, Mar. 18-20.

Annual Conference of National Club Assn., Shoreham Hotel, Washington, D.C., April 13-15.

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

Georgia Golf Course Superintendents Assn. Educational Program and Business Meeting, Coosa Country Club, Rome, Ga., May 12-13.

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

American Assn. of Nurserymen Annual Convention, The Palmer House, Chicago, July 19-23.

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

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

Speed-Fil

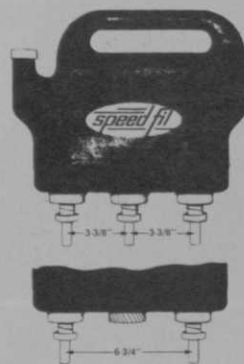


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New PGA President Henry C. Poe

The Poe Profile

"We are trying to shake off the image of alpaca sweaters and alligator shoes that has evolved over the years," says newly elected PGA President Henry C. Poe, "and put the pro in a position where he is the number one authority on teaching, on merchandising, on planning and business."

The tall, soft-spoken club pro at Vanity Fair Golf Club in Monroeville, Ala. was chosen president of the PGA last month at the annual

meeting in Hawaii and has already stepped into the active role vacated by R. William Clarke. Donald E. Padgett, of Green Hills Golf and Country Club, Selma, Ind., moved up to secretary. Frank Cordi, of Apawamis Country Club, Rye, N.Y., was elected treasurer.

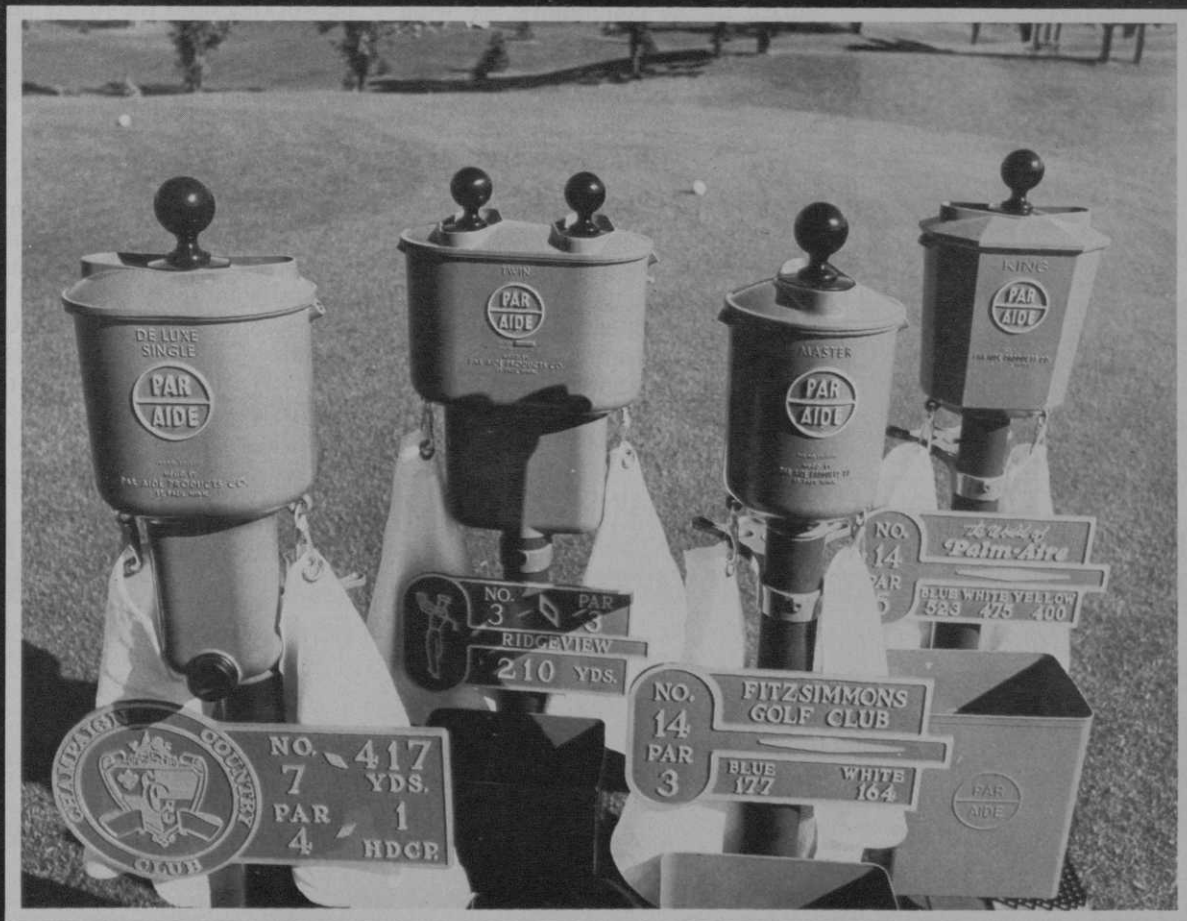
"My main consideration is to make every effort to achieve the objectives of the delegates as they were laid out at our annual meeting, Poe told GOLFDOM. "We have a capa-

ble executive secretary in Mark Cox, we think he has an excellent feel of the association and its objectives, and he and I will be working together closely."

Poe said he will emphasize the education program for PGA members. He said he thinks it is important for pros to broaden their capabilities and become the best pro they possibly can.

He also said PGA pension programs will be expanded, along with

to page 28



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The Poe Profile from page 26

insurance protection programs. Employment standards will also be examined to get the kind of security and fringe benefits other professionals such as doctors and lawyers have.

"We have already started a public relations campaign to explain to governing members of clubs who the pro is and where he is today," Poe said. "We also want to make the communities aware that the pro is a citizen of the community; we want him to have stature. Many pros have served in civic capacities such as presidents of chambers of commerce, and we think this is good."

"In doing this, we hope to help the pros, and the clubs too," Poe said.

This year the PGA published its first annual report, Poe said, and he feels this will get across the point that the PGA intends to conduct its organization in more and more of a business-like manner.

He said the PGA is quite interested in a future permanent site for

offices, golf courses, a library and a museum. "The membership is yelling and screaming every day to get moving on this, but our experts have told us that under present economic conditions, this is a bad time for something of this nature."

"Unless there is a change in the economic factors in the next six to eight months, I do not think we will see a permanent home during my term, but we certainly are working on it."

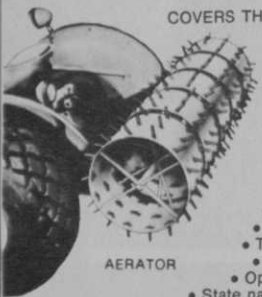
Another thing Poe said he would be working on is the future plans for a PGA university, a place where all business schools could be conducted, and where all education programs could be expanded.

Poe is a native of Durham, N. C., and a 1938 graduate of Duke University. After graduation from Duke, he moved to Winged Foot Golf Club in Mamaroneck, N. Y., where he was assistant to the late Craig Wood. He became head pro at Reading Country Club in Pennsylvania when Byron Nelson left there, and in 1966 left to go with Vanity Fair's two golf courses. □

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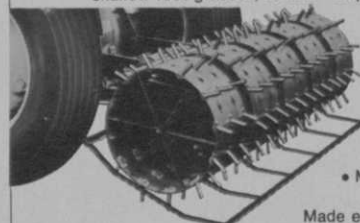
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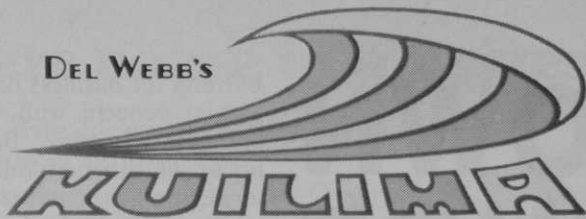
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Pictured above, left to right, are Palmer Lawrence, P.G.A. golf professional at Kuilima, along with Andrew Zorne, general manager, and Mits Tojo, golf cart superintendent.

With them are a few of the fleet of 80 four-wheel Westinghouse electric golf carts, all equipped with Trojan J-217W Mileage Master Golf Cart Batteries.

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DOWNTOWN PRO SHOP

Battling for business has become the biggest concern with the pro shop operator of today. Beat down by prices of discount outlets, a California pro has counterattacked in the retailers' own front yard, opening a pro shop right in their downtown business district.

It didn't happen overnight. Jimmy Powell started his Pro-Line Golf Center in Santa Ana, Calif., back in 1971, and the enterprise has prospered into a going concern.

Powell's radical concept, still relatively innovative for many parts of the country, has turned into a paying proposition for the Dallas native.

With golf a year-round thing on the warm west coast, Powell developed his downtown store into a transplanted course shop with a lot more to offer. "I've always felt that people should be able to walk into my store and get anything they need for golf right here.

"Too many pros do business out of a catalog. To me, that thinking is bad. When people come into your store, they aren't coming in to look at a catalog, they're coming in to take stuff off your shelves," Powell told GOLFDOM.

Looking around Powell's 3,000 square foot facility, it's easy to see that sticking with pro lines is the rule and not the exception. Besides attractive and functional club and soft-good displays, Powell's shop features a complete indoor driving range with television equipment and other aids that are beneficial in personally fitting customers with clubs.

Powell insists that the California pro has to have more to offer his customer, since they have a 12-month operation. "There is so much competition out here. A pro has to treat his people well and that's the way it should be, on the course or in the shop," Powell noted.

Continuing his thoughts on the status of the warm climate pro, Powell predicted the day soon when the PGA might divide into two separate organizations, one for the north and one for the south and west. Year-round selling is obviously a boon to pros in this area and attitudes toward merchandising are different than that of the pro spending his winter in the snowy north.

Golf is not a losing proposition for Powell, and his brother John, who assists Jim in the shop opera-



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